HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales · Charity number 1003904

Details

Other names	HYPERLIPIDAEMIA EDUCATION AND RESEARCH TRUST UK, H.E.A.R.T UK
Status	Registered
Legal form	Charitable company
Company number	02631049
Registered	1991-08-27
Register	View on the Charity Commission register

Contact

Address	7 North Road Maidenhead Berkshire SL6 1PE
Phone	01628777046
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Website	www.heartuk.org.uk

Activities

Objects: TO RELIEVE THOSE SUFFERING THE EFFECTS OF HEART DISEASE AND IN PARTICULAR LIPID DISORDERS, FAMILIAL HYPERLIPIDAEMIAS AND RELATED CONDITIONS, TO PROMOTE THE RELIEF OF SICKNESS AND THE PRESERVATION AND PROTECTION OF HEALTH BY REDUCING THE INCIDENCE OF VASCULAR DISEASE IN THE GENERAL POPULATION OF THE UK, TO PROVIDE COUNSELLING AND ADVICE TO RELATIVES OF THOSE DIAGNOSED WITH INHERITED HEART DISEASE AND TO PROMOTE THE STUDY OF CAUSES, DIAGNOSIS AND TREATMENT OF LIPID DISORDERS AND ASSOCIATED METABOLIC DISEASES

Activities: Helping & supporting patients & healthcare professionals to understand & control cholesterol/blood fat conditions & other heart risks; promoting education & research; working in partnership with government, NHS, industry & other charities; and promoting best practice in addressing inherited & other cholesterol/blood fat problems.

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Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** THE UNITED KINGDOM
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-02-28	£1,577,004	£1,493,047	£644,019	6
2024-02-29	£1,327,980	£1,400,254	£557,356	8
2023-02-28	£1,305,959	£1,150,344	£622,588	6
2022-02-28	£902,929	£1,016,692	£466,634	7
2021-02-28	£754,465	£866,323	£575,112	8

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Trustees

Name	Role	Appointed
Dr Peter Huw Green	Chair	2017-05-11
Alison Pottle		2018-08-13
Andrew Harrison		2004-12-12
Andrew Jeffery Greaves		2018-03-07
Bryan Andrew Dobson		2017-04-20
Dr DERMOT NEELY		2011-07-11
Dr Dev Datta		2018-07-18
Dr Handrean Soran		2020-03-12
Dr JOHN ALAN EVAN REES		
Joanne Bennett		2013-12-04
Neil Phipps		2018-07-24
Professor Elizabeth Ann Hughes		2014-02-24
Thomas Matthew Dixon		2018-08-31

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HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales - Charity number 1003904

Accounts

Docusign Envelope ID: 58C4454B-0102-4A4A-92EC-580D96DAB84B

Hyperlipidaemia Education & Atherosclerosis Research Trust UK

(A company limited by guarantee)

Registered number: 02631049
Charity number: 1003904

Trustees' Report and Financial Statements for the year ended 28 February 2025

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Reference and administrative details of the charity, its trustees and advisers for the year ended 28 February 2025

Trustees

Dr P H Green, Chairman
Professor E A Hughes, Trustee
Dr D Neely, Trustee
Dr A Rees, Trustee
Ms J Bennett, Trustee
Ms T Kennerley, Trustee (Resigned 19 April 2024)
Mr B A Dobson, Trustee
Mr A J Greaves, Trustee
Dr D B N Datta, Trustee
Mr T M Dixon, Trustee
Mr N R Phipps ACA, Trustee (Treasurer)
Ms A Pottle, Trustee
Mr S Handrean, Trustee
Mr A Harrison, Trustee (Appointed 12 December 2024)

Company registered number
02631049

Charity registered number
1003904

Registered office
7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer
Ms J Payne

Independent auditors
Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London EC2A 2AP

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Our Impact in 2024-2025

HEART UK
THE CHOLESTEROL CHARITY

Public Awareness and Support

1,213
people accessed our cholesterol helpline

85%
said helpline was 'very easy' or 'easy' to access

141,686
people subscribed to our e-news
A 33% increase on the previous year

3.4m
million people accessed the HEART UK website

192,713
publications were distributed to patients with high cholesterol

99.4%
rated our literature at 'Invaluable' or 'very helpful'.

10,307
printed resources distributed to children and young people

28,329
digital materials were downloaded

47,916
people viewed our video resources on YouTube

4,105,884
of you viewed our Facebook posts

566,029
of you viewed our Instagram posts

433,475
viewed our LinkedIn posts

Healthcare Professionals

4,957
HCP's subscribed to our e-news
An 8% increase on the previous year

242
HCPs attended our 37th Annual Medical and Scientific Conference
'National and international perspectives'

859
HCPs attended or viewed our educational webinars

4.15/5
HCPs who attended our webinars rated their increase in confidence from 3.21 to 4.15 out of 5 in treating their patients for high cholesterol

98.3%
of HCPs give our booklets to patients during their consultations

12,497
recipients on our four new diet quizzes

27,260
subscribed to our new Cholesterol SMART e-news

96%
of HCPs viewing our Diet & Lipid Network webinars found them useful

HEART UK – actively supported by gifts in wills and donations

www.heartuk.org.uk/about-us/our-impact

Follow us on:

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National Level Impact

HEART UK
THE CHOLESTEROL CHARITY

Public Affairs and Advocacy

Across all our public affairs activity this year, we had 3 key messages:

1. Do cardiovascular prevention and identification properly, including genetics, the earlier the better
2. Ringfence prevention funding to ensure the funds go to that.
3. Put the patient and the patient voice at the centre of everything.

- Cholesterol and other blood fats are a priority for the NHS and we have worked hard to ensure this is the case.
- We and our community have contributed to consultations, including the NHS 10 year plan.
- We are part of national system groups discussing cholesterol and other blood fats.
- We endorsed the updated clinical pathway.
- We shared concerns about inconsistent cholesterol (and other blood fat) testing and reporting across the UK.
- We held bi-monthly Integrated Care System (ICS) Champion network calls bringing together the health system leaders to discuss the local cholesterol and blood fat issues which are often the same, and sharing challenges and solutions which can help.

Publications and Data

- Prevention is key with cardiovascular health. We brought a focus on this with the publication of our Prevention Pays work setting out over £2bn a year can be saved if prevention was done properly. This was followed up with the practical implementation plan in our Principles for Prevention work.
- We published an article on standardising lipid testing and reporting.
- Working in collaboration with the Association for Laboratory Medicine, we've shared concerns about inconsistent cholesterol (and other blood fat) testing and reporting across the UK
- There continues to be publicly available data on cholesterol and FH in CVDPrevent. This is widely used by us and our ChangeMakers.

High Lipoprotein or Lp(a)

Lipoprotein(a) is a lot like LDL cholesterol (sometimes called 'bad cholesterol') but it's more 'sticky'. If you have high levels of lipoprotein(a) in your blood, it can stick to your artery walls and clog them up, leading to heart disease and stroke at a young age.

- Helping to raise awareness of Lp(a) with an article in Pulse, read by GPs
- A Westminster Hall Debate held around cardiovascular disease and Lp(a), this is now published on Hansard. This is important to ensure we can signpost back to this as pressure grows around Lp(a) and for it to be tested.
- We met with NICE to continue on-going discussions on Lp(a) being included in their lipid guidelines.

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Annual report incorporating a Directors' Report and Accounts for the year ended 28 February 2025

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat', and whilst there are numerous blood fats, cholesterol is the most common. For this reason, we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for:

Hyperlidaemia **E**ducation and **A**therscleros**R**esearch **T**rust.

As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Almost half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common modifiable risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy. Cholesterol is also the third biggest risk factor for dementia.

Heart and Circulatory diseases cause around a quarter of all deaths in the UK. This means 1 person dies every 3 minutes. More than 7 million people are living with heart and circulatory diseases in the UK, but a lot of this can be prevented.

Inherited cholesterol conditions affect a high number of people across the UK. This means when a child is born and they have an inherited cholesterol condition, they have already had this for 9 months. Children can be at risk and an example of this is around 1 in 250 people (that equates to over 260,000 people across the UK) have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood. Currently, only around 11% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

Another blood fat, known as Lipoprotein (a) (LP(a) for short), affects around 1 in 5 people. But this is a little known condition by the public and also healthcare professionals, especially those working in primary care.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate activity is conducted. The charity's objects as set out in our constitution are:

> 'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of

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those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.'

Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and influence Government and public policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people developing heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK's activities. We continue to benefit from a range of volunteers including healthcare professionals serving on our committees who willingly give up their time to enable us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our ambassadors who are the voice of HEART UK in their community; and our ChangeMakers who are using the HEART UK messages and their own voice within their local health system to be a critical friend to improve outcomes for patients with high cholesterol. They help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundraisers helping to raise funds for our essential work.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2022. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy in place that is currently undergoing a review and will do so every 3 years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do. Anyone within the UK can access our services.

Our Values

We operate everything we do within the values of the organisation with professionalism, respect, integrity, empathy and trust.

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Environment, Social and Governance

We have developed an Environment, Social and Governance (ESG) action plan and are working to those actions. This action plan will form part of a framework, which we are developing.

We continue to encourage people with the technology to access our information using their mobile phones. In particular, we provide a large amount of literature to the NHS and other organisations. We introduced a sheet of QR codes that can be used if an individual has a smart phone. Of course, not everyone is in that position, so we still provide printed copies as appropriate. It is important to us that anyone wanting to access our services is able to, no matter their background or where they live.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

At the beginning of this report is a record of our impact for the year. However, we go into a little more detail below.

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other healthcare professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as the Department of Health and Social Care to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

> Our main focus is on lowering cholesterol and saving lives via raising awareness with the public, service delivery and educating healthcare professionals and the public, patients, and their families. However, we also work to advocate with and on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards.

As we write this report, we await the new NHS 10 year plan, which Labour have promised. We know cholesterol continues to be a priority for the NHS and the Government have committed to reducing CVD rates by 25% in the next 10 years. Cholesterol is an important risk factor to be addressed to help this target to be achieved.

During this year we have invested in developing our team and also our new Cholesterol SMART Programme, which we discuss later in this report. We have also invested time into ensuring we have a project full cost recovery process in place, as this hasn't always been the case and is clearly important to ensure sustainability of the organisation.

Over the coming years we will continue to build on our successes, ensuring that this target and others to come are delivered

The team

During 2024/25 the incredible HEART UK team continued to work hard to deliver our objectives and support our beneficiaries. We have seen some change in the team, most of which was beyond our control. We have invested in our Fundraising Team and also in our Service delivery, in particular our

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dietetic services. The impact report demonstrates the real impact of our amazing team, which include our internal team, consultants and of course volunteers.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having an inherited cholesterol condition , information is scarce with primary care, including GPs and pharmacists, potentially unfamiliar with the condition and referrals to specialist lipidology consultants can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries, pharmacists and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our lipid specialist nurse and dietetic advisor who are supported by our Medical, Scientific and Research and Healthcare Committee members and health editor. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by healthcare professionals. We provide the majority of our literature free of charge. We know that our literature provision does increase access to quality information. Enquirers to our Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need. We also recognise the need to offer digital versions of our literature and in parallel have been looking at ways to reduce print and postage costs without affecting the quality or accessibility of our literature.

The HEART UK Helpline

Our dedicated helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with a variety of queries relating to cholesterol nor concerns about family history of heart disease. Obtaining GP appointments, limited time and information available from GPs, waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or receive informed advice. People who are worried about raised cholesterol or are not sure what to do about their levels, often have nowhere to turn to for advice and end up doing nothing – or worse, relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Helpline is uniquely run by our expert lipid specialist nurse and specialist dietetic advisor, supporting anyone that contacts us to help them manage their cholesterol and other blood fats. The Helpline also supports people diagnosed with, or who are bereaved of someone with an inherited high cholesterol condition. These enquiries can be complex and require expert knowledge and professional handling and are often 'time heavy'. Once again, during this year we have continued to see people enquiring about LP(a).

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Our Services team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

Healthcare professional support

Support for healthcare professionals over 2024/25

We continue to provide a large amount of literature to healthcare professionals free of charge to distribute to their patients. We are looking at ways we can balance the requirement to a mutually beneficial mix of digital and hard copy information and will progress this in to 2025/2026.

We continued our partnership with the NHS, the Health Innovation Network (previously known as Academic Health Science Network) and the Accelerated Access Collaborative and conducted many education activities for healthcare professionals through our 'Tackling Cholesterol Together' campaign.

Lipid Intelligence Network

This network goes from strength to strength and provides a source of network support through our regular monthly teams calls to bring together healthcare professionals dealing with cholesterol conditions where discussion take place around challenges, sharing information, best practice, and learn from each other.

Lipid Interest Group

This is a group of 159 160 allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet twice a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

Other networks

As set out in the Impact Report at the start of this report, we introduced three new network:

Early career CVD prevention network

The UK Paediatric FH Alliance

The Diet and Lipid Network

Each of these are developing really well and are hugely popular

Annual scientific conference

In 2024 we held a hybrid annual scientific conference. Total attendance was 345 (equal to 2023). Attendance by profession followed the 2023 trend although there was a noticeable increase in pharmacist attendance.

Just under 99% of the attendees surveyed said they would be able to apply the learnings in their day-to-day practice to improve patient outcomes.

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Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all healthcare professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure healthcare professionals can provide accurate, evidence-based information to their patients on how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and dietetics helps us steer the programme; we have now completed the platform and have launched this. Once again, this is proving extremely popular because there is a severe lack of dietetic support within the NHS. To support the web platform, a quarterly Nutrition Academy e-newsletter has been launched to provide healthcare professionals with the latest research, news and expert views to stay abreast of the dietary management of cholesterol.

Major Achievements

During 2024/25 , HEART UK has had much to celebrate with our public affairs activities. Responding to consultations, in particular around the NHS 10 year plan and also with NICE and their reviews of guidelines and treatments.

We continued to hold our Integrated Care System (the payers of the health system) network calls and increased these to bi-monthly. This is very successful bringing system leaders together to share information and best practice and to learn from each other and also to understand developments and the focus in other areas.

We have been making significant efforts since 2016 to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children which was published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. A two-year pilot was established and we await the results of the pilot. The importance of this being accepted by an organisation known as the UK National Screening Committee is that, if successful, the screening will be across the whole of the UK. We continue to engage with the UK NSC.

Genomics England continue with their pilot research project in England for new-born screening and Homozygous FH and Familial chylomicronaemia syndrome (FCS) are included. This will be important in the process with the UK National Screening Committee. However, they are only testing 100,000 babies and these two conditions are so rare there is a risk they will not identify any. We await the results of this pilot, depending on the results, this could lead to these conditions being included in a new Guthrie test for newborn babies.

We continue to try to have one place for a lifelong register for FH, the system used in England and Wales has the capability to be used for all inherited cholesterol conditions. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and in 2021/22 we had commitment from the Chief Executive of the NHS to invest in a new system, sadly that has fallen away. We previously fed into a procurement process and in early 2022 NHS England met with HEART UK's FH Registry Advisory Group and put forward a proposal for the registry which was accepted as the best solution. Sadly, with all the challenges the NHS have faced, a decision was made in late 2022 not to develop a national lifelong FH registry, but instead to use a national audit called CVDPrevent, which is using data from primary care. There is also a focus on improving the data that is captured in primary care for FH. There is an existing system that

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houses around 20,000 FH family pedigrees and this is used across half of England. We committed a lot of time during the 2023/24 year to help keep this moving in the right direction. NHS England suggested we identify a hospital trust to take the lead. These conversations are on-going and a lot of work is being put into this by many hospital trusts. At 31 March 2024 the system was closed down and work is ongoing to get this changed and back up and running. Two hospital trusts stepped up to try and make this a success, Royal Free and Bristol. Bristol are now leading on the work and we hope over the coming year the system will, once again be up and running. Whilst this can't be considered a major achievement at this stage, all is not lost at this stage.

In Scotland, we are pleased to say that a similar programme to the NHS Health Check has been announced.

New service launched

We launched our much needed Cholesterol SMART. This is a holistic diet and lifestyle programme that incorporates behavioural science to help people make sustainable lifestyle changes that result in long term results. It includes our diet quiz, which enables people to assess their diet and see where improvements can be made. It has been extremely well received by the public, patients and healthcare professionals alike.

Awareness raising

We are constantly raising awareness of the dangers of cholesterol and the need for people to take their cardiovascular risk seriously as early as possible. We have great success with this across all our communication channels.

We have delivered a number of public information events in 2024/2025 and look to continue and increase these over the coming year. The feedback to date has been impressive.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is relationship led, via a variety of income streams:

- Individual giving – regular and single gifts and appeals, in memory and payroll giving and weekly lottery
- Sporting challenges - including the London Marathon and a wide variety of challenge events
- Legacies and an annual free Will campaign
- Corporate partnerships, including food, gyms, clothes recycling, solicitors, diagnostics and pharmaceutical companies
- Trusts and Foundations
- Employee Wellbeing Programme on cholesterol

During this period, HEART UK have been humbled to receive a number of legacies:

- Sheila Smith kindly left us a gift of £1,000
- Hilda Wright kindly left us a gift during this financial period. We received a sum of £30,994.01 and a final amount is anticipated during 2025/26.
- Margaret Gaffey kindly left us a gift during this financial period. We received a sum of £22,500 and a final amount is anticipated during 2025/26.

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We are extremely grateful for any donation to us, no matter how small. Leaving a legacy to HEART UK is the final compliment anyone can make. Whilst we received some funds in this financial year, some of these funds are restricted for particular projects in 2025/26.

HEART UK has a commercial relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and very strict criteria. We also have commercial participator relationships with companies with whom we have entered in a partnership. HEART UK does not carry out street collections or house-to-house fundraising, other than sticker drops by one of our clothes recycling partners. HEART UK has a Safeguarding and child/vulnerable adults protection policy which is currently under review. The Board of Trustees set up a sub group to create and review policies and all other Board members are kept up to date with the changes and are required to familiarise themselves with each policy. The staff are required to familiarise themselves with all of our policies each year and are provided with training.

HEART UK is registered with the Fundraising Regulator and adhere to the Code of Fundraising Practice. HEART UK complies with the Charities Act and GDPR regulation. We put the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

We have a register of vulnerable people which is regularly reviewed by our Chief Executive.

We established a complaints register in 2017/18 and have received 238 complaints between 2017/18 and 2024/25. These have largely been about clothes recycling and have decreased over those years as we work with our clothes recycling partners to learn from feedback and improve processes. In 2024/25, HEART UK received three complaints. This is a very low figure for the sector. Nevertheless, as mentioned earlier, we are committed to studying any expression of dissatisfaction and identifying ways to improve. The appropriate team investigate each complaint. Our complaints procedure is publicly available on our website.

Without the support of our donors and fundraisers, we would not be able to operate, and we are incredibly grateful for every penny that is donated or raised, helping us to save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Funding. We regularly review the funding situation via quarterly Finance and Risk Committee meetings, plus an additional meeting in between to keep a close look on matters.
- Reliance on individuals. We are focusing on retaining staff as well as recruiting good people to the team.

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FINANCIAL REVIEW

Income for the year ended 28 February 2025 totalled £1,577,004 (£1,327,980 in 2023/24)

Expenditure on raising funds was £719,130 (£664,727 in 2023/24) and charitable activity spending was £773,917 (£735,527 in 2023/24).

Of particular note:

- The clothes collections remained strong in particular through our partnership with iCollectClothes.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year-end totalled £580,207 which is within our 6-9 month guideline and we expect this to be maintained throughout the next 12 months.

PLANS FOR THE FUTURE

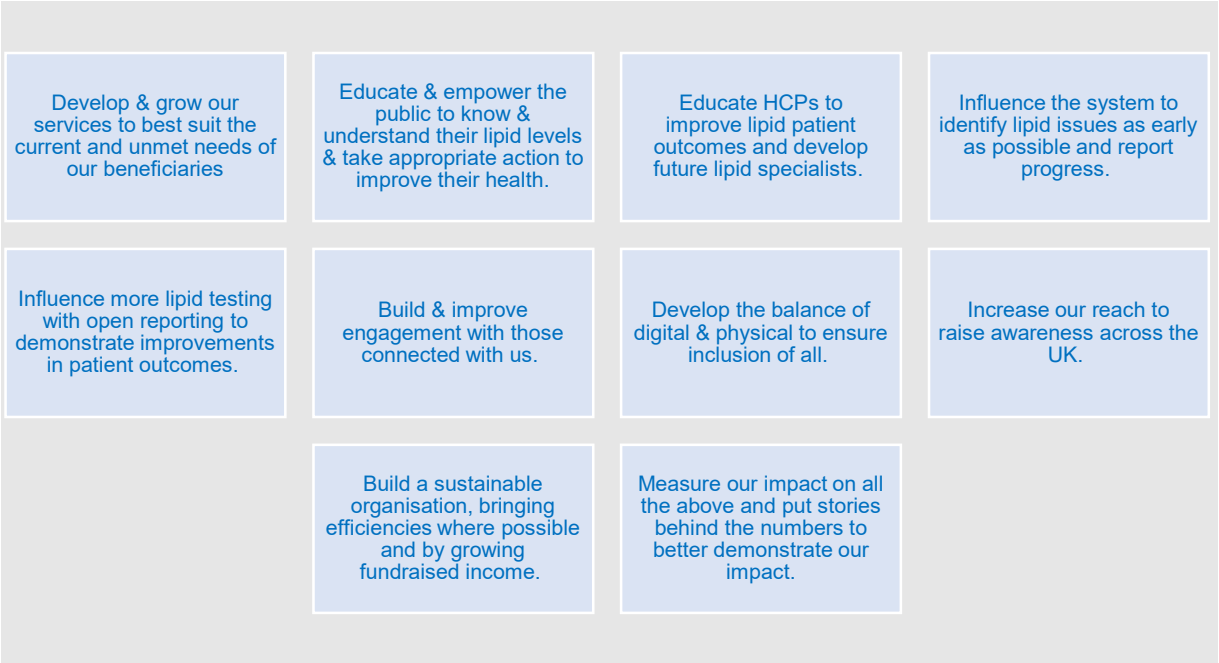
Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2029.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

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We are working to a 10 point strategy plan to 2029:



During 2025/26 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us.
- Regularly review our information provided to ensure it is up to date.
  - Continue to review the provision of our literature orders to ensure efficiencies and cost effectiveness where possible. We will also consider the environment in this process.
  - Build on our education provision for all beneficiaries
- Continue to build our communication channels to further increase our reach and influence, ensuring we reach as many people for all ranges of backgrounds.
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients.
- Launch the HEART UK Research Grant Scheme, in particular to encourage early career specialist development
- Continue to ensure heart and circulatory disease is a key priority for the Government and NHS.
- The inconsistent reporting on cholesterol levels, needs to be changed and we will be working towards achieving standarised reporting, following the recent publication.
- Incentives are important within the health system. In England there are two new incentives for secondary prevention (post heart attack or stroke and established heart disease), which are important. However, there still needs to be a focus on primary prevention and we will work hard to ensure this is a focus in order to save lives and keep families together.
- Work in the devolved nations to ensure cholesterol conditions are given priority and an action plan to improve patient outcomes.
- Continue to lobby for FH to be identified as early as possible; in children and adults.
- Continue to engage on other inherited forms of lipids.
- Continue to work to get the LP(a) calls to action adopted and implemented
- Continue to lobby for data to be captured to ensure we know exactly what the picture looks like with cholesterol patients both locally and nationally, this will include improved cholesterol and FH reporting through CVDPrevent.

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- Continue with our ChangeMaker Programme pilot and add to our offering with more volunteers.
- Build our reach and regional presence
- Continue to grow Cholesterol SMART with practical assets to support the programme

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £0 during 2024/25 (£98 in 2023/24).

During 2024/25 we had one Trustee resign from the Board of Trustees, Tricia Kennerley. We thank her for her work and commitment to help us deliver our objectives.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

<u>Committees</u>

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:

  - Risk Management

  - Financial Control Management

  - Audit and presenting final accounts to the AGM following Board approval.

  - Reviewing annual accounts prior to Board and then AGM approval.

Income, Communications and Services

Key areas for this committee are:

- To oversee the services we deliver
- To oversee our communications and channels used
- To oversee our income generating and fundraising activities

Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

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The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.
- They co-organise the Health Care part of the Annual Conference.

Campaigning/Public Affairs

This has been largely driven by the CEO in recent years and the Board now has a Public Affairs specialist and are seeking to develop a Committee to oversee this area and advise on public affairs and policy activities to highlight the importance of cholesterol and CVD.

Task and finish groups

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK).
- To educate society in general about Apheresis as a treatment.

Conference organising committee

This group organises the annual scientific conference usually held in June or July over a 3-day period.

Research Grant Awards

This group will be overseeing our grant-giving scheme and reviews applications.

Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

Cardiovascular Disease Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

Point of care testing

This group sets criteria for our evaluation and reviews the information for each device.

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ChangeMaker

This group oversees the programme and steers the direction of travel.

The Simon Broome Steering Committee

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridemia).

STAFF

A Senior Leadership team, consisting of the Chief Executive, Head of Fundraising and Head of Services, allows for the distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 9 permanent members of staff, 4 full time and 5 part time.

The Trustees would like to record their appreciation of the efforts of the staff, who have again made an enormous contribution to the successes of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability. We are also extremely aware of the challenge of market forces since the pandemic and we have reviewed our pay scale in the light of this in order to focus on retention and also attracting excellent talent.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment when appropriate; internally and externally, market forces, performance and affordability.

AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trustees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

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SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

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THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable team at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.

Signed by:
Pete Green
8CA074E392CE47E...

Authorised by the Trustees on ..... and signed on their behalf by:

Dr Peter Green, Chair

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education & Atherosclerosis Research Trust UK (the 'company') for the year ended 28 February 2025 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 28 February 2025 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under those standards are further described in the auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

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Independent Auditors' Report to the trustees of HEART UK

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

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Auditors' responsibilities for the audit of the financial statements (continued)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company’s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees’ use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor’s report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor’s report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

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Independent Auditors' Report to the trustees of HEART UK

Auditors' responsibilities for the audit of the financial statements (continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 29 September 2025

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Financial Activities (incorporating income and expenditure account) for the year ended 28 February 2025

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Income from:					
Donations, legacies and grants	2	**328,535**	**104,124**	**432,659**	*118,932*
Charitable activities	3	**290,619**	**-**	**290,619**	*326,747*
Trading income	4	**756,156**		**756,156**	*779,622*
Other income	5	**88,569**	**-**	**88,569**	*95,919*
Investment income	6	**9,001**	**-**	**9,001**	*6,760*
Total income		**1,472,880**	**104,124**	**1,577,004**	*1,327,980*
Expenditure on:					
Raising funds:					
Fundraising	7	**182,150**	**-**	**182,150**	*158,378*
Expenditure from trading	8	**536,980**	**-**	**536,980**	*506,349*
Charitable activities	9	**671,614**	**102,303**	**773,917**	*735,527*
Total expenditure		**1,390,744**	**102,303**	**1,493,047**	*1,400,254*
Net (expenditure) / income		**82,136**	**1,821**	**83,957**	*(72,274)*
Net gain on investments	15	**2,706**	**-**	**2,706**	*7,042*
Net movement in funds		**84,842**	**1,821**	**86,663**	(65,232)
Reconciliation of funds:					
Total funds brought forward		**505,334**	**52,022**	**557,356**	*622,588*
Total funds carried forward		**590,176**	**53,843**	**644,019**	*557,356*

The notes on pages 25 to 39 form part of these financial statements.
All amounts are derived from continuing activities. All gains and losses recognised in the year are included above.

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Balance Sheet
as at 28 February 2025

	Note	£	2025 £	£	2024 £
Fixed assets					
Intangible assets	13		**874**		*1,536*
Tangible assets	14		**9,969**		*14,575*
Investments	15		**67,988**		*65,282*
			78,831		*81,393*
Current assets					
Debtors: Amounts receivable within one year	16	**415,578**		*245,488*	
Cash at bank and in hand		**628,368**		*664,372*	
		1,043,946		*909,860*	
Debtors: Amounts receivable after one year			-		-
Creditors: amounts falling due within one year	17	(478,758)		(433,897)	
Net current assets			**565,188**		*475,963*
Net assets			**644,019**		*557,356*
Charity Funds					
Restricted funds	18		**53,843**		*52,022*
Unrestricted funds	18		**590,176**		*505,334*
Total funds			**644,019**		*557,356*

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £86,663 (2024 deficit £65,229).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on and signed on their behalf, by:

Signed by: Pete Green 8CA074E382CE47E...
Mr P Green, Chairman

DocuSigned by: Neil Phipps 3D4BC56D72BC4B7...
Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

Docusign Envelope ID: 58C4454B-0102-4A4A-92EC-580D96DAB84B

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Charity balance sheet
as at 28 February 2025

	Note	£	2025 £	£	2024 £
Fixed assets					
Intangible assets	13		**874**		*1,536*
Tangible assets	14		**9,969**		*14,575*
Investments	15		**67,990**		*65,284*
			78,833		*81,395*
Current assets					
Debtors	16	**217,468**		*33,772*	
Cash at bank and in hand		**518,904**		*618,721*	
		736,372		*652,493*	
Debtors: Amounts receivable after one year			-		-
Creditors: amounts falling due within one year	17	(171,186)		(176,532)	
Net current assets			**565,186**		*475,961*
Net assets			**644,019**		*557,356*
Charity Funds					
Restricted funds	18		**53,843**		52,022
Unrestricted funds	18		**590,176**		*505,334*
Total funds			**644,019**		*557,356*

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on and signed on their behalf, by:

Signed by:
Pete Green
8CA074E392CE47E...

Mr P Green, Chairman

DocuSigned by:
Mil Phipps
[illegible]

Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

Docusign Envelope ID: 58C4454B-0102-4A4A-92EC-580D96DAB84B

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Cash Flows
for the year ended 28 February 2025

	Note	2025 £	*2024 £*
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	**(42,954)**	**(49,277)**
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	**-**	-
Purchase of tangible fixed assets	14	**(2,051)**	*(18,017)*
Purchase of listed investments	15	**-**	-
Disposal of listed investments	15	**-**	-
Investment income		**9,001**	*6,760*
Net cash used in investing activities		**6,950**	**(11,257)**
Change in cash and cash equivalents in the year		**(36,004)**	**(60,534)**
Cash and cash equivalents brought forward		**664,372**	*724,906*
Cash and cash equivalents carried forward	21	**628,368**	*664,372*

The notes on pages 26 to 39 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2024 £	Cash flow £	At 28 February 2025 £
Cash at bank and in hand	664,372	(36,004)	628,368

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Notes to the financial statements for the year ended 28 February 2025

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

1.2 Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. . The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

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1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

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1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.
Intangible assets are capitlised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitlised where the purchase price exceeds £500.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading ‘Net gains/(losses) on investments’ in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

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1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

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2 Income from donations, legacies and grants

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Donations	**68,278**	**104,124**	**172,402**	*91,404*
Legacies	**237,997**	**-**	**237,997**	*12,541*
Gift aid	**22,260**	**-**	**22,260**	*14,987*
Grants	**-**	**-**	**-**	*-*
Total donations and legacies	**328,535**	**104,124**	**432,659**	*118,932*
Total 2024	*69,982*	*48,950*	*118,932*	

The estimated value of legacies notified but neither received nor accrued income (as they do not meet the Sorp recognition criteria) as at 28 February 2025 is £250,000 (2024: £15,000).

3 Charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Fundraising	**290,619**	**-**	**290,619**	*326,747*
	290,619	**-**	**290,619**	*326,747*
Total 2024	*280,107*	*46,640*	*326,747*	

4 Trading income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Income from trading subsidiary	**756,156**	**-**	**756,156**	*779,622*

Please see note 24 for details of the trading subsidiary income.

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5 Other income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Other income	**88,569**	**-**	**88,569**	*95,919*
Total 2024	*95,919*	*-*	*95,919*	

6 Investment income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Dividend receivable	**-**	**-**	**-**	**-**
Interest receivable	**9,001**	**-**	**9,001**	*6,760*
	9,001	**-**	**9,001**	*6,760*
Total 2024	*6,760*	*-*	*6,760*	

7 Raising funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Staff costs	**127,443**	**-**	**127,443**	*119,629*
Other fundraising costs	**54,707**	**-**	**54,707**	*38,749*
Total	**182,150**	**-**	**182,150**	*158,378*
Total 2024	*158,378*	*-*	*158,378*	

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8 Trading costs

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Direct costs	**443,618**	**-**	**443,618**	*423,161*
Administrative	**93,362**	**-**	**93,362**	*83,188*
Total	**536,980**	**-**	**536,980**	*506,349*

9 Charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Awareness, education and patient support	**631,105**	**102,303**	**733,408**	*709,637*
Governance costs (note 10)	**40,510**	**-**	**40,510**	25,890
	671,615	**102,303**	**773,918**	*735,527*

10 Governance costs

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Audit and accountancy fees	**40,510**	**-**	**40,510**	*25,890*

11 Net movement in funds

This is stated after charging:

	2025 £	*2024 £*
Depreciation of tangible fixed assets:	**6,657**	*4,384*
Amortisation of intangible fixed assets	**662**	*8,972*
Auditor's remuneration - audit	**15,730**	*15,050*
Auditor's remuneration - non audit services	**5,120**	4,890

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12 Staff costs

	2025	2024
	£	£
Wages and salaries	**354,794**	*348,093*
Social security costs	**32,977**	*31,336*
Other pension costs	**21,063**	*17,518*
	408,834	*396,947*

The average number of employees during the year was 6 (2024: 8)

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2025	2024
	No.	No.
Charitable operations	**3.7**	*3.0*
Management and central services	**2.7**	*3.7*
	6.4	*6.7*

The number of employees whose remuneration exceed £60,000, is shown below:

	2025	2024
	No.	No.
£60,000 to £69,999	**1**	-
£80,000 to £89,999	**1**	*1*

Key management personnel consists of the leadership management team and consists of 3 (2024: 4) individuals. Total remuneration to key management personnel totalled £241,856 in the year (2024: £261,802). During the year total travel expenses of £Nil (2024: £98) were reimbursed to no (2023: 1) Trustees. During the year 3 trustees (2024: 3) donated a total of £535 (2024:£313).

13 Intangible fixed assets

	Website development
Group and Charity	**£**
Cost	
At 1 March 2024	57,893
Additions	-
At 28 February 2025	**57,893**
Amortisation	
At 1 March 2024	56,357
Charge for the year	662
Eliminated on disposals	-
At 28 February 2025	**57,019**
Carrying amount	
At 28 February 2025	**874**
At 29 February 2024	*1,536*

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14 Tangible fixed assets

	Office equipment	Computer equipment	Total
	£	£	£
Group and Charity			
Cost			
At 1 March 2024	43,043	405	**43,448**
Additions	2,051	-	**2,051**
Disposal	(12,842)	-	**(12,842)**
At 28 February 2025	**32,252**	**405**	**32,657**
Depreciation			
At 1 March 2024	28,468	405	**28,873**
Charge for the year	6,657		**6,657**
Eliminated on disposal	(12,842)	-	**(12,842)**
At 28 February 2025	**22,283**	**405**	**22,688**
Carrying amount			
At 28 February 2025	**9,969**	**-**	**9,969**
At 29 February 2024	*14,575*	-	*14,575*

15 Fixed asset investments

	Group		Charity	
	2025	*2024*	**2025**	*2024*
	£	£	£	£
Investments at market value	67,988	65,282	67,988	65,282
Investment in subsidiary at cost	-	-	2	2
	67,988	*65,282*	**67,990**	*65,284*

	2025	*2024*
	£	£
Market value		
At 1 March 2024	**65,282**	*58,240*
Additions	-	-
Disposals	-	-
Net gains/(losses)	**2,706**	7,042
At 28 February 2025	**67,988**	*65,282*
Historical cost of listed investments	**50,000**	*50,000*

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15 Fixed asset investments (continued)

Significant investment holdings based on market value at 28 February 2025 were:

	Historical costs (£)	Market value (£)
COIF Charities Investment Fund	50,000	67,988
	50,000	**67,988**

16 Debtors

	Group		Charity	
	2025	*2024*	**2025**	*2024*
	£	*£*	**£**	*£*
Trade debtors	**187,726**	*180,646*	**-**	*-*
Amounts owed by group undertakings	**-**	*-*	**-**	*-*
Other debtors	**-**	*-*	**-**	*-*
Prepayments and accrued income	**227,852**	*64,842*	**217,468**	*33,772*
Amounts due over 1 year				
Prepayments and accrued income	**-**	*-*	**-**	*-*
	415,578	245,488	**217,468**	33,772

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2025	*2024*	**2025**	*2024*
	£	*£*	**£**	*£*
Trade creditors	**95,648**	*84,843*	**58,621**	*66,207*
Amounts owed to group undertakings	**-**	*-*	**69,906**	*64,396*
Other taxation and social security	**42,214**	*34,409*	**9,620**	*10,858*
Other creditors	**11,500**	*4,635*	**11,500**	*4,635*
Accruals and deferred income	**329,396**	*310,010*	**21,539**	*30,436*
	478,758	433,897	**171,186**	*176,532*

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	**Brought forward**	**Amount added**	**Amount released**	**Carried forward**
	£	**£**	**£**	**£**
Deferred income 2025	238,157	278,642	(238,157)	278,642
Deferred income 2024	*169,792*	*238,157*	*(169,792)*	*238,157*

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18 Statement of funds

a. Group

	Balance at 1 March 2024 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2025 £
General funds					
General funds - all funds	**505,334**	**1,472,880**	**(1,390,744)**	**2,706**	**590,176**
Total unrestricted funds	**505,334**	**1,472,880**	**(1,390,744)**	**2,706**	**590,176**
Restricted funds					
Nutrition Academy	**29,745**	**-**	**(29,745)**	**-**	**-**
Other Restricted funds	**22,277**	**104,124**	**(72,558)**	**-**	**53,843**
Total Restricted funds	**52,022**	**104,124**	**(102,303)**	**-**	**53,843**
Total of funds	**557,356**	**1,577,004**	**- 1,493,047**	**2,706**	**644,019**

a. Charity

	Balance at 1 March 2024 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2025 £
General funds					
General funds - all funds	**505,334**	**935,900**	**(853,765)**	**2,706**	**590,176**
Total unrestricted funds	**505,334**	**935,900**	**(853,765)**	**2,706**	**590,176**
Restricted funds					
Nutrition Academy	**29,745**	**-**	**(29,745)**	**-**	**-**
Other Restricted funds	**22,277**	**104,124**	**(72,558)**	**-**	**53,843**
Total Restricted funds	**52,022**	**104,124**	**(102,303)**	**-**	**53,843**
Total of funds	**557,356**	**1,040,024**	**- 956,068**	**2,706**	**644,019**

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19 Analysis of net assets between funds

Group

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Intangible fixed assets	**874**	**-**	**874**
Tangible fixed assets	**9,969**	**-**	**9,969**
Fixed asset investments	**67,988**	**-**	**67,988**
Current assets	**990,103**	**53,843**	**1,043,946**
Creditors due within one year	**(478,758)**	**-**	**(478,758)**
	590,176	**53,843**	**644,019**

Charity

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Intangible fixed assets	**874**	**-**	**874**
Tangible fixed assets	**9,969**	**-**	**9,969**
Fixed asset investments	**67,990**	**-**	**67,990**
Current assets	**682,529**	**53,843**	**736,372**
Creditors due within one year	**(171,186)**	**-**	**(171,186)**
	590,176	**53,843**	**644,019**

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group	
	2025 £	*2024* £
Net (deficit)/income for the year (as per Statement of Financial Activities	**86,663**	*(65,232)*
Adjustment for:		
Depreciation charges	**6,657**	*4,384*
Amortisation charges	**662**	*8,972*
Net (gains)/losses	**(2,706)**	*(7,042)*
Investment Income	**(9,001)**	*(6,760)*
Increase in debtors	**(170,090)**	*(79,021)*
increase in creditors	**44,861**	*95,422*
Net cash (used in)/provide by operating activities	**(42,954)**	*(49,277)*

Docusign Envelope ID: 58C4454B-0102-4A4A-92EC-580D96DAB84B

21 Analysis of cash and cash equivalents

	Group	
	2025	*2024*
	£	*£*
Cash in hand	**628,368**	*664,372*
Total	**628,368**	*664,372*

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £21,063 (2024: £18,731).

22 Operating lease commitments

At 28 February 2025 the total future minimum lease payments under non-cancellable operating leases

	2025	*2024*
Group and Charity	**£**	*£*
Within 1 year	**-**	*603*
Between 1 and 5 years	**-**	*-*
Total	**-**	*603*

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23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £219,176 (2024: £273,273) being a distribution of 100% of their net profit in the year. At the year end an amount of £69,906 (2024: £64,396) was owed to the subsidiary.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2025	*2024*
Profit and loss	**£**	*£*
Turnover	**756,156**	*779,622*
Cost of Sales	**(442,896)**	(423,161)
Administrative Expenses	**(94,084)**	(83,188)
Operating profit	**219,176**	*273,273*
Reconciliation of profit and loss reserves		
Brought forward	**-**	-
Operating profit	**219,176**	*273,273*
Distribution to HEART UK	**(219,176)**	**(273,273)**
Carried forward	**-**	-

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

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24 Principal subsidiary (continued)

Balance Sheet:	**2025**		*2024*	
	£	**£**	*£*	*£*
Current assets				
Debtors	**268,016**		*276,112*	
Cash at bank and in hand	**109,464**		*45,651*	
	377,480		*321,763*	
Creditors: amounts falling due within one year	**(377,478)**		*(321,761)*	
Net current assets		**2**		*2*
Capital and reserves				
Called up share capital		**2**		*2*
Total Equity		**2**		*2*

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.

HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales - Charity number 1003904

Accounts

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Hyperlipidaemia Education & Atherosclerosis Research Trust UK

(A company limited by guarantee)

Registered number: 02631049
Charity number: 1003904

Trustees' report and financial statements for the year ended 29 February 2024

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

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Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Reference and administrative details of the charity, its trustees and advisers for the year ended 29 February 2024

Trustees

Dr P H Green, Chairman	
Mr S D Boley ACA, Trustee	Resigned on 05 July 2023
Professor E A Hughes, Trustee	
Dr D Neely, Trustee	
Dr A Rees, Trustee	
Ms J Bennett, Trustee	
Ms T Kennerley, Trustee	
Mr B A Dobson, Trustee	
Mr A J Greaves, Trustee	
Dr D B N Datta, Trustee	
Mr T M Dixon, Trustee	
Mr N R Phipps ACA, Trustee (Treasurer)	
Ms A Tyler, Trustee	
Ma H Soran, Trustee	
Ms N S Kim, Trustee	Resigned on 23 May 2023

Company registered number
02631049

Charity registered number
1003904

Registered office
7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer
Ms J Payne

Independent auditors
Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London EC2A 2AP

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Our Impact in 2023-2024

HEART UK
THE CHOLESTEROL CHARITY

Public Awareness and Support

1,463
people accessed our cholesterol helpline



+35%
more enquiries to the helpline compared to the previous year

107,070
people subscribed to our e-news
A 33% increase on the previous year

3.2m
million people accessed the HEART UK website

247,983
printed materials were distributed to patients with high cholesterol
A 63% increase on the previous year



99.3%
rated our literature at 'Invaluable' or 'very helpful'.

4,321
printed resources distributed to children and young people

27,833
digital materials were downloaded

63,097
people viewed our video resources on YouTube

3,041,682
of you viewed our Facebook posts

146,277
of you viewed our Instagram posts

9.6m
HEART UK website page views

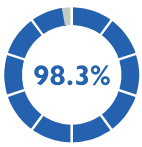
Healthcare Professionals

4,544
HCP's subscribed to our e-news
An 8% increase on the previous year

243
HCPs attended our 36th Annual Medical and Scientific Conference
'Lipids - the best yet'

462
HCPs viewed our educational webinars

4.12/5
HCPs who attended our webinars rated their increase in confidence from 2.92 to 4.12 out of 5 in treating their patients for high cholesterol because of attending



98.3%
of HCPs give our booklets to patients during their consultations

79,929
Impressions on X - our social media platform targeted at HCPs

930
HCPs attendees joined our monthly Lipid Intelligence Network calls

95%
of HCPs viewing our Diet & Lipid Network webinars found them useful

www.heartuk.org.uk/about-us/our-impact

Follow us on:

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Annual report incorporating a Directors' Report and Accounts for the year ended 29 February 2024

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat', and whilst there are numerous blood fats, cholesterol is the most common. For this reason, we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for:

Hyperlidaemia **E**ducation and **A**thersclerosis **R**esearch **T**rust.

As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Almost half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common modifiable risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy.

Heart and Circulatory diseases cause around a quarter of all deaths in the UK. There are more than 170,000 deaths a year, which equates to 480 each day and one every 3 minutes. More than 7 million people are living with heart and circulatory diseasesin the UK.

Inherited cholesterol conditions affect a high number of people across the UK. This means when a child is born and they have an inherited cholesterol condition, they have already had this for 9 months. Children can be at risk and an example of this is around 1 in 250 people (that equates to over 260,000 people across the UK) have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood. Currently, only around 11% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate activity is conducted. The charity's objects as set our in our constitution are:

> 'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.'

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Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and influence Government and public policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people developing heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK's activities. We continue to benefit from a range of volunteers including healthcare professionals serving on our committees who willingly give up their time to enable us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our Ambassadors who are the voice of HEART UK in their community; they help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundraisers helping to raise funds for our essential work.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy in place that is currently undergoing a review and will do so every 3 years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do. Anyone within the UK can access our services.

Our Values

We operate everything we do within the values of the organisation with professionalism, respect, integrity, empathy and trust.

Environment, Social and Governance

We have developed an Environment, Social and Governance (ESG) action plan and are working to those actions. This action plan will form part of a framework, which we are developing.

We continue to encourage people with the technology to access our information using their mobile phones. In particular, we provide a large amount of literature to the NHS and other organisations. We introduced a sheet of QR codes that can be used if an individual has a smart phone. Of course, not

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everyone is in that position so we still provide printed copies as appropriate. It is important to us that anyone wanting to access our services is able to, no matter their background or where they live.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other healthcare professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as NHS England and the Office for Health Improvement and Disparity to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

Our main focus is on saving lives via raising awareness with the public, service delivery and educating healthcare professionals and the public, patients, and their families. However, we also work to advocate with and on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards. Our recent engagement with key opinion leaders resulted in many successes over recent years, including:

- Contributing towards consultations on clinical guidance, from diagnosis through to treatment, long term management and the role of new medications
- Providing evidence & updating NICE guidelines and disseminating these to healthcare professionals and advising on guidance documents for healthcare commissioners
- Publishing our Statements of Care: setting out best practice for treating patients which are used around the UK and the world and improve patient outcomes
- Our National Cholesterol Month raises awareness of the dangers of cholesterol to millions of people
- Throughout each year, multiple awareness and influencing campaigns
- Cholesterol being a priority within the health service
- Changing the Armed Forces policy from FH labelling people as unfit to serve, to allowing those to enter the Armed Forces and serve their country.
- Chairing an LP(a) Taskforce and launching a Call to Action document with 3 calls to action; 1 of which is progressing well and the other two are underway.
- Cholesterol being on the agenda for pharmacies and potential to be included in the pharmacy contract.
- Cholesterol and FH being included within the NHS Long Term Plan and also we hope the soon to be published Major Conditions Strategy. Both of these are for England.
- We have been engaging with stakeholders in the devolved nations too.
- Identifying people at a much younger age, in the case of FH in childhood.

Over the next five years we will continue to build on these successes, ensuring that the NHS delivers its targets published in their NHS Long Term Plan for England and continues to prioritise and adequately fund cholesterol related diagnoses and support services. Of course, with a General Election looming either later in 2024 or early 2025 the landscape may be changing. We are engaging with all political parties to ensure heart and circulatory diseases and cholesterol continue to be a focus across the whole of the UK.

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The team

During 2023/24 the incredible HEART UK team continued to work hard to deliver our objectives and support our beneficiaries. We have seen some change in the team, some of which were beyond our control and we took the opportunity to shape things differently. We have also created Head of roles for both Services and Fundraising and developed a Senior Leadership Team. We also employed a ChangeMaker Programme Manager who will be focusing on planning our ChangeMaker Programme for launch in 2024.

During the year we also developed a new database, which has brought us many efficiencies and there were cost savings over the previous system used.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having an inherited cholesterol condition , information is scarce with primary care, including GPs and pharmacists, potentially unfamiliar with the condition and referrals to specialist lipidology consultants can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries, pharmacists and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our lipid specialist nurse and dietetic advisor and is supported by our Medical, Scientific and Research Committee. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by healthcare professionals. We providethe majority of our literature free of charge. We know that our literature provision does increase access to quality information. Enquirers to our Cholesterol Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need. We also recognise the need to offer digital versions of our literature and in parallel have been looking at ways to reduce print and postage costs without affecting the quality or accessibility of our literature.

The HEART UK Cholesterol Helpline

Our dedicated Cholesterol Helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with newly diagnosed raised cholesterol or concerns about family history of heart disease. Obtaining GP appointments, limited time and information available from GPs, waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or tailored advice. People who are worried about raised cholesterol, or not sure what to do about their cholesterol

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levels, often have nowhere to turn to for advice and end up doing nothing – or worse, relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Cholesterol Helpline is uniquely run by our expertlipid specialist nurse and specialist dietetic advisor, supporting anyone that contacts us to help them manage their cholesterol. In 2023/24, 1,463 people accessed our helpline for support, including people newly diagnosed with high cholesterol or a cholesterol condition, to understand their condition and the actions they need to take to ameliorate it. This is an increase of 35% on the previous year. The Helpline also supports people diagnosed with, or who are bereaved of someone with an inherited high cholesterol condition . These enquiries can be complex and require expert knowledge and professional handling and are often 'time heavy'. Once again, during this year we have also seen an increase in people enquiring about Lipoprotein a (LP(a)).

Our Services team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

Healthcare professional support

Support for healthcare professionals over 2023/24

We provided 247,983 pieces of printed literature to healthcare professionals free of charge to distribute to their patients. This is an increase of 63.3% compared to the previous year. 99.3% of those who rated the literature found it invaluable or very helpful. 98.3% of health providers said they give the literature to patients during their consultations.

We continued our partnership with the NHS, the Academic Health Science Network (now known as the Health Innovation Network) and the Accelerated Access Collaborative and developed our Primary Care Education Programme through a 'Tackling Cholesterol Together' campaign. This is a hugely successful partnership. Education roadshows have been introduced and we held one in Leeds in July 2023, which was a huge success. We also have scheduled one for Cambridge in March 2024 and Kent in May 2024.. In addition, we facilitated the development of a lipidology podcast and are keen to do more in the coming months.

Lipid Intelligence Network

Previously known as our FH Intelligence Network, during this year we have widened this out to cover all cholesterol conditions. This provides a source of network support through our regular monthly zoom calls to bring together healthcare professionals dealing with cholesterol conditions. They discuss challenges, share information, best practice, and learn from each other.

Lipid Interest Group

This is a group of over 159allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet twice a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

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Annual scientific conference

In 2023 we held a hybrid annual scientific conference. Once again, 100% of the attendees said they would be able to apply the learnings in their day-to-day practice to improve patient outcomes.

Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all healthcare professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure healthcare professionals can provide accurate, evidence-based information to their patients on how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and dietetics helps us steer the programme; we have secured funding to enable us to complete the Nutrition Academy and are in process of working on this for a full launch in 2024.

Major Achievements

During 2023/24 , HEART UK has had much to celebrate with our campaigning. This has been as part of a programme of activities and building on previous year's success, ensuring that cholesterol and inherited cholesterol conditions remain a priority for the NHS and holding the Government and the NHS to account to deliver the targets set in the NHS England Long Term Plan.

We established our Integrated Care System (the payers of the health system) network and held 3 meetings throughout the year. This has proved so successful that we are holding these every 2 months during 2024. It is a call to bring system leaders together to share information and best practice and to learn from each other.

We have been making significant efforts since 2016 to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children which was published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. A two-year pilot was established in 7 areas of England with plans to test 30,000 children. However, with the strain on GP practices, it has resulted in less take up than was hoped for in the pilot. This has been reviewed and the pilot is now extended to October 2024, the number of children to be tested was reduced to 10,000 and some tweaks to the process have also been made. We await the results of the pilot. The importance of this being accepted by an organisaiton known as the UK National Screening Committee is that, when successful, the screening will be across the whole of the UK.

Genomics England have launched a new pilot research project in England for new born screening and Homozygous FH and Familial chylomicronaemia symdrome (FCS) are included. This will be important in the process with the UK National Screening Committee. However, they are only testing 100,000 babies and these two conditions are so rare there is a risk they will not identify any. We engaged with the team in the planning stages. We understand that if FH is identified, even if it isn't Homozygous FH they will notify the family members, which is an important step.

We conducted an audit of lipid clinics across the UK to assess how Lipoprotein (a) (an inherited blood fat) is being assessed. We have had two publications as a result. The results demonstrated this is being measured in many places but there is inconcistency with that measurement and work is underway to address this.

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HEART UK were instrumental in establishing SNOMED codes, which are international codes used within the health system, for LP(a). This will help with coding the condition across the various health systems.

We continue to try to have one place for a lifelong register for FH, the system used in England and Wales has the capability to be used for all inherited cholesterol conditions. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and in 2021/22 we had commitment from the Chief Executive of the NHS to invest in a new system, sadly that has fallen away. We previously fed into a procurement process and in early 2022 NHS England met with HEART UK's FH Registry Advisory Group and put forward a proposal for the registry which was accepted as the best solution. Sadly, with all the challenges the NHS have faced, a decision was made in late 2022 not to develop a national lifelong FH registry, but instead to use a national audit called CVDPrevent, which is using data from primary care. There is also a focus on improving the data that is captured in primary care for FH. There is an existing system that houses around 20,000 FH family pedigrees and this is used across half of England. We committed a lot of time during the 2023/24 year to help keep this moving in the right direction. NHS England suggested we identify a hospital trust to take the lead. These conversations are on-going and a lot of work is being put into this by many hospital trusts. At 31 March 2024 the system was closed down and we are working to get this changed and back up and running. Whilst this can't be considered a major achievement at this stage, all is not lost at this stage.

Our Ambassadors have been actively engaging with their MPs, highlighting the issues and encouraging them to take action. One Ambassador had a huge success through the year with their local NHS agreeing to introduce cascade testing, which wasn't in place.

HEART UK contributes to many health consultations carried out by various agencies, including NICE and other similar offices across all countries of the UK.

There has been much activity in Scotland this year with HEART UK continuing to contribute to the cross-political party group and also a third sector group to get cholesterol onto the political agenda in Scotland. Our Scottish Ambassador continues to be very active.. There is a lot needed in Scotland and we intend on doing much more in both Scotland and also in Northern Ireland, which is also in a poor state with heart and circulatory disease rates.

New services launched

Diet is a big focus for the public. We identified a need for people to have a tool to enable them to check how they were doing with their diet. As a result, we launched our Diet check list in 2022/23. We are now developing this further into a Diet Quiz in order to provide even more support for people to be hand held through a change process.

Working on the success of our Lipid Intelligence Network regular conference calls and the success of diet webinars held, it became clear there was a need for a similar network to be launched around diet as it is such a huge subject. As a result we launched the HEART UK Diet and Lipids Network in the 2022/23 year, which is a quarterly conference zoom call. This continues to be a huge success with hundreds of healthcare professionals attending to learn from the experts.

We launched a chat bot on our website to help with ensuring people find what they need on an information heavy website.

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We launched the HEART UK Employee Wellbeing programme to help with more people being diagnosed.

Awareness raising

Cholesterol e-News

Subscription to our popular e-news grew to 107,070 subscribers. The e-newsletter includes features on healthier eating, being more active and promoting donor and fundraising activities.

National Cholesterol Month

We carried out an awareness raising campaign to ensure the public were aware of the dangers of cholesterol, reaching millions of people. The aim was to empower people to know and understand their cholesterol numbers and take appropriate action.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is relationship led, via a variety of income streams:

- Individual giving – regular and single gifts and appeals, in memory and payroll giving and weekly lottery
- Sporting challenges - including the London Marathon and a wide variety of challenge events
- Legacies and an annual free Will campaign
- Corporate partnerships, including food, gyms, clothes recycling, solicitors, diagnostics and pharmaceutical companies
- Trusts and Foundations
- Employee Wellbeing Programme on cholesterol

HEART UK has a commercial relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and very strict criteria. We also have commercial participator relationships with companies with whom we have entered in a partnership. HEART UK does not carry out street collections or house-to-house fundraising, other than sticker drops by one of our clothes recycling partners. HEART UK has a Safeguarding and child/vulnerable adults protection policy which is currently under review.. The Board of Trustees set up a sub group to create and review policies and all other Board members are kept up to date with the changes and are required to familiarise themselves with each policy. The staff are required to familiarise themselves with all of our policies each year and are provided with training.

HEART UK is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. HEART UK complies with the Charities Act and GDPR regulation. We put the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

We have a register of vulnerable people which is regularly reviewed by our Chief Executive.

We established a complaints register in 2017/18 and have received 232 complaints between 2017/18 and 2023/24. These have largely been about clothes recycling and have decreased over those years as we work with our clothes recycling partners to learn from feedback and improve processes. In 2023/24, HEART UK received five complaints, largely relating to Angel of Mercy, our bag drop clothes recycling partner. This is a very low figure for the sector. Nevertheless, as

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mentioned earlier, we are committed to studying any expression of dissatisfaction and identifying ways to improve. The appropriate team investigate each complaint. Our complaints procedure is publicly available on our website.

Without the support of our donors and fundraisers, we would not be able to operate, and we are incredibly grateful for every penny that is donated or raised, helping us to save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Funding. We regularly review the funding situation via quarterly Finance and Risk Committee meetings, plus an addiitonal meeting in between to keep a close look on matters.
- Reliance on individuals. We are focusing on retaining staff as well as recruiting good people to the team.

FINANCIAL REVIEW

Income for the year ended 29 February 2024 totalled £1,327,980 (£1,305,959 in 2022/23)

Expenditure on raising funds was £664,727 (£636,347 in 2022/23) and charitable activity spending was £735,527 (£513,997 in 2022/23).

Of particular note:

- The clothes collections remained strong in particular through our partnership with iCollectClothes.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year end totalled £505,334 which is within our 6-9 month guideline and we expect this to be maintained throughout the next 12 months.

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PLANS FOR THE FUTURE

Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2029.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

We are working to a 10 point strategy plan to 2029:



During 2024/25 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us.
- Regularly review our information provided to ensure it is up to date.
  - Continue to review the provision of our literature orders to ensure efficiencies where possible.
  - Build on our education provision for all beneficiaries
- Continue to build our communication channels to further increase our reach and influence.
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients.
- Launch our point of care test evaluation scheme, improving the frequency and quality of cholesterol testing.
- Launch our grant scheme to encourage early career specialist development
- Continue to ensure heart and circulatory disease is a key priority for the Government and NHS.

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- The inconsistent reporting on cholesterol levels , needs to be changed and we will be working towards achieving standarised reporting.
- Incentives are important within the health system. In England there are two new incentives for secondary prevention (post heart attack or stroke and established heart disease), which are important. However, there still needs to be a focus on primary prevention and we will work hard to ensure this is a focus in order to save lives and keep families together.
- Work in the devolved nations to ensure cholesterol conditions are given priority and an action plan to improve patient outcomes.
- Continue to lobby for FH to be identified as early as possible; in children and adults.
- Continue to engage on LP(a) and other inherited forms of lipids.
- Continue to work to get the LP(a) calls to action adopted and implemented
- Continue to lobby for data to be captured and published by NHS England and the Office for Health Improvement and Disparity so we know exactly what the picture looks like with cholesterol patients both locally and nationally, this will include improved cholesterol and FH reporting through CVDPrevent.
- Officially launch our ChangeMaker Programme bringing ChangeMakers, patients and care givers and the health system together for local change.
- Launch our fully functioning diet quiz for the public, patients and healthcare professionals.
- Further develop our Nutrition Academy Including launching a quarterly dedicated Nutrition Academy enews, focusing on providing evidence-based nutrition information for healthcare professionals

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £98 during 2023/24 (£0 in 2022/23).

During 2023/24 we had two Trustees resign from the Board of Trustees, Nicole Kim and Steve Boley.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

<u>Committees</u>

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:

  - Risk Management

  - Financial Control Management

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- Audit and presenting final accounts to the AGM following Board approval.

- Reviewing annual accounts prior to Board and then AGM approval.

Income, Communications and Services

Key areas for this committee are:

- To oversee the services we deliver
- To oversee our communications and channels used
- To oversee our income generating and fundraising activities

The Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.

- They co-organise the Health Care and Patient part of the Annual Conference.

Campaigning

Advises on public affairs and policy activities to highlight the importance of cholesterol and CVD.

<u>Task and finish groups</u>

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK).
- To educate society in general about Apheresis as a treatment.

FH Registry Advisory Group

This group oversees the Governance of the FH Registry.

Conference organising

This group organises the annual scientific conference usually held in June/July over a 3-day period.

Grant Awards

This group oversees our grant-giving scheme and reviews applications, although this is currently on hold.

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Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

CVD Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

UK National Screening Committee

This group drives forward our campaign for the introduction of child-parent screening for FH.

Point of care testing

This group sets criteria for our evaluation and reviews the information for each device.

ChangeMaker

This group oversees the programme and steers the direction of travel.

The Simon Broome Steering Committee (secretariat)

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridaemia).

STAFF

A Senior Leadership team, consisting of the Chief Executive, Head of Fundraising and Head of Services, allows for the distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 8 permanent members of staff, 5 full time and 3 part time.

The Trustees would like to record their appreciation of the efforts of the staff, who have again made an enormous contribution to the successes of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability. We are also extremely aware of the challenge of market forces since the pandemic and we have reviewed our pay scale in the light of this in order to focus on retention and also attracting excellent talent.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment when appropriate; internally and externally, market forces, performance and affordability.

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AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trustees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;

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- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable team at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.

Authorised by the Trustees on 13 August 2024 **and signed on their behalf by:**

Dr Peter Green, Chair

Signed by:
Peter Green
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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education & Atherosclerosis Research Trust UK (the 'company') for the year ended 29 February 2024 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 29 February 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under those standards are further described in the auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

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Auditors' responsibilities for the audit of the financial statements (continued)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company’s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees’ use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor’s report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor’s report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

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Auditors' responsibilities for the audit of the financial statements (continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 29 August 2024

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Financial Activities (incorporating income and expenditure account) for the year ended 29 February 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from:					
Donations, legacies and grants	2	**69,982**	**48,950**	**118,932**	*275,461*
Charitable activities	3	**280,107**	**46,640**	**326,747**	*243,387*
Trading income	4	**779,622**		**779,622**	*783,273*
Other income	5	**95,919**	**-**	**95,919**	*1,912*
Investment income	6	**6,760**	**-**	**6,760**	*1,926*
Total income		**1,232,390**	**95,590**	**1,327,980**	*1,305,959*
Expenditure on:					
Raising funds:					
Fundraising	7	**158,378**	**-**	**158,378**	*139,267*
Expenditure from trading	8	**506,349**	**-**	**506,349**	*497,080*
Charitable activities	9	**646,431**	**89,096**	**735,527**	*513,997*
Total expenditure		**1,311,158**	**89,096**	**1,400,254**	*1,150,344*
Net (expenditure) / income		**(78,768)**	**6,494**	**(72,274)**	*155,615*
Net gain on investments	15	**7,042**	**-**	**7,042**	*339*
Net movement in funds		**(71,726)**	**6,494**	**(65,232)**	155,954
Reconciliation of funds:					
Total funds brought forward		**577,060**	**45,528**	**622,588**	*466,634*
Total funds carried forward		**505,334**	**52,022**	**557,356**	*622,588*

The notes on pages 26 to 40 form part of these financial statements.

All amounts are derived from continuing activities. All gains and losses recognised in the year are included above.

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Balance Sheet
as at 29 February 2024

	Note	£	2024 £	£	2023 £
Fixed assets					
Intangible assets	13		**1,536**		*10,508*
Tangible assets	14		**14,575**		*942*
Investments	15		**65,282**		*58,240*
			81,393		*69,690*
Current assets					
Debtors: Amounts receivable within one year	16	**245,488**		*159,067*	
Cash at bank and in hand		**664,372**		*724,906*	
		909,860		*883,973*	
Debtors: Amounts receivable after one year			**-**		7,400
Creditors: amounts falling due within one year	17	**(433,897)**		(338,475)	
Net current assets			**475,963**		*545,498*
Net assets			**557,356**		*622,588*
Charity Funds					
Restricted funds	18		**52,022**		*45,528*
Unrestricted funds	18		**505,334**		*577,060*
Total funds			**557,356**		*622,588*

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's deficit for the year was £65,229 (2023 surplus £155,954).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 13 August 2024 and signed on their behalf, by:

Signed by:
Peter Green
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Mr P Green, Chairman

DocuSigned by:
Neil Phipps
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Mr N R Phipps ACA, Trustee

The notes on pages 26 to 40 form part of these financial statements.
Registered company number: 02631049

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Charity balance sheet
as at 29 February 2024

	Note	£	2024 £	£	2023 £
Fixed assets					
Intangible assets	13		**1,536**		*10,508*
Tangible assets	14		**14,575**		*942*
Investments	15		**65,284**		*58,242*
			81,395		*69,692*
Current assets					
Debtors	16	**33,772**		*231,600*	
Cash at bank and in hand		**618,721**		*367,047*	
		652,493		*598,647*	
Debtors: Amounts receivable after one year			**-**		*7,400*
Creditors: amounts falling due within one year	17	**(176,532)**		(53,151)	
Net current assets			**475,961**		*545,496*
Net assets			**557,356**		*622,588*
Charity Funds					
Restricted funds	18		**52,022**		45,528
Unrestricted funds	18		**505,334**		*577,060*
Total funds			**557,356**		*622,588*

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 13 August 2024 and signed on their behalf, by:

Signed by:
Peter Green
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Mr P Green, Chairman

DocuSigned by:
Neil Phipps
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Mr N R Phipps ACA, Trustee

The notes on pages 26 to 40 form part of these financial statements.
Registered company number: 02631049

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Cash Flows
for the year ended 29 February 2024

	Note	2024 £	*2023 £*
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	**(49,277)**	*230,157*
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	**-**	-
Purchase of tangible fixed assets	14	**(18,017)**	*(858)*
Purchase of listed investments	15	**-**	-
Disposal of listed investments	15	**-**	-
Investment income		**6,760**	
Net cash used in investing activities		**(11,257)**	**(858)**
Change in cash and cash equivalents in the year		**(60,534)**	*229,299*
Cash and cash equivalents brought forward		**724,906**	*495,607*
Cash and cash equivalents carried forward	21	**664,372**	*724,906*

The notes on pages 26 to 40 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2023 £	Cash flow £	At 29 February 2024 £
Cash at bank and in hand	724,906	(60,534)	664,372

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Notes to the financial statements for the year ended 29 February 2024

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

1.2 Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the ongoing cost of living crisis. The company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

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1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

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1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.
Intangible assets are capitlised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitlised where the purchase price exceeds £500.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading ‘Net gains/(losses) on investments’ in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

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1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

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2 Income from donations, legacies and grants

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Donations	**42,454**	**48,950**	**91,404**	*171,007*
Legacies	**12,541**	**-**	**12,541**	*23,411*
Gift aid	**14,987**	**-**	**14,987**	*15,663*
Grants	**-**	**-**	**-**	*65,380*
Total donations and legacies	**69,982**	**48,950**	**118,932**	*275,461*
Total 2023	*240,481*	*34,980*	*275,461*	

The estimated value of legacies notified but neither received nor accrued income (as they do not meet the Sorp recognition criteria) as at 29 February 2024 is £15,000 (2023: £14,000). Notification of one further material legacy was received which cannot be reliably measured at the balance sheet date.

3 Charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Fundraising	**280,107**	**46,640**	**326,747**	*243,387*
	280,107	***46,640***	**326,747**	*243,387*
Total 2023	*243,387*	*-*	*243,387*	

4 Trading income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from trading subsidiary	**779,622**	**-**	**779,622**	*783,273*

Please see note 24 for details of the trading subsidiary income.

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5 Other income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Other income	**95,919**	**-**	**95,919**	*1,912*
Total 2023	*1,912*	*-*	*1,912*	

6 Investment income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Dividend received	**-**	**-**	**-**	*-*
Interest received	**6,760**	**-**	**6,760**	*1,926*
	6,760	**-**	**6,760**	*1,926*
Total 2023	*1,926*	*-*	*1,926*	

7 Raising funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Staff costs	**119,629**	**-**	**119,629**	*95,819*
Other fundraising costs	**38,749**	**-**	**38,749**	*43,448*
Total	**158,378**	**-**	**158,378**	*139,267*
Total 2023	*139,267*	*-*	*139,267*	

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

8 Trading costs

	Unrestricted funds	Restricted funds	Total funds	*Total funds*
	2024	**2024**	**2024**	*2023*
	£	**£**	**£**	*£*
Direct costs	**423,161**	**-**	**423,161**	*420,218*
Administrative	**83,188**	**-**	**83,188**	*76,862*
Total	**506,349**	**-**	**506,349**	*497,080*

9 Charitable activities

	Unrestricted funds	Restricted funds	Total funds	*Total funds*
	2024	**2024**	**2024**	2023
	£	**£**	**£**	*£*
Awareness, education and patient support	**620,541**	**89,096**	**709,637**	*486,160*
Governance costs (note 10)	**25,890**	**-**	**25,890**	27,837
	646,431	**89,096**	**735,527**	*513,997*

10 Governance costs

	Unrestricted funds	Restricted funds	Total funds	*Total funds*
	2024	**2024**	**2024**	*2023*
	£	**£**	**£**	*£*
Audit and accountancy fees	**25,890**	**-**	**25,890**	*27,837*

11 Net movement in funds

This is stated after charging:

	2024	*2023*
	£	*£*
Depreciation of tangible fixed assets:	**4,384**	*384*
Amortisation of intangible fixed assets	**8,972**	*11,580*
Auditor's remuneration - audit	**15,050**	*14,395*
Auditor's remuneration - non audit services	**4,890**	4,595

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

12 Staff costs

	2024	2023
	£	£
Wages and salaries	**348,093**	*228,042*
Social security costs	**31,336**	*20,633*
Other pension costs	**17,518**	*12,845*
	396,947	*261,520*

The average number of employees during the year was 8 (2023: 6)

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2024	2023
	No.	No.
Charitable operations	**3.0**	*2.3*
Management and central services	**3.7**	*2.4*
	6.7	*4.7*

The number of employees whose remuneration exceed £60,000, is shown below:

	2024	2023
	No.	No.
£70,000 to £79,999	-	*1*
£80,000 to £89,999	***1***	-

Key management personnel consists of the leadership management team and consists of 4 (2023: 4) individuals. Total remuneration to key management personnel totalled £ 261,802 in the year (2023: £158,806). During the year total travel expenses of £98 (2023: nil) were reimbursed to 1 (2023: nil) Trustees. During the year 3 trustees (2023: 3) donated a total of £313 (2023:£172).

13 Intangible fixed assets

	Website development
Group and Charity	**£**
Cost	
At 1 March 2023	57,893
Additions	-
At 28 February 2024	**57,893**
Amortisation	
At 1 March 2023	47,385
Charge for the year	8,972
Eliminated on disposals	-
At 28 February 2024	**56,357**
Carrying amount	
At 28 February 2024	**1,536**
At 29 February 2023	*10,508*

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14 Tangible fixed assets

	Office equipment	Computer equipment	Total
	£	£	£
Group and Charity			
Cost			
At 1 March 2023	25,026	405	**25,431**
Additions	18,017	-	**18,017**
At 28 February 2024	**43,043**	**405**	**43,448**
Depreciation			
At 1 March 2023	24,084	405	**24,489**
Charge for the year	4,384		**4,384**
Eliminated on disposal		-	**-**
At 28 February 2024	**28,468**	**405**	**28,873**
Carrying amount			
At 28 February 2024	**14,575**	**-**	**14,575**
At 29 February 2023	*942*	-	*942*

15 Fixed asset investments

	Group		Charity	
	2024	*2023*	**2024**	*2023*
	£	£	£	£
Investments at market value	65,282	58,240	65,282	58,240
Investment in subsidiary at cost	-	-	2	2
	65,282	*58,240*	**65,284**	*58,242*

	2024	*2023*
	£	£
Market value		
At 1 March 2023	**58,240**	*57,901*
Additions	-	-
Disposals	-	-
Net gains/(losses)	**7,042**	339
At 28 February 2024	**65,282**	*58,240*
Historical cost of listed investments	**50,000**	*50,000*

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

15 Fixed asset investments (continued)

Significant investment holdings based on market value at 29 February 2024 were:

	Historical costs (£)	Market value (£)
COIF Charities Investment Fund	50,000	65,282
	50,000	**65,282**

16 Debtors

	Group		Charity	
	2024	*2023*	**2024**	*2023*
	£	*£*	**£**	*£*
Trade debtors	**180,646**	*108,156*	**-**	*3,900*
Amounts owed by group undertakings	**-**	*-*	**-**	*197,516*
Other debtors	**-**	*1,089*	**-**	*1,089*
Prepayments and accrued income	**64,842**	*49,822*	**33,772**	*29,095*
Amounts due over 1 year				
Prepayments and accrued income	**-**	*7,400*	**-**	*7,400*
	245,488	166,467	**33,772**	239,000

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2024	*2023*	**2024**	*2023*
	£	*£*	**£**	*£*
Trade creditors	**84,843**	*91,566*	**66,207**	*19,734*
Amounts owed to group undertakings	**-**	*-*	**64,396**	*-*
Other taxation and social security	**34,409**	*31,496*	**10,858**	*7,166*
Other creditors	**4,635**	*3,199*	**4,635**	*3,199*
Accruals and deferred income	**310,010**	*212,214*	**30,436**	*23,052*
	433,897	*338,475*	**176,532**	*53,151*

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	**Brought forward**	**Amount added**	**Amount released**	**Carried forward**
	£	**£**	**£**	**£**
Deferred income 2024	169,792	238,157	(169,792)	238,157
Deferred income 2023	*172,317*	*169,792*	*(172,317)*	*169,792*

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

18 Statement of funds

a. Group

	Balance at 1 March 2023 £	Income £	Expenditure £	Net gains and transfers £	Balance at 29 February 2024 £
General funds					
General funds - all funds	**577,060**	**1,232,390**	**(1,311,158)**	**7,042**	**505,334**
Total unrestricted funds	**577,060**	**1,232,390**	**(1,311,158)**	**7,042**	**505,334**
Restricted funds					
Nutrition Academy	-	**46,640**	**(16,895)**	**-**	**29,745**
Other Restricted funds	**45,528**	**48,950**	**(72,201)**	**-**	**22,277**
Total Restricted funds	**45,528**	**95,590**	**(89,096)**	**-**	**52,022**
Total of funds	**622,588**	**1,327,980**	**(1,400,254)**	**7,042**	**557,356**

a. Charity

	Balance at 1 March 2023 £	Income £	Expenditure £	Net gains and transfers £	Balance at 29 February 2024 £
General funds					
General funds - all funds	**577,060**	**726,041**	**(804,806)**	**7,042**	**505,334**
Total unrestricted funds	**577,060**	**726,041**	**(804,806)**	**7,042**	**505,334**
Restricted funds					
Nutrition Academy	-	**46,640**	**(16,895)**	**-**	**29,745**
Other Restricted funds	**45,528**	**48,950**	**(72,201)**	**-**	**22,277**
Total Restricted funds	**45,528**	**95,590**	**(89,096)**	**-**	**52,022**
Total of funds	**622,588**	**821,631**	**(893,902)**	**7,042**	**557,356**

Restricted funds

i) Nutrition Academy – develop the Heart UK Nutrition Academy from July 2023 to June 2024 – an evidence-based, on-line, educational resource for healthcare professionals providing dietary advice for lipid management in both primary and secondary prevention. This resource is tailored for a wide range of healthcare professionals and provides a one-stop resource on all matters relating to the dietary management of lipids. It aims to be the leading centre of excellence for diet and lipids in the UK and the goal is to increase the knowledge and expertise of healthcare professionals so they can provide the best possible dietary advice to patients, ultimately leading to improved patient outcomes.

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19 Analysis of net assets between funds

Group

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Intangible fixed assets	**1,536**	**-**	**1,536**
Tangible fixed assets	**14,575**	**-**	**14,575**
Fixed asset investments	**65,282**	**-**	**65,282**
Current assets	**887,583**	**22,277**	**909,860**
Creditors due within one year	**(433,897)**	**-**	**(433,897)**
	535,079	**22,277**	**557,356**

Charity

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Intangible fixed assets	**1,536**	**-**	**1,536**
Tangible fixed assets	**14,575**	**-**	**14,575**
Fixed asset investments	**65,284**	**-**	**65,284**
Current assets	**630,216**	**22,277**	**652,493**
Creditors due within one year	**(176,532)**	**-**	**(176,532)**
	535,079	**22,277**	**557,356**

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2024 £	2023 £
Net (deficit)/income for the year (as per Statement of Financial Activitie	**(65,232)**	*155,954*
Adjustment for:		
Depreciation charges	**4,384**	*384*
Amortisation charges	**8,972**	*11,580*
Net (gains)/losses	**(7,042)**	*(339)*
Investment Income	**(6,760)**	*-*
Increase in debtors	**(79,021)**	*(5,492)*
increase in creditors	**95,422**	*68,070*
Net cash (used in)/provide by operating activities	**(49,277)**	*230,157*

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

21 Analysis of cash and cash equivalents

	Group	
	2024	*2023*
	£	*£*
Cash in hand	**664,372**	*724,906*
Total	**664,372**	*724,906*

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £18,731 (2023: £12,557).

22 Operating lease commitments

At 28 February 2024 the total future minimum lease payments under non-cancellable operating leases

	2024	*2023*
Group and Charity	**£**	*£*
Within 1 year	**603**	*8,415*
Between 1 and 5 years	**-**	*603*
Total	**603**	*9,018*

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £273,273 (2023: £286,192) being a distribution of 100% of their net profit in the year. At the year end an amount of £64,396 (2023 : £197,516) was owed to the subsidiary.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2024	*2023*
Profit and loss	**£**	*£*
Turnover	**779,622**	*783,273*
Cost of Sales	**(423,161)**	(420,218)
Administrative Expenses	**(83,188)**	(76,862)
Operating profit	**273,273**	*286,193*
Reconciliation of profit and loss reserves		
Brought forward	**-**	-
Operating profit	**273,273**	*286,193*
Distribution to HEART UK	**(273,273)**	**(286,193)**
Carried forward	**-**	-

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

Docusign Envelope ID: AB39F3DE-28B1-4172-8530-4465899D4B1E

24 Principal subsidiary (continued)

Balance Sheet:	**2024**		*2023*	
	£	**£**	*£*	*£*
Current assets				
Debtors	**276,112**		*124,983*	
Cash at bank and in hand	**45,651**		*357,860*	
	321,763		*482,843*	
Creditors: amounts falling due within one year	**(321,761)**		*(482,841)*	
Net current assets		**2**		*2*
Capital and reserves				
Called up share capital		**2**		*2*
Total Equity		**2**		*2*

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.

HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales - Charity number 1003904

Accounts

Hyperlipidaemia Education & Atherosclerosis Research Trust UK

(A company limited by guarantee)

Registered number: 02631049
Charity number: 1003904

Trustees' report and financial statements for the year ended 28 February 2023

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Reference and administrative details of the charity, its trustees and advisers for the year ended 28 February 2023

Trustees

Dr P H Green, Chairman
Mr S D Boley ACA, Trustee
Professor E A Hughes, Trustee
Dr D Neely, Trustee
Dr A Rees, Trustee
Ms J Bennett, Trustee
Ms T Kennerley, Trustee
Mr B A Dobson, Trustee
Mr A J Greaves, Trustee
Dr D B N Datta, Trustee
Mr T M Dixon, Trustee
Mr N R Phipps ACA, Trustee (Treasurer)
Ms A Tyler, Trustee
Mr S Handrean, Trustee
Ms N S Kim, Trustee

Company registered number

02631049

Charity registered number

1003904

Registered office

7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer

Ms J Payne

Independent auditors

Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London EC2A 2AP

Our Impact in 2022-2023

HEART UK
THE CHOLESTEROL CHARITY

Public Awareness and Support

1,082
people accessed our cholesterol helpline

94.4%
rated the helpline as 'excellent' or 'good'

80,921
people subscribed to our e-news
A 44% increase on the previous year

2.9m
million people accessed the HEART UK website
A 38% increase on the previous year

151,853
printed materials were distributed to patients with high cholesterol
A 75% increase on the previous year

99.4
rated our literature at 'Invaluable' or 'very helpful'.

7,215
printed resources distributed to children and young people
twice as many as last year

30,739
digital materials were downloaded

40,219
people viewed our video resources on YouTube

9,352,269
of you viewed our Facebook posts
twice as many as last year

767,801
of you viewed our Instagram posts
eight times as many as last year

Healthcare Professionals

4,212
HCP's subscribed to our e-news
A 38% increase on the previous year

255
HCPs attended our 35th Annual Medical and Scientific Conference
'Lipids – one huge step for healthcare?'

5,186
HCPs viewed our educational webinars
an increase of 130% on the previous year

92.1%
of HCPs who attended our webinars reported being 'much more' or 'more' confident treating their patients for high cholesterol because of attending

1,199
HCPs educated through our Primary Care Education Programme – Tackling Cholesterol Together with the NHS/AAC/AHSN

119,933
Impressions on Twitter – our social media platform targeted at HCPs

Annual report incorporating a Directors' Report and Accounts for the year ended 28 February 2023

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat', and whilst there are numerous blood fats, cholesterol is the most common. For this reason, we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for:

Hyperlidaemia **E**ducation and **A**therscleros**R**esearch **T**rust.

As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Almost half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common modifiable risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy.

Cardiovascular disease (CVD) causes almost one-third of all deaths in the UK – on average, one person dies every three minutes from CVD. More than 7 million people are living with CVD in the UK.

Even children can be at risk – around 1 in 250 people have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood. Currently, less than 10% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate sponsorship activity is conducted. The charity's objects as set our in our constitution are:

> 'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.'

Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient

communications and influence Government and public policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people getting heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK's activities. We continue to benefit from a range of volunteers including healthcare professionals serving on our committees who willingly give up their time to enable us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our Ambassadors who are the voice of HEART UK in their community; they help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundraisers helping to raise funds for our essential work.

During this financial year we were lucky that John Lewis' Golden Jubilee Trust provided us with a pro bono secondee from their team for a 6-month period. This volunteer worked extremely hard to support us with developing our first online auction and starting our corporate wellbeing programme.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy in place that is currently undergoing a review and will do so every 3 years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do. Anyone within the UK can access our services.

Our Values

We operate everything we do within the values of the organisation with professionalism, respect, integrity, empathy and trust.

Environment, Social and Governance

We have developed an Environment, Social and Governance (ESG) action plan and are working to those actions. This action plan will form part of a policy, which we aim to develop by the end of 2023.

We have also taken a step toward printing less. In particular, we provide a large amount of literature to the NHS and other organisations. We have introduced a sheet of QR codes that can be used if an individual has a smart phone. Of course, not everyone is in that position so we still provide printed copies as appropriate. It is important to us that anyone wanting to access our services is able to, no matter their background or where they live.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other healthcare professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as NHS England and the Office for Health Improvement and Disparity to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

Our main focus is on saving lives via raising awareness, service delivery and educating healthcare professionals and the public, patients, and their families. However, we also work to advocate with and on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards. Our recent engagement with key opinion leaders resulted in many successes over recent years, including:

- Contributing towards consultations on clinical guidance, from diagnosis through to treatment, long term management and the role of new medications
- Providing evidence & updating NICE guidelines and disseminating these to healthcare professionals and advising on guidance documents for healthcare commissioners
- Publishing our Statements of Care: setting out best practice for treating patients are used around the UK and the world and improve patient outcomes
- Our National Cholesterol Month raises awareness of the dangers of cholesterol to millions of people
- Throughout each year, multiple awareness and influencing campaigns
- Cholesterol being a priority within the health service
- Changed the Armed Forces policy from FH labelling people as unfit to serve, to allowing those to enter the Armed Forces and serve their country.
- Cholesterol being on the agenda for pharmacies and potential to be included in the pharmacy contract.
- Cholesterol and FH being included within the NHS Long Term Plan
- Maintaining the existing FH registry
- Identifying people at a much younger age, in the case of FH in childhood

Over the next five years we will continue to build on these successes, ensuring that the NHS delivers its targets published in their NHS Long Term Plan and continues to prioritise and adequately fund cholesterol related diagnoses and support services.

The team

During 2022/23 the incredible HEART UK team continued to work hard to deliver our objectives and support our beneficiaries. Our working model has seen the introduction of virtual assistants, which have benefitted the team to have a wider range of skills available to support in delivering our impact.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having FH, information is scarce with primary care, including GPs and pharmacists, potentially unfamiliar with the condition and referrals to specialist lipidology consultants which can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries, pharmacists and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our specialist cardiac nurse and dietician and is supported by our Medical, Scientific and Research Committee. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH (genetically high cholesterol) to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by healthcare professionals. GJWe provide all our literature free of charge. We know that our literature provision does increase access to quality information. Enquirers to our Cholesterol Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need.

The HEART UK Cholesterol Helpline

Our dedicated Cholesterol Helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with newly diagnosed raised cholesterol or concerns about family history of heart disease. Obtaining GP appointments, limited time and information available from GPs, waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or tailored advice. In addition, these issues have been exacerbated by the impact of the pandemic, with a drop in the number of referrals, health checks and new statin prescriptions in recent years. People who are worried about raised cholesterol, or not sure what to do about their cholesterol levels, often have nowhere to turn to for advice and end up doing nothing – or worse, relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Cholesterol Helpline is uniquely run by our expert cardiac nurse and specialist dietitian, supporting anyone that contacts us to help them manage their cholesterol. In 2022/23, over 1,082 people accessed our helpline for support, including people newly diagnosed with high cholesterol or a cholesterol condition, to understand their condition and the actions they need to take to ameliorate it. The Helpline also supports people diagnosed with, or who are bereaved of someone with an inherited high cholesterol condition, such as FH. These enquiries can be complex and require expert knowledge and professional handling and are often 'time heavy'. This year we have also seen an increase in people enquiring about Lipoprotein a (LP(a)).

Our Services team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

Healthcare professional support

Support for healthcare professionals over 2022/23

We provided over 151,853 pieces of printed literature to healthcare professionals free of charge to distribute to their patients. This is an increase of 74.7% compared to the previous year. 99.4% of those who rated the literature found it invaluable or very helpful. 98.2% of people said they give the literature to patients during their consultations.

We partnered with the NHS, the Academic Health Science Network and the Accelerated Access Collaborative and developed our Primary Care Education Programme through a 'Tackling Cholesterol Together' campaign. This is a hugely successful partnership and resulted in the partnership itself being a finalist shortlisted for an HSJ award. We have also developed some key stakeholder relationships with other organisations, such as the Centre for Pharmacy Post graduate Education (CPPE)and the Federation of Physician Associates to ensure the programme has a wide reach and rich content for all.

Lipid Intelligence Network

Previously known as our FH Intelligence Network, during this year we have widened this out to cover all lipids. This provides a source of network support through our regular monthly zoom calls to bring together healthcare professionals dealing with lipids. They discuss challenges, share information, best practice, and learn from each other.

Lipid Interest Group

This is a group of over 147 allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet once a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

Annual scientific conference

In 2022 we were finally back face to face for our annual scientific conference. In fact, we held a hybrid model with both face to face and virtual delegates. Once again, 100% of the attendees said they would be able to apply the learnings in their day-to-day practice to improve patient outcomes.

Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all healthcare professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure healthcare professionals can provide accurate, evidence-based information to their patients on how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and

dietetics helps us steer the programme; we have secured funding to enable us to complete the Nutrition Academy and are in process of working on this for a full launch in 2023.

Major Achievements

During 2022/23 , HEART UK has had much to celebrate with our campaigning. This has been as part of a programme of activities and building on previous year's success, ensuring that cholesterol and familial hypercholesterolaemia (FH) remain a priority for the NHS and holding the Government and the NHS to account to deliver the targets set in the NHS England Long Term Plan.

We have been making significant efforts since 2016 to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children which was published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. A two-year pilot was established in 7 areas of England with plans to test 30,000 children. However, with the strain on GP practices, it has resulted in less take up than was hoped for in the pilot. This has been reviewed and the pilot is now extended to October 2024, the number of children to be tested has been reduced to 10,000 and some tweaks to the process have also been made.

We have made further inroads for one place for a lifelong register for FH. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and in 2021/22 we had commitment from the Chief Executive of the NHS to invest in a new system. We have fed into a procurement process and in early 2022 NHS England met with HEART UK's FH Registry Advisory Group and put forward a proposal for the registry which was accepted as the best solution. Sadly, with all the challenges the NHS have faced, a decision was made in late 2022 not to develop a national lifelong FH registry, but instead to use a national audit called CVDPrevent, which is using data from primary care. There is also a focus on improving the data that is captured in primary care for FH. There is an existing system that houses around 20,000 FH family pedigrees and this is used across half of England. Our focus has turned to this being continued so that existing and future generations can benefit from this.

Our Ambassadors have been actively engaging with their MPs, highlighting the issues and encouiraging them to take action.

HEART UK contributes to many health consultations carried out by various agencies, including NICE and other similar offices across all countries of the UK.

We worked with Daiichi Sankyo to develop and launch a report in April 2022 that looked at the cholesterol situation across the whole of the UK, entitled 'Closing the Cholesterol Gap'. This is an important publication and has resulted in many conversations and learnings across the UK nations. . For example, Scotland are in discussions with England to learn from the CVDPrevent audit tool which continues to be used with key stakeholders to push forward the cholesterol agenda.

There has been much activity in Scotland this year with HEART UK joining a cross-political party group and also a third sector group to get cholesterol onto the political agenda. Our Scottish Ambassador has also joined a lived-experience group. We also held a political meeting in Holyrood which has resulted in a published call to action for Scotland.

We have kept the pressure on the system to prioritise cholesterol testing and reporting and we are pleased to say that we have had success in this area too.

New services launched

Diet is a big focus for the public. We identified a need for people to have a tool to enable them to check how they were doing with their diet. As a result, we launched our Diet check list. Within the first 24 hours of it being launched, 1,900 people accessed the tool.

Working on the success of our Lipid Intelligence Network regular conference calls and the success of diet webinars held, it became clear there was a need for a similar network to be launched around diet as it is such a huge subject. As a result we launched the HEART UK Diet and Lipids Network which is a quarterly conference zoom call. This proved to be an immediate success with over 70 people attending.

Awareness raising

Responding to the media

Throughout the year, HEART UK featured in 125 press articles.

Cholesterol e-News

Subscription to our popular e-news has grown to over 80,900 subscribers. The e-newsletter includes features on healthier eating, being more active and promoting donor and fundraising activities. According to our marketing platform, MailChimp, the open rate is 16% higher than other similar e-newsletters.

National Cholesterol Month

We carried out an awareness raising campaign to ensure the public were aware of the dangers of cholesterol, reaching millions of people. The aim was to empower people to know and understand their cholesterol numbers and take appropriate action.

Leadership

HEART UK have developed and led a network of heart and circulatory disease charities, including Stroke Association, Cardiomyopathy UK, Arrhythmia Alliance and Blood Pressure UK. The purpose of the network is to co-operate on mutually beneficial initiatives, particularly campaign and policy focussed. Together we launched our consensus statement which continues to be used with key stakeholder engagements to add to the discussion to lead to policy change and CVD remaining a key priority.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is relationship led, via a variety of income streams:

- Individual giving – regular and single gifts and appeals
- Sporting challenges - including the London Marathon
- Legacies and an annual free Will campaign
- Corporate partnerships, including food, gyms, clothes recycling, diagnostics and pharmaceutical companies
- Trusts and Foundations

HEART UK has a commercial relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and very strict criteria. We also have commercial participator relationships with companies we have entered in a partnership with. HEART UK does not carry out street collections or house-to-house fundraising, other than sticker drops by one of the clothes collection services. HEART UK has a Safeguarding and child/vulnerable adults protection policy. This was updated in April 2021 and is reviewed every two years. The Board of Trustees set up a sub group to create and review policies and all other Board members are kept up to date with the changes and are required to familiarise themselves with each policy. The staff are required to familiarise themselves with all of our policies each year and are provided with regular training.

HEART UK is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. HEART UK complies with the Charities Act and GDPR regulation We put the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

We have a Safeguarding and child vulnerable adults protection policy in place setting out our policy and procedures. We have a register of vulnerable people which is regularly reviewed by our Chief Executive.

We established a complaints register in 2017/18 and have received 227 complaints between 2017/18 and 2022/23. These have largely been about clothes recycling and have decreased over those years as we work with our clothes recycling partners to learn from feedback and improve processes. In 2022/23, HEART UK received five complaints relating to Angel of Mercy, our clothes recycling partner in the West Midlands. This is a very low figure for the sector. Nevertheless, as mentioned earlier we are committed to studying any expression of dissatisfaction and identifying ways to improve. Our fundraising team investigated each complaint, Angel of Mercy were able to resolve the matter immediately, and we ensured that our supporters are happy with our work. Our complaint procedure is publicly available on our website.

Without the support of our donors and fundraisers, we would not be able to operate, and we are incredibly grateful for every penny that is donated helping us to truly save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud and this has significantly increased during the pandemic. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Funding. We are regularly reviewing the funding situation by continuing to have quarterly Finance and Risk Committee meetings and also a meeting in between those to keep a close look on matters.
- Reliance on individuals. We are focusing on retaining staff as well as recruiting good people to the team.

FINANCIAL REVIEW

Income for the year ended 28 February 2023 totalled £1,305,959 (£902,929 in 2021/22)

Expenditure on raising funds was £636,347 (£462,300 in 2021/22) and charitable activity spending was £513,997 (£554,392 in 2021/22).

Of particular note:

- We received one large legacy during 2022/23 totalling £23,411. We feel very grateful to Joyce Meeds for thinking about HEART UK in her will and considering the tremendous support we can provide to our beneficiaries with such a huge contribution to our essential work.
- The clothes collections remained strong in particular through our partnership with iCollectClothes.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year end totalled £622,588 which is within our 6-9 month guideline and we expect this to be maintained throughout the next 12 months.

PLANS FOR THE FUTURE

Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2025.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

We intend on achieving this by:

- Influencing health and political systems to ensure a focus on cardiovascular disease prevention with an implementation plan to identify and treat people with high cholesterol
- Influence lipid data to be captured and reported
- Educate health care professionals & the public about inherited and preventable lipid conditions and actions they can take
- Raise awareness of inherited and non-inherited lipid conditions thereby empowering people to take action
- Support those diagnosed & their families and support those diagnosed to take appropriate action
- Raise funds to enable us to deliver our activities

During 2023/24 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us.
- Regularly review our information provided to ensure it is up to date.
- Continue to build our communication channels to further increase our reach and influence.
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients.
- Continue to educate the public, patients, families and healthcare professionals treating patients with lipids.
- Continue to ensure CVD is a key priority for the Government and NHS.
- Incentives are important within the health system. In England there are two new incentives for secondary prevention (post heart attack or stroke and established heart disease), which are important. However, there still needs to be a focus on primary prevention and we will work hard to ensure this is a focus in order to save lives and keep families together.
- Continue to lobby for FH to be identified as early as possible; in children and adults.
- Continue to engage on LP(a) and other inherited forms of lipids.
- Continue to lobby for data to be captured and published by NHS England and the Office for Health Improvement and Disparity so we know exactly what the picture looks like with lipid patients both locally and nationally, this will include improved cholesterol and FH reporting through CVDPrevent.
- Launch our Change Maker Programme bringing Ambassadors, patients and care givers and the health system together for local change.
- Launch our fully functioning diet check list for the public, patients and healthcare professionals.
- Further develop our Nutrition Academy.
- Introduce a chatbot on our website.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £0 during 2022/23 (£0 in 2021/22).

During 2022/23 we had no changes to the board of trustees.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

<u>Committees</u>

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:

  - Risk Management

  - Financial Control Management

  - Audit and presenting final accounts to the AGM following Board approval.

  - Reviewing annual accounts prior to Board and then AGM approval.

Communications and Fundraising

Key areas for this committee are:

- To oversee our communications and channels used
- To oversee our fundraising activities

The Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.

- They co-organise the Health Care and Patient part of the Annual Conference.

Campaigning

Advises on public affairs and policy activities to highlight the importance of cholesterol and CVD.

<u>Task and finish groups</u>

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK and the Royal College of Physicians).
- To educate society in general about Apheresis as a treatment.

FH Registry Advisory Group

This group oversees the Governance of the FH Registry.

Conference organising

This group organises the annual scientific conference usually held in June/July over a 3-day period.

Grant Awards

This group oversees our grant-giving scheme and reviews applications, although this is currently on hold.

Education

This group oversee our education programmes.

Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

CVD Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

UK National Screening Committee

This group drives forward our campaign for the introduction of child-parent screening for FH.

The Simon Broome Steering Committee (secretariat)

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridaemia).

STAFF

A management team, consisting of the Chief Executive, Senior Fundraising Manager and Service Development Manager, allows for the distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 6 permanent members of staff, 4 full time and 2 part time.

The Trustees would like to record their appreciation of the efforts of the staff, who have again made an enormous contribution to the successes of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability. We are also extremely aware of the challenge of market forces since the pandemic and we have reviewed our pay scale in the light of this in order to focus on retention and also attracting excellent talent.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment; internally and externally, market forces, performance and affordability.

AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trustees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;

- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable staff at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.

Authorised by the Trustees on …… 5th July 2023 **…….. and signed on their behalf by:**

Dr Peter Green, Chair

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education & Atherosclerosis Research Trust UK (the 'company') for the year ended 28 February 2023 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 28 February 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under those standards are further described in the auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Independent Auditors' Report to the trustees of HEART UK

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities,

Auditors' responsibilities for the audit of the financial statements (continued)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company’s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees’ use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company’s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor’s report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor’s report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

Auditors' responsibilities for the audit of the financial statements (continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

Date: 3 August 2023

6th Floor, 9 Appold Street
London
EC2A 2AP

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Financial Activities (incorporating income and expenditure account) for the year ended 28 February 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations, legacies and grants	2	**240,481**	**34,980**	**275,461**	*234,981*
Charitable activities	3	**243,387**	**-**	**243,387**	*239,054*
Trading income	4	**783,273**		**783,273**	*421,816*
Other income	5	**1,912**	**-**	**1,912**	*5,192*
Investment income	6	**1,926**	**-**	**1,926**	*1,886*
Total income		**1,270,979**	**34,980**	**1,305,959**	*902,929*
Expenditure on:					
Raising funds:					
Fundraising	7	**139,267**	**-**	**139,267**	*102,381*
Expenditure from trading	8	**497,080**	**-**	**497,080**	*359,919*
Charitable activities	9	**505,087**	**8,910**	**513,997**	*554,392*
Total expenditure		**1,141,434**	**8,910**	**1,150,344**	*1,016,692*
Net (expenditure) / income		**129,545**	**26,070**	**155,615**	*(113,763)*
Net gain on investments	15	**339**	**-**	**339**	*5,285*
Net movement in funds		**129,884**	**26,070**	**155,954**	(108,478)
Reconciliation of funds:					
Total funds brought forward		**447,176**	**19,458**	**466,634**	*575,112*
Total funds carried forward		**577,060**	**45,528**	**622,588**	*466,634*

The notes on pages 25 to 39 form part of these financial statements.

All amounts are derived from continuing activities. All gains and losses recognised in the year are included abov

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Balance Sheet
as at 28 February 2023

	Note	£	2023 £	£	2022 £
Fixed assets					
Intangible assets	13		**10,508**		*22,088*
Tangible assets	14		**942**		*468*
Investments	15		**58,240**		*57,901*
			69,690		*80,457*
Current assets					
Debtors: Amounts receivable within one year	16	**159,067**		*160,975*	
Cash at bank and in hand		**724,906**		*495,607*	
		883,973		*656,582*	
Debtors: Amounts receivable after one year			**7,400**		-
Creditors: amounts falling due within one year	17	(338,475)		(270,405)	
Net current assets			**545,498**		*386,177*
Net assets			**622,588**		*466,634*
Charity Funds					
Restricted funds	18		**45,528**		*19,458*
Unrestricted funds	18		**577,060**		*447,176*
Total funds			**622,588**		*466,634*

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £155,954 (2022 loss of £108,478).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 5 July 2023 and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Charity balance sheet
as at 28 February 2023

	Note	£	2023 £	£	*2022* *£*
Fixed assets					
Intangible assets	13		**10,508**		*22,088*
Tangible assets	14		**942**		*468*
Investments	15		**58,242**		*57,903*
			69,692		*80,459*
Current assets					
Debtors	16	**231,600**		*49,762*	
Cash at bank and in hand		**367,047**		*362,995*	
		598,647		*412,757*	
Debtors: Amounts receivable after one year			**7,400**		-
Creditors: amounts falling due within one year	17	(53,151)		(26,582)	
Net current assets			**545,496**		*386,175*
Net assets			**622,588**		*466,634*
Charity Funds					
Restricted funds	18		**45,528**		19,458
Unrestricted funds	18		**577,060**		*447,176*
Total funds			**622,588**		*466,634*

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 5 July 2023 and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Cash Flows
for the year ended 28 February 2023

	Note	2023 £	*2022 £*
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	**230,157**	*104,644*
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	**-**	*(2,394)*
Purchase of tangible fixed assets	14	**(858)**	-
Purchase of listed investments	15	**-**	-
Disposal of listed investments	15	**-**	-
Net cash used in investing activities		**(858)**	*-2,394*
Change in cash and cash equivalents in the year		**229,299**	*102,250*
Cash and cash equivalents brought forward		**495,607**	*393,357*
Cash and cash equivalents carried forward	21	**724,906**	*495,607*

The notes on pages 26 to 39 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2022 £	Cash flow £	At 28 February 2023 £
Cash at bank and in hand	495,607	229,299	724,906

Notes to the financial statements for the year ended 28 February 2023

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

1.2 Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the Coronavirus pandemic. The company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.
Intangible assets are capitlised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitlised where the purchase price exceeds £500.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading ‘Net gains/(losses) on investments’ in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

2 Income from donations, legacies and grants

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Donations	**171,007**	**-**	**171,007**	*143,208*
Legacies	**23,411**	**-**	**23,411**	*32,845*
Gift aid	**15,663**	**-**	**15,663**	*9,928*
Grants	**30,400**	**34,980**	**65,380**	*49,000*
Total donations and legacies	**240,481**	**34,980**	**275,461**	*234,981*
Total 2022	*210,981*	*24,000*	*234,981*	

The estimated value of legacies notified but neither received nor accrued income (as they do not meet the Sorp recognition criteria) as at 28 February 2023 is £14,000 (2022: £nil).

3 Charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Fundraising	**243,387**	**-**	**243,387**	*239,054*
	243,387	-	**243,387**	*239,054*
Total 2022	*239,054*	-	*239,054*	

4 Trading income

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from trading subsidiary	**783,273**	**-**	**783,273**	*421,816*

Please see note 24 for details of the trading subsidiary income.

5 Other income

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Other income	**1,912**	**-**	**1,912**	*5,192*
Total 2022	*5,192*	*-*	*5,192*	

6 Investment income

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Dividend received	**-**	**-**	**-**	*-*
Interest received	**1,926**	**-**	**1,926**	*1,886*
	1,926	**-**	**1,926**	*1,886*
Total 2022	*1,886*	*-*	*1,886*	

7 Raising funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Staff costs	**95,819**	**-**	**95,819**	*69,738*
Other fundraising costs	**43,448**	**-**	**43,448**	*32,643*
Total	**139,267**	**-**	**139,267**	*102,381*
Total 2022	*102,381*	*-*	*102,381*	

8 Trading costs

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Staff costs	**-**	**-**	**-**	*49,604*
Direct costs	**420,218**	**-**	**420,218**	*261,722*
Administrative	**76,862**	**-**	**76,862**	*48,593*
Total	**497,080**	**-**	**497,080**	*359,919*

9 Charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Awareness, education and patient support	**477,250**	**8,910**	**486,160**	*527,162*
Governance costs (note 10)	**27,837**	**-**	**27,837**	27,230
	505,087	**8,910**	**513,997**	*554,392*

10 Governance costs

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Audit and accountancy fees	**27,837**	**-**	**27,837**	*27,230*

11 Net movement in funds

This is stated after charging:

	2023 £	*2022 £*
Depreciation of tangible fixed assets:	**384**	*17,646*
Amortisation of intangible fixed assets	**11,580**	*11,180*
Auditor's remuneration - audit	**14,395**	*13,085*
Auditor's remuneration - non audit services	**4,595**	4,565

12 Staff costs

	2023	2022
	£	£
Wages and salaries	**228,042**	*297,347*
Social security costs	**20,633**	*28,120*
Other pension costs	**12,845**	*17,759*
Termination costs	**-**	*10,588*
	261,520	*353,814*

The average number of employees during the year was 6 (2022: 8)

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2023	2022
	No.	No.
Charitable operations	**2.3**	*3.5*
Management and central services	**2.4**	*3.5*
	4.7	*7.0*

The number of employees whose remuneration exceed £60,000, is shown below:

	2023	2022
	No.	No.
£60,000 to £69,999	**-**	*1*
£70,000 to £79,999	**1**	-

Key management personnel consists of the leadership management team and consists of four (2022: 4) individuals. Total remuneration to key management personnel totalled £158,806 in the year (2022: £218,982). During the year total travel expenses of £- (2022: £-) were reimbursed to - (2022: -) Trustees. During the year 3 trustees (2022: 4) donated a total of £172 (2022:£152).

13 Intangible fixed assets

Group and Charity	Website development
	£
Cost	
At 1 March 2022	57,893
Additions	-
At 28 February 2023	**57,893**
Amortisation	
At 1 March 2022	35,805
Charge for the year	11,580
Eliminated on disposals	-
At 28 February 2023	**47,385**
Carrying amount	
At 28 February 2023	**10,508**
At 29 February 2022	*22,088*

14 Tangible fixed assets

	Office equipment	Computer equipment	Total
	£	£	£
Group and Charity			
Cost			
At 1 March 2022	24,168	405	**24,573**
Additions	858	-	**858**
At 28 February 2023	**25,026**	**405**	**25,431**
Depreciation			
At 1 March 2022	23,700	405	**24,105**
Charge for the year	384		**384**
Eliminated on disposal		-	**-**
At 28 February 2023	**24,084**	**405**	**24,489**
Carrying amount			
At 28 February 2023	**942**	**-**	**942**
At 29 February 2022	*468*	-	*468*

15 Fixed asset investments

	Group		Charity	
	2023	*2022*	**2023**	*2022*
	£	*£*	**£**	*£*
Investments at market value	58,240	57,901	58,240	57,901
Investment in subsidiary at cost	-	-	2	2
	58,240	*57,901*	**58,242**	*57,903*

	2023	*2022*
	£	*£*
Market value		
At 1 March 2022	**57,901**	*52,616*
Additions	-	-
Disposals	-	-
Net gains/(losses)	**339**	5,285
At 28 February 2023	**58,240**	*57,901*
Historical cost of listed investments	**50,000**	*50,000*

15 Fixed asset investments (continued)

Significant investment holdings based on market value at 28 February 2023 were:

	Historical costs (£)	Market value (£)
COIF Charities Investment Fund	50,000	58,240
	50,000	**58,240**

16 Debtors

	Group		Charity	
	2023	*2022*	**2023**	*2022*
	£	*£*	**£**	*£*
Trade debtors	**108,156**	*95,625*	**3,900**	*12,525*
Amounts owed by group undertakings	**-**	-	**197,516**	*22,084*
Other debtors	**1,089**	-	**1,089**	-
Prepayments and accrued income	**49,822**	*65,350*	**29,095**	*37,237*
Amounts due over 1 year				
Prepayments and accrued income	**7,400**	-	**7,400**	-
	166,467	160,975	**239,000**	71,846

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2023	*2022*	**2023**	*2022*
	£	*£*	**£**	*£*
Trade creditors	**91,566**	*27,428*	**19,734**	*15,644*
Amounts owed to group undertakings	**-**	-	**-**	-
Other taxation and social security	**31,496**	*11,703*	**7,166**	*4,737*
Other creditors	**3,199**	*3,124*	**3,199**	*3,124*
Accruals and deferred income	**212,214**	*228,150*	**23,052**	*25,161*
	338,475	*270,405*	**53,151**	*48,666*

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	**Brought forward**	**Amount added**	**Amount released**	**Carried forward**
	£	**£**	**£**	**£**
Deferred income 2023	172,317	169,792	(172,317)	169,792
Deferred income 2022	*41,101*	*172,317*	*(41,101)*	*172,317*

18 Statement of funds

a. Group

	Balance at 1 March 2022 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2023 £
General funds					
General funds - all funds	**447,176**	**1,270,979**	**(1,141,434)**	**339**	**577,060**
Total unrestricted funds	**447,176**	**1,270,979**	**(1,141,434)**	**339**	**577,060**
Restricted funds					
Restricted funds - all funds	**19,458**	**34,980**	**(8,910)**	**-**	**45,528**
Total of funds	**466,634**	**1,305,959**	**(1,150,344)**	**339**	**622,588**

a. Charity

	Balance at 1 March 2022 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2023 £
General funds					
General funds - all funds	**447,176**	**773,899**	**(644,354)**	**339**	**577,060**
Total unrestricted funds	**447,176**	**773,899**	**(644,354)**	**339**	**577,060**
Restricted funds					
Restricted funds - all funds	**19,458**	**34,980**	**(8,910)**	**-**	**45,528**
Total of funds	**466,634**	**808,879**	**(653,264)**	**339**	**622,588**

19 Analysis of net assets between funds

Group

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Intangible fixed assets	**10,508**	**-**	**10,508**
Tangible fixed assets	**942**	**-**	**942**
Fixed asset investments	**58,240**	**-**	**58,240**
Current assets	**845,845**	**45,528**	**891,373**
Creditors due within one year	**(338,475)**	**-**	**(338,475)**
	577,060	**45,528**	**622,588**

Charity

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Intangible fixed assets	**10,508**	**-**	**10,508**
Tangible fixed assets	**942**	**-**	**942**
Fixed asset investments	**58,242**	**-**	**58,242**
Current assets	**560,519**	**45,528**	**606,047**
Creditors due within one year	**(53,151)**	**-**	**(53,151)**
	577,060	**45,528**	**622,588**

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group	
	2023	*2022*
	£	*£*
Net (deficit)/income for the year (as per Statement of Financial Activitie	**155,954**	*(108,478)*
Adjustment for:		
Depreciation charges	**384**	*17,646*
Amortisation charges	**11,580**	*11,180*
Net (gains)/losses	**(339)**	*(5,285)*
Profit on sale of fixed assets	**-**	*1,659*
Increase in debtors	**(5,492)**	*72,844*
increase in creditors	**68,070**	*115,078*
Net cash (used in)/provide by operating activities	**230,157**	*104,644*

21 Analysis of cash and cash equivalents

	Group	
	2023	*2022*
	£	*£*
Cash in hand	**724,906**	*495,607*
Total	**724,906**	*495,607*

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £12,557 (2022: £17,759).

22 Operating lease commitments

At 28 February 2023 the total future minimum lease payments under non-cancellable operating leases

	2023	*2022*
Group and Charity	**£**	*£*
Within 1 year	**8,415**	*9,456*
Between 1 and 5 years	**603**	*558*
Total	**9,018**	*10,014*

23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £286,192 (2022: £61,899) being a distribution of 100% of their net profit in the year. In addition, HEART UK Trading Company Limited was recharged salaries of Nil (2022: £47,269) from HEART UK. At the year end an amount of £197,516 (2022: £22,086) was owed by the subsidiary.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2023	*2022*
Profit and loss	**£**	*£*
Turnover	**783,273**	*421,816*
Cost of Sales	**(420,218)**	(255,202)
Administrative Expenses	**(76,862)**	(104,715)
Operating profit	**286,193**	*61,899*
Reconciliation of profit and loss reserves		
Brought forward	**-**	-
Operating profit	**286,193**	*61,899*
Distribution to HEART UK	**(286,193)**	**(61,899)**
Carried forward	**-**	-

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

24 Principal subsidiary (continued)

Balance Sheet:	**2023**		*2022*	
	£	**£**	*£*	*£*
Current assets				
Debtors	**124,983**		*111,213*	
Cash at bank and in hand	**357,860**		*132,614*	
	482,843		*243,827*	
Creditors: amounts falling due within one year	**(482,841)**		*(243,825)*	
Net current assets		**2**		*2*
Capital and reserves				
Called up share capital		**2**		*2*
Total Equity		**2**		*2*

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.

HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales - Charity number 1003904

Accounts

Hyperlipidaemia Education & Atherosclerosis Research Trust UK

(A company limited by guarantee)

Registered number: 02631049
Charity number: 1003904

Trustees' report and financial statements for the year ended 28 February 2022

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

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Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Reference and administrative details of the charity, its trustees and advisers for the year ended 28 February 2022

Trustees
Dr P H Green, Chairman
Mr S D Boley ACA, Trustee
Professor E A Hughes, Trustee
Ms G Howells, Trustee (resigned 24 March 2021)
Dr D Neely, Trustee
Dr A Rees, Trustee
Ms J Bennett, Trustee
Dr R Cramb, Trustee (resigned 8 June 2021)
Ms T Kennerley, Trustee
Mr B A Dobson, Trustee
Mr A J Greaves, Trustee
Dr D B N Datta, Trustee
Mr T M Dixon, Trustee
Mr N R Phipps, Trustee
Ms A Tyler, Trustee
Mr S Handrean, Trustee
Ms N S Kim, Trustee

Company registered number
02631049

Charity registered number
1003904

Registered office
7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer
Ms J Payne

Independent auditors
Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London EC2A 2AP

Our Impact in 2021-2022

HEART UK
THE CHOLESTEROL CHARITY

Public Awareness and Support

1,456
people acessed
our cholesterol helpline



98%
rated the helpline as
'excellent' or 'good'

56,270
people subscribed
to our e-news
A 75% increase on the previous year



2.65m
people accessed the
HEART UK website
A 31% increase on the previous year

87,924
printed materials were distributed
to patients with high cholesterol.



3,423
resources distributed to
children and young people

90,057
Digital materials
were downloaded

1,463
people viewed
our video resources

2,026,147
of you viewed
our Facebook posts

11,005
of you viewed
our Instagram posts

Healthcare Professionals

3,309
HCP's subscribed to our e-news
A 38% increase on the previous year

509
HCPs attended our online Clinical Conference
Hyperchvolesterolaemia - familial or not?

2,513
HCP's viewed our educational webinars
An increase of 310% on the previous year



94.4%
of HCPs who attended our webinars
reported being 'more' or 'much more'
confident treating their patients for high
cholesterol because of attending

Tackling Cholesterol Together

1,800
HCP's educated through our newly
established Primary Care Education
Programme - Tackling Cholesterol Together
with the NHS/AAC/AHSN

161,800
Impressions on Twitter - our social media
platform targeted at HCP's

Registered Charity Number 1003904

Annual report incorporating a Directors' Report and Accounts for the year ended 28 February 2022

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat' and whilst there are numerous blood fats, cholesterol is the most common. For this reason we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for **H**yperlidaemia **E**ducation and **A**therscl**e**rosis **R**esearch **T**rust. As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Almost half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common modifiable risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy.

Cardiovascular disease (CVD) causes almost one-third of all deaths in the UK – on average, one person dies every three minutes from CVD. More than 7 million people are living with CVD in the UK.

Even children can be at risk – **around 1 in 250 people have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood.** Currently, less than 10% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate sponsorship activity is conducted. The charity's objects as set our in our constitution are:

> 'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.'

Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and influence Government policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people getting heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK's activities. We continue to benefit from a range of volunteers including health care professionals serving on our committees who willingly give up their time to help us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our Ambassadors who are the HEART UK voice in their community; they help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundraisers helping to raise funds for our essential work.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Our single focus means we have built a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and improving public policy.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy that was last updated in April 2020 and is reviewed every three years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do. Anyone within the UK can access our services.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other health care professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as NHS England and the Office for Health Improvement and Disparity to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

Our focus is mainly on saving lives via raising awareness, service delivery and educating healthcare professionals and the public and patients. However, we work to advocate on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards. Our recent engagement with key opinion leaders resulted in successes over recent years:

- Contributing towards consultations on clinical guidance, from diagnosis through to treatment, long term management and the role of new medications
- Providing evidence & updating NICE guidelines and disseminating these to healthcare professionals and advising on guidance documents for healthcare commissioners
- Publishing our Statements of Care: setting out best practice for treating patients are used around the UK and world and improve patient outcomes
- Our FH Days of Action resulted in political prioritisation of FH
- Our National Cholesterol Month raises awareness of the dangers of cholesterol to millions of people
- Award winning awareness and influencing campaigns
- Cholesterol to be a priority within the health service
- Changed the Armed Forces policy from FH labelling people as unfit to serve, to allowing those to enter the Armed Forces and serve their country.
- Working towards a national lifelong registry for FH
- Identifying people at a much younger age, in the case of FH in childhood

Over the next five years we will continue to build on these successes, ensuring that the NHS delivers its targets published in their NHS Long Term Plan and continues to prioritise and adequately fund cholesterol related diagnoses and support services.

The team

During 2021/22 the COVID-19 pandemic. The HEART UK team also continued to work hard in order to deliver our objectives and support our beneficiaries.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having FH, information is scarce with GPs potentially unfamiliar with the condition and referrals to specialist lipidology consultants which can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our specialist cardiac nurses and dieticians and is supported by our Medical, Scientific and Research Committee. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH (genetically high cholesterol) to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by GP practices as a proxy indicator for this access. We provide literature to over 1,200 GP practices with these practices continuing to place reorders for our literature which we supply free of charge. We know that our literature provision does increase access to quality information. Callers to our Cholesterol Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need.

'I have used these booklets for many years now. They are ideal for our patient. Very Patient friendly and I have had great feedback about them.
Thank you.'

Nurse, Warwick

The HEART UK Cholesterol Helpline

Our dedicated Cholesterol Helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with newly diagnosed raised cholesterol or concerns about family history of heart disease. Obtaining GP appointments, limited time and information available from GPs, waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or tailored advice. People who are worried about raised cholesterol, or not sure what to do about their cholesterol levels often have nowhere to turn for advice and end up doing nothing – or worse; relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Cholesterol Helpline is uniquely run by expert cardiac nurses and specialist dietitians, supporting anyone that contacts us to help them manage their cholesterol. In 2021/22, over 1,400 people accessed our helpline for support, including people newly diagnosed with high cholesterol seeking help to understand their condition and the actions they need to take to ameliorate it. The

Helpline also supports people diagnosed with, or who have lost a family member to, the inherited high cholesterol condition, FH. These enquiries can be complex and require expert knowledge and professional handling and are often 'time heavy'.

The Helpline team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

"I am seeing my GP next week and wanted to check out my lipid profile with you and the best medication going forward to lower my LDL, I am struggling with my current medication. Thank you, I now feel in control and ready to speak to my GP. " Helpline user.

Healthcare professional support

Support for healthcare professionals over 2021/22

We provided over 88,000 pieces of literature to healthcare professionals free of charge. 99.2% of those rated the literature found it invaluable or very helpful. 97.8% of people said they give the literature to patients during their consultations.

We partnered with the NHS, the Academic Health Science Network and the Accelerated Access Collaborative and developed our Primary Care Education Programme through a 'Tackling Cholesterol Together' campaign:

- We have provided webinars to over 2,000 healthcare professionals, around half of which were from primary care with 95.6% of people saying our webinars impacted their knowledge of the topic.
- Developed learning e-modules around statin intolerance, identifying FH in Primary Care and Lipid Management Pathway. Although these were written for primary care, healthcare professionals from across the system have accessed them. 91.3% of the people said these e-modules improved their confidence with the topic.
- There were also clinics and videos included.

FH Intelligence Network

We provide a source of network support through our regular monthly telephone conference calls to bring together health care professionals dealing with FH. They discuss challenges, share information, best practice and learn from each other.

Lipid Interest Group

This is a group of over 120 allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet once a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

Annual scientific conference

With the COVID pandemic continuing, we held our flagship Annual Scientific Conference in July 2021 virtually with over 500 attendees. 100% of the attendees said they would be able to apply the learnings in their day to day practice to improve patient outcomes. We plan to be back with a hybrid offering. Although we are encouraging everyone to get together face to face, we do understand some people may need to join virtually.

Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all health care professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure health care professionals can provide accurate, evidence-based information to their patients about how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and dietetics helps us steer the programme; we are currently in the process of reviewing funding opportunities to expand its remit to include an online e-learning platform.

The impact at a personal level – Gurcharan's story



Gurcharan, 44, married with a 9-year-old daughter, had a busy job as an assistant store manager of a large supermarket. He had an active lifestyle - walking to work every day, running once a week, eating a good diet, didn't smoke and was not overweight. Gurcharan had been experiencing chest pain but it was put it down to stress and anxiety. His doctor organized a routine scan. Six weeks later and four days before the Covid-19 lockdown in the UK, Gurcharan got a call from his cardiologist as his scan results had come through. "*I had a blockage in my left artery, and I was asked to make an urgent appointment to see him the next day, I nearly fainted with the shock*", says Gurcharan. He continues, "*News of some cases of Covid had just started, and all the hospital staff were all wearing PPE which was frightening and added to my anxiety. I was worried because both my parents had heart bypass operations for blocked arteries in their 50's, and my uncle was just 49 and had the same operation. I was immediately prescribed statins and another follow up appointment was made.*"

Naturally, Gurcharan was worried, confused and had many unanswered questions about his condition and hereditary CVD which he couldn't find the answers to. Luckily, doing a Google search, he found HEART UK – The Cholesterol Charity's website which really helped him to understand things. ***"I rang the HEART UK Helpline and spoke to their specialist cardiac nurse who was so helpful and kind and gave me lots of valuable information, support and confidence. Discovering HEART UK was just brilliant and has been a lifeline for me. It gave me answers to all my questions"*, concludes Gurcharan.**

In late June, during the lockdown, Gurcharan started to get bad palpitations and his cardiologist brought his review appointment forward. I was so scared - having a heart condition and with Covid ever present - made it ten times worse. "*During the angiogram, I was told I had a big blockage in my left artery. 15 minutes later, they had put a stent in via my wrist. Afterwards, in recovery, my cardiologist told me that I was a very lucky guy, that I had a 99% blockage and I had been hanging on like a piece of string. I could not thank him enough. At my last review, I was given all clear for inherited FH and my cholesterol level is now low. I still have no explanation for my premature heart disease but was told that I could still have a heart attack in 10 years' time. I've now gone back to work on a phased return. This experience has made me rethink my life and I know that I need to spend quality time with my wife and daughter because who knows what the future will bring".*

Note: There are inherited lipid disorders other than genetically proven familial hypercholesterolaemia, which can cause premature cardiovascular disease. Our understanding of these conditions continues to grow and HEART UK is pleased to support people living with these conditions and furthering research.

The continuing impact on HEART UK of coronavirus – COVID-19

HEART UK's fundraising, as with other charities, was impacted by coronavirus in the lock downs, with events being cancelled. However, during 2021/22 we were able to focus on getting some of these back up and running, although participation was lower than pre-pandemic.

We continued to work to improve the level and quality of information available to individuals about cholesterol, CVD and the impact of COVID-19 on services they receive.

During 2021/22 we have seen accessing services happen in different ways whereby electronic appointments were used and moving into 2022/23 we are seeing hybrid models being used. As a result, we have learnt improved ways of working. However, there are some frustrations felt by patients not being able to always see their GP but instead having an e-consultation.

Our own team have embraced hybrid working practices and as a result we have reduced our office space.

COVID has also made people think differently about life. Our ways of working have changed to be far more flexible. However, there is a challenge with recruitment. This has been well featured in the news and it seems all organisations are struggling to recruit and we are no different.

Major Achievements

During 2020/21, HEART UK has had much to celebrate with our campaigning. This has been as part of a programme of activities and building on last year's success, ensuring that cholesterol and familial hypercholesterolaemia (FH) were a priority for the NHS and holding the Government and the NHS to account to deliver the targets set in the NHS England Long Term Plan.

We published a thought leadership piece in the Health Service Journal stating 'The NHS is sleep walking into a CVD catastrophe' this set out how CVD was largely disregarded through the pandemic and how this will mean a looming avalanche of strokes and heart attacks over months and years to come.

We have been making significant efforts over the last 4 years to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children and published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. There is now a two year pilot underway in 7 areas of England with plans to test 30,000 children.

We have made further inroads for one place for a lifelong register for FH. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and in 2021/22 we had commitment from the Chief Executive of the NHS to invest in a new system. We have fed into a procurement process and in early 2022 NHS England met with HEART UK's FH Registry Advisory Group and put forward a proposal for the registry which was accepted as the best solution. We now await a final decision and implementation.

HEART UK contributes to many health consultations carried out by various agencies, including NICE and other similar offices across all countries of the UK. One such consultation was about the NHS Health Checks. We have been championing for this to be reduced from a start age of 40 years old to 30 years old in high cardiovascular risk areas. We also want it more accessible for people to get a cholesterol test and identify other health issues in places outside of the GP practice, particularly in community pharmacists who play a vital role in the population's health. The result of this consultation is that our recommendations were accepted and we await to hear whether these will be adopted and if so, when.

We have kept the pressure on the system to prioritise cholesterol testing and reporting and we are pleased to say that we have had success in this area too. A new audit in GP practices called CVDPrevent launched and published their first set of data in December 2021. There was little information around cholesterol and FH. However, work is being carried out to address this and improve the quality of the data. We anticipate better quality information being published for the second cut of data and published around the summer of 2022.

Awareness raising

Responding to the media

Throughout the year we featured in 118 press articles.

Cholesterol e-News

Subscription to our popular e-news has grown to over 56,000 subscribers. The newsletter includes features on healthier eating, being more active and promoting fundraising activities. According to our service provider, MailChimp, the open rate is 15% higher than other similar newsletters.

National Cholesterol Month

We carried out an awareness raising campaign to ensure the public were aware of the dangers of cholesterol. The aim was to empower people to know and understand their cholesterol numbers and take appropriate action.

Leadership

HEART UK developed and led a network of heart and circulatory disease charities, including Stroke Association, Cardiomyopathy UK, Arrhythmia Alliance and Blood Pressure UK. The purpose of the network is to co-operate on mutually beneficial initiatives, particularly campaign and policy focussed. We held a Heart and Circulatory Disease Summit that was hugely successful and as a result we launched our consensus statement which is used with key stakeholder engagements to add to the discussion to lead to policy change and CVD remaining a key priority.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is largely relationship led, through:

- Individual giving
- Sports and challenges

- Legacies
- Corporate partnerships, including food, gyms, clothes recycling, diagnostics and pharmaceutical companies

HEART UK has a commercial participator relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and a very strict criteria. We also have commercial participator relationships with companies we have entered in a partnership with. HEART UK do not carry out street collections or house-to-house fundraising, other than bag drops for one of the clothes collection services. HEART UK uses third party companies to assist us with our fundraising, including our clothes collection services; sports and challenges; payroll giving and legacy.

HEART UK has a Safeguarding and child/vulnerable adults protection policy. This was updated in April 2021 and is reviewed every two years. The Board of Trustees have all our policies in a Trustee manual and are informed when there is an update and required to familiarise themselves with each policy. The staff are required to familiarise themselves with all our policies each year and are provided with regular training.

HEART UK is registered with the Fundraising Regulator. HEART UK complies with the Charities Act in regard to fundraising and in addition puts the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

HEART UK received an estimated 10 complaints associated with fundraising, all of which were relating to the clothes recycling scheme and mostly were around the bags not being collected, in this financial year. This is a very low figure for the sector. Nevertheless, we are committed to studying any expression of dissatisfaction and identifying ways to improve. Our fundraising team investigate each complaint, and we do all we can to resolve the matter and ensure supporters are happy with our work. Our complaint procedure is publicly available on our website.

Without the fundraising support we would not be able to operate, and we are incredibly grateful for every penny that is donated helping us to truly save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud and this has significantly increased during the pandemic. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Funding. We are regularly reviewing the funding situation by continuing to have monthly Finance and Risk Committee meetings.

- Reliance on individuals. We are focusing on retaining staff as well as recruiting good people to the team.

FINANCIAL REVIEW

Income for the year ended 28 February 2022 totalled £902,929 (£754,465 in 2020/21)

Expenditure on raising funds was £462,300 (£304,045 in 2020/21) and charitable activity spending was £554,392 (£562,278 in 2020/21).

Of particular note:

- We received one large legacy during the 2019/20 year totalling £165,909.09, with a further amount of £76,935.97 in 2021/22. We feel very grateful to Ruby Ada Watts for thinking about HEART UK in her will and considering the tremendous support we can provide to our beneficiaries with such a huge contribution to our essential work.
- The clothes collections significantly increased, in particular through our partnership with iCollectClothes.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year end totalled £447,176 which represents just under 6 months. In the light of the effects of COVID-19 highlighted elsewhere, our free reserves will fall below our operating guidelines during the next 12 months. The Board of Trustees are fully aware of this and this position will continue to be monitored by the Finance and Risk Committee and the Board throughout this period.

PLANS FOR THE FUTURE

Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2025.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

We intend on achieving this by:

- Influencing health and political systems to ensure a focus on cardiovascular disease prevention with an implementation plan to identify and treat people with high cholesterol
- Influence lipid data to be captured and reported
- Educate health care professionals & the public about inherited and preventable lipid conditions and actions they can take
- Raise awareness of inherited and non inherited lipid conditions thereby empowering people to take action
- Support those diagnosed & their families and support those diagnosed to take appropriate action
- Raise funds to enable us to deliver our activities

During 2022/23 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us
- Regularly review our information provided to ensure it is up to date
- Continue to build our communication channels to further increase our reach and influence, particularly digital and online
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients
- Continue to educate the public, patients, families and healthcare professionals treating patients with lipids
- Continue to ensure CVD is a key priority for the Government
- Continue to lobby for FH to be identified as early as possible; in children and adults
- Continue to lobby for data to be captured and published by NHS England and the Office for Health Improvement and Disparity so we know exactly what the picture looks like with lipid patients both locally and nationally, this will include improved cholesterol and FH reporting through CVDPrevent and a national lifelong FH registry.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £0 during 2021/22 (£0 in 2020/21).

During 2021/22 we had changes to the board of trustees with Gaenor Howells and Dr Robert Cramb stepping down.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

Committees

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:

  - Risk Management

  - Financial Control Management

  - Audit and presenting final accounts to the AGM following Board approval.

  - Reviewing annual accounts prior to Board and then AGM approval.

Communications and Fundraising

Key areas for this committee are:

- To oversee our communications and channels used
- To oversee our fundraising activities

The Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.

- They co-organise the Health Care and Patient part of the Annual Conference.

Campaigning

Advises on public affairs and policy activities to highlight the importance of cholesterol and CVD.

Task and finish groups

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK and the Royal College of Physicians).
- To educate society in general about Apheresis as a treatment.

FH Registry Advisory Group

This group oversees the Governance of the FH Registry.

Conference organising

This group organises the annual scientific conference usually held in June/July over a 3 day period.

Grant Awards

This group oversee our grant scheme and review applications, although this is currently on hold.

Education

This group oversee our education programmes.

Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

CVD Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

UK National Screening Committee

This group drives forward our campaign for the introduction of child-parent screening for FH.

The Simon Broome Steering Committee (secretariat)

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridaemia).

STAFF

A management team, consisting of the Chief Executive, Senior Fundraising Manager and the Services Development Manager allows for distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 5 permanent members of staff, 2 full time and 3 part time (4 full time equivalent).

The Trustees would like to record their appreciation of efforts of the staff, who have again made an enourmous contribution to the success of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment; internally and externally, market forces, performance and affordability.

AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trutees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the Coronavirus pandemic. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable staff at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.



Authorised by the Trustees on.6/7/22. and signed on their behalf by:

Dr Peter Green, Chair

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education & Atherosclerosis Research Trust UK (the 'company') for the year ended 28 February 2022 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 28 February 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under those standards are further described in the auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Independent Auditors' Report to the trustees of HEART UK

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Auditors' responsibilities for the audit of the financial statements (continued)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

Independent Auditors' Report to the trustees of HEART UK

Auditors' responsibilities for the audit of the financial statements (continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 1 August 2022

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Financial Activities (incorporating income and expenditure account) for the year ended 28 February 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from:					
Donations, legacies and grants	2	**210,981**	**24,000**	**234,981**	*217,090*
Charitable activities	3	**239,054**	**-**	**239,054**	*186,867*
Trading income	4	**421,816**	**-**	**421,816**	*348,671*
Other income	5	**5,192**	**-**	**5,192**	*-*
Investment income	6	**1,886**	**-**	**1,886**	*1,837*
Total income		**878,929**	**24,000**	**902,929**	*754,465*
Expenditure on:					
Raising funds:					
Fundraising	7	**102,381**	**-**	**102,381**	*74,570*
Expenditure from trading	8	**355,377**	**4,542**	**359,919**	*229,475*
Charitable activities	9	**554,392**	**-**	**554,392**	*562,278*
Total expenditure		**1,012,150**	**4,542**	**1,016,692**	*866,323*
Net (expenditure) / income		**(133,221)**	**19,458**	**(113,763)**	*(111,858)*
Net gain on investments	15	**5,285**	**-**	**5,285**	*4,354*
Net movement in funds		**(127,936)**	**19,458**	**(108,478)**	(107,504)
Reconciliation of funds:					
Total funds brought forward		**575,112**	**-**	**575,112**	*682,616*
Total funds carried forward		**447,176**	**19,458**	**466,634**	*575,112*

The notes on pages 27 to 41 form part of these financial statements.
All amounts are derived from continuing activities. All gains and losses recognised in the year are included above.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Balance Sheet
as at 28 February 2022

	Note	£	2022 £	£	2021 £
Fixed assets					
Intangible assets	13		**22,088**		*30,874*
Tangible assets	14		**468**		*19,773*
Investments	15		**57,901**		*52,616*
			80,457		*103,263*
Current assets					
Debtors	16	**160,975**		*233,819*	
Cash at bank and in hand		**495,607**		*393,357*	
		656,582		*627,176*	
Creditors: amounts falling due within one year	17	**(270,405)**		*(155,327)*	
Net current assets			**386,177**		*471,849*
Net assets			**466,634**		*575,112*
Charity Funds					
Restricted funds	18		**19,458**		-
Unrestricted funds	18		**447,176**		*575,112*
Total funds			**466,634**		*575,112*

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's loss for the year was £108,478 (2021: £107,504).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 6/7/22 and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps, Trustee

The notes on pages 27 to 41 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Charity balance sheet
as at 28 February 2022

	Note	£	2022 £	£	2021 £
Fixed assets					
Intangible assets	13		**22,088**		*30,874*
Tangible assets	14		**468**		*19,773*
Investments	15		**57,903**		*52,618*
			80,459		*103,265*
Current assets					
Debtors	16	**49,762**		*106,094*	
Cash at bank and in hand		**362,995**		*386,455*	
		412,757		*492,549*	
Creditors: amounts falling due within one year	17	**(26,582)**		*(20,702)*	
Net current assets			**386,175**		*471,847*
Net assets			**466,634**		*575,112*
Charity Funds					
Restricted funds	18		-		-
Unrestricted funds	18		**466,634**		*575,112*
Total funds			**466,634**		*575,112*

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 6/7/22. and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps, Trustee

The notes on pages 27 to 41 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Cash Flows
for the year ended 28 February 2022

	Note	2022 £	*2021 £*
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	**104,644**	*(191,503)*
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	**(2,394)**	-
Purchase of tangible fixed assets	14	-	-
Purchase of listed investments	15	-	-
Disposal of listed investments	15	-	*12,683*
Net cash used in investing activities		**(2,394)**	*12,683*
		102,250	*(178,820)*
Change in cash and cash equivalents in the year			
Cash and cash equivalents brought forward		**393,357**	*572,177*
Cash and cash equivalents carried forward	21	**495,607**	*393,357*

The notes on pages 27 to 41 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2021 £	Cash flow £	At 28 February 2022 £
Cash at bank and in hand	393,357	102,250	495,607

Notes to the financial statements
2for the year ended 28 February 2022

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.
Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

1.2 Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the Coronavirus pandemic. The company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.
Intangible assets are capitlised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitlised where the purchase price exceeds £250.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading 'Net gains/(losses) on investments' in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

2 Income from donations, legacies and grants

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Donations	**143,208**	**-**	**143,208**	*170,148*
Legacies	**32,845**	**-**	**32,845**	*37,000*
Gift aid	**9,928**	**-**	**9,928**	*9,942*
Grants	**25,000**	**24,000**	**49,000**	*-*
Total donations and legacies	**210,981**	**24,000**	**234,981**	*217,090*
Total 2021	*217,090*	*-*	*217,090*	

3 Charitable activities

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Fundraising	**239,054**	**-**	**239,054**	*186,867*
	239,054	**-**	**239,054**	*186,867*
Total 2021	*186,867*	*-*	*186,867*	

4 Trading income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from trading subsidiary	**421,816**	**-**	**421,816**	*348,671*

Please see note 24 for details of the trading subsidiary income.

5 Other income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Other income	**5,192**	**-**	**5,192**	*-*
Total 2021	*-*	*-*	*-*	

6 Investment income

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Dividend received	**-**	**-**	**-**	*187*
Interest received	**1,886**	**-**	**1,886**	*1,650*
	1,886	**-**	**1,886**	*1,837*
Total 2021	*1,837*	*-*	*1,837*	

7 Raising funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Staff costs	**69,738**	**-**	**69,738**	*46,334*
Other fundraising costs	**32,643**	**-**	**32,643**	*28,236*
Total	**102,381**	**-**	**102,381**	*74,570*
Total 2021	*74,570*	*-*	*74,570*	

8 Trading costs

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Staff costs	**49,604**	**-**	**49,604**	*59,378*
Direct costs	**257,180**	**4,542**	**261,722**	*129,477*
Administrative expenses	**48,593**	**-**	**48,593**	*40,620*
Total	**355,377**	**4,542**	**359,919**	*229,475*

9 Charitable activities

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Awareness, education and patient support	**527,162**	**-**	**527,162**	*537,297*
Governance costs (note 10)	**27,230**	**-**	**27,230**	24,981
	554,392	**-**	**554,392**	*562,278*

10 Governance costs

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Audit and accountancy fees	**27,230**	**-**	**27,230**	*24,981*

11 Net movement in funds

This is stated after charging:

	2022 £	*2021 £*
Depreciation of tangible fixed assets:	**17,646**	*6,302*
Amortisation of intangible fixed assets	**11,180**	*11,352*
Auditor's remuneration - audit	**13,085**	*12,698*
Auditor's remuneration - non audit services	**4,565**	3,561

12 Staff costs

	2022	2021
	£	£
Wages and salaries	**297,347**	332,457
Social security costs	**28,120**	34,979
Other pension costs	**17,759**	17,543
Termination costs	**10,588**	-
	343,226	384,979

The average number of employees during the year was 8 (2021: 9)

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2022	2021
	No.	No.
Charitable operations	**3.5**	3.9
Management and central services	**3.5**	3.6
	7.0	7.5

The number of employees whose remuneration exceed £60,000, is shown below:

	2022	2021
	No.	No.
£60,000 to £69,999	**1**	1

Key management personnel consists of the leadership management team and consists of four (2021: 4) individuals. Total remuneration to key management personnel totalled £218,982 in the year (2021: £239,373). During the year total travel expenses of £Nil (2021: £nil were reimbursed to 0 (2021: 0) Trustees.). During the year 4 trustees (2021: 0) donated a total of £152 (2021:£nil).

13 Intangible fixed assets

	Website development
Group and Charity	£
Cost	
At 1 March 2021	55,499
Additions	2,394
At 28 February 2022	**57,893**
Amortisation	
At 1 March 2021	24,625
Charge for the year	11,180
Eliminated on disposals	-
At 28 February 2022	**35,805**
Carrying amount	
At 28 February 2022	**22,088**
At 29 February 2021	30,874

14 Tangible fixed assets

	Office equipment	Computer equipment	Total
	£	£	£
Group and Charity			
Cost			
At 1 March 2021	33,753	405	**34,158**
Disposals	(9,585)	-	**(9,585)**
At 28 February 2022	**24,168**	**405**	**24,573**
Depreciation			
At 1 March 2021	14,143	242	**14,385**
Charge for the year	17,483	163	**17,646**
Eliminated on disposal	(7,926)	-	**(7,926)**
At 28 February 2022	**23,700**	**405**	**24,105**
Carrying amount			
At 28 February 2022	**468**	**-**	**468**
At 29 February 2021	*19,610*	*163*	*19,773*

15 Fixed asset investments

	Group		Charity	
	2022	*2021*	**2022**	*2021*
	£	£	£	£
Investments at market value	57,901	52,616	57,901	52,616
Investment in subsidiary at cost	-	-	2	2
	57,901	*52,616*	**57,903**	*52,618*

	2022	*2021*
	£	£
Market value		
At 1 March 2021	**52,616**	*60,945*
Additions	-	-
Disposals	-	(12,683)
Net gains/(losses)	**5,285**	4,354
At 28 February 2022	**57,901**	*52,616*
Historical cost of listed investments	**50,000**	*50,000*

15 Fixed asset investments (continued)

Significant investment holdings based on market value at 28 February 2022 were:

	Historical costs (£)	Market value (£)
COIF Charities Investment Fund	50,000	57,901
	50,000	**57,901**

16 Debtors

	Group		Charity	
	2022	*2021*	**2022**	*2021*
	£	*£*	**£**	*£*
Trade debtors	**95,625**	*55,100*	**12,525**	*10,500*
Amounts owed by group undertakings	**-**	*-*	**22,084**	*18,508*
Other debtors	**-**	*10,429*	**-**	*-*
Prepayments and accrued income	**65,350**	*168,819*	**37,237**	*85,694*
Amounts due over 1 year				
Prepayments and accrued income	**-**	*9,900*	**-**	*9,900*
	160,975	244,248	**71,846**	124,602

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2022	*2021*	**2022**	*2021*
	£	*£*	**£**	*£*
Trade creditors	**27,428**	*81,190*	**15,644**	*21,138*
Amounts owed to group undertakings	**-**	*-*	**-**	*70,511*
Other taxation and social security	**11,703**	*8,702*	**4,737**	*8,946*
Other creditors	**3,124**	*3,240*	**3,124**	*1,854*
Accruals and deferred income	**228,150**	*72,624*	**25,161**	*41,279*
	270,405	*165,756*	**48,666**	*143,728*

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	**Brought forward**	**Amount added**	**Amount released**	**Carried forward**
	£	**£**	**£**	**£**
Deferred income 2022	41,101	172,317	(41,101)	172,317
Deferred income 2021	*60,181*	*41,101*	*(60,181)*	*41,101*

18 Statement of funds

a. Group

	Balance at 1 March 2022 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2022 £
General funds					
General funds - all funds	575,112	878,929	(1,012,150)	5,285	447,176
Total unrestricted funds	575,112	878,929	(1,012,150)	5,285	447,176
Restricted funds					
Restricted funds - all funds	-	24,000	(4,542)	-	19,458
Total of funds	575,112	902,929	(1,016,692)	5,285	466,634

a. Charity

	Balance at 1 March 2021 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2022 £
General funds					
General funds - all funds	575,112	519,010	(652,231)	5,285	447,176
Total unrestricted funds	575,112	519,010	(652,231)	5,285	447,176
Restricted funds					
Restricted funds - all funds	-	24,000	(4,542)	-	19,458
Total of funds	575,112	543,010	(656,773)	5,285	466,634

19 Analysis of net assets between funds

Group

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Intangible fixed assets	22,088	-	22,088
Tangible fixed assets	468	-	468
Fixed asset investments	57,901	-	57,901
Current assets	637,124	19,458	656,582
Creditors due within one year	(270,405)	-	(270,405)
	447,176	19,458	466,634

Charity

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Intangible fixed assets	22,088	-	22,088
Tangible fixed assets	468	-	468
Fixed asset investments	57,903	-	57,903
Current assets	393,299	19,458	412,757
Creditors due within one year	(26,582)	-	(26,582)
	447,176	19,458.00	466,634

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group	
	2022 £	*2021 £*
Net (deficit)/income for the year (as per Statement of Financial Activities)	(108,478)	*(107,504)*
Adjustment for:		
Depreciation charges	17,646	*6,302*
Amortisation charges	11,180	*11,352*
Net losses	(5,285)	*(4,354)*
Profit on sale of fixed assets	1,659	*1,178*
Increase in debtors	72,844	*(34,563)*
increase in creditors	115,078	*(63,914)*
Net cash (used in)/provide by operating activities	104,644	*(191,503)*

21 Analysis of cash and cash equivalents

	Group	
	2022	*2021*
	£	*£*
Cash in hand	**495,607**	*393,357*
Total	**495,607**	*393,357*

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £17,759 (2021: £17,543).

22 Operating lease commitments

At 28 February 2022 the total future minimum lease payments under non-cancellable operating leases was:

	2022	*2021*
Group and Charity	**£**	*£*
Within 1 year	**9,456**	*27,425*
Between 1 and 5 years	**558**	*1,889*
Total	**10,014**	*29,314*

23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £61,899 (2021: £114,794) being a distribution of 100% of their net profit in the year. In addition, HEART UK Trading Company Limited was recharged salaries of £47,269 (2021: £59,378) from HEART UK. At the year end an amount of £22,086 (2021: £21,838) was owed by the subsidiary.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2022	*2021*
Profit and loss	**£**	*£*
Turnover	**421,816**	*344,268*
Cost of Sales	**(255,202)**	*(111,882)*
Administrative Expenses	**(104,715)**	*(117,590)*
Operating profit	**61,899**	*114,796*
Reconciliation of profit and loss reserves		
Brought forward	**-**	*-*
Operating profit	**61,899**	*114,796*
Distribution to HEART UK	**(61,899)**	*(114,796)*
Carried forward	**-**	*-*

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

24 Principal subsidiary (continued)

Balance Sheet:	**2022**		*2021*	
	£	**£**	*£*	*£*
Current assets				
Debtors	**111,213**		*127,725*	
Cash at bank and in hand	**132,614**		*6,902*	
	243,827		*134,627*	
Creditors: amounts falling due within one year	**(243,825)**		*(116,117)*	
Net current assets		**2**		*18,510*
Capital and reserves				
Called up share capital		**2**		*2*
Total Equity		**2**		*2*

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.

HYPERLIPIDAEMIA EDUCATION & ATHEROSCLEROSIS RESEARCH TRUST UK

England & Wales - Charity number 1003904

Accounts

Hyperlipidaemia Education & Atherosclerosis Research Trust UK

(A company limited by guarantee)

Registered number: 02631049
Charity number: 1003904

Trustees' report and financial statements for the year ended 28 February 2021

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

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Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Reference and administrative details of the charity, its trustees and advisers for the year ended 28 February 2021

Trustees
Dr P H Green, Chairman
Mr S D Boley ACA, Trustee
Professor E A Hughes, Trustee
Ms G Howells, Trustee (resigned 24 March 2021)
Dr D Neely, Trustee
Dr A Rees, Trustee
Ms J Bennett, Trustee
Dr R Cramb, Trustee
Ms T Kennerley, Trustee
Mr B A Dobson, Trustee
Mr A J Greaves, Trustee
Dr P H Green, Trustee
Dr D B N Datta, Trustee
Mr T M Dixon, Trustee
Ms S R Myott, Trustee (resigned 2 December 2020)
Mr N R Phipps, Trustee
Ms A Tyler, Trustee
Mr S Handrean, Trustee (appointed on 12 March 2020)
Ms N S Kim, Trustee (appointed on 12 March 2020)

Company registered number
02631049

Charity registered number
1003904

Registered office
7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer
Ms J Payne

Independent auditors
Moore Kingston Smith LLP, Devonshire House, 60 Goswell Road, London, EC1M 7AD

Annual report incorporating a Directors' Report and Accounts for the year ended 28 February 2021

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat' and whilst there are numerous blood fats, cholesterol is the most common. For this reason we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for **H**yperlidaemia **E**ducation and **A**thersclerosis **R**esearch **T**rust. As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Over half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy.

Cardiovascular disease (CVD) causes almost one-third of all deaths in the UK – on average, one person dies every three minutes from CVD. More than 7 million people are living with CVD in the UK.

Even children can be at risk – **around 1 in 250 people have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood.** Currently, less than 10% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate sponsorship activity is conducted. The charity's objects as set our in our constitution are:

> 'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.'

Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and influence Government policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people getting heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK's activities. We continue to benefit from a range of volunteers including health care professionals serving on our committees who willingly give up their time to help us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our Ambassadors who are the HEART UK voice in their community; they help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundralsers helping to raise funds for our essential work.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Our single focus means we have built a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and improving public policy.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy that was last updated in April 2020 and is reviewed every three years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other health care professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as NHS England and Public Health England to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

Our focus is mainly on saving lives via service delivery and educating healthcare professionals. However, we work to advocate on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards. Our recent engagement with key opinion leaders resulted in successes over recent years:

- Contributing towards consultations on clinical guidance, from diagnosis through to treatment, long term management and the role of new medications
- Providing evidence & updating NICE guidelines and disseminating these to healthcare professionals and advising on guidance documents for healthcare commissioners
- Publishing our Statements of Care: setting out best practice for treating patients are used around the UK and world and improve patient outcomes
- Our FH Days of Action resulted in political prioritisation of FH
- Our National Cholesterol Month reached many millions of people and provided new videos on FH, fitness workouts and recipes
- Award winning awareness and influencing campaigns
- Influenced the UK National Screening Committee to revisit its decision not to screen very young children in the UK for FH via a robust consultation submission with research and evidence

Over the next five years we will continue to build on these successes, ensuring that the NHS delivers it's targets published in their NHS Long Term Plan and continues to prioritise and adequately fund cholesterol related diagnoses and support services.

The team

During 2020/21 the team adapted extremely quickly to the COVID-19 pandemic and we all successfully worked from home to seamlessly provide the support our beneficiaries need in such uncertain times.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having FH, information is scarce with GPs potentially unfamiliar with the condition and referrals to specialist lipidology consultants which can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our specialist cardiac nurses and dieticians and is supported by our Medical, Scientific and Research Committee. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH (genetically high cholesterol) to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by GP practices as a proxy indicator for this access. We provide literature to over 1,200 GP practices with these practices continuing to place reorders for our literature which we supply free of charge. We know that our literature provision does increase access to quality information. Callers to our Cholesterol Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need.

'I add the HEART UK web address to most of my clinic letters, which are shared with the GP and patient. I find that I don't have enough time to discuss dietary modification in detail in an appointment and access to a specialist dietitian is limited. I have found that signposting to the website is a very effective component of a virtual consultation and the feedback has been excellent.

My dietetic colleagues advise me that patients are better informed if they see patients who have already accessed the HEART UK website.'

Dr Dev Datta, Consultant Metabolic Physician, University Hospital of Wales, Cardiff

The HEART UK Cholesterol Helpline

Our dedicated Cholesterol Helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with newly diagnosed raised cholesterol or concerns about family history of heart disease. Long waiting times for GP appointments, limited time and information available from GPs, long referral waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or tailored advice. People who are worried about raised cholesterol, or not sure what to do about their cholesterol levels often have nowhere to turn for advice and end up doing nothing – or worse; relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Cholesterol Helpline is uniquely run by expert cardiac nurses and specialist dietitians, supporting anyone that contacts us to help them manage their cholesterol. In 2020/21 over 1,700 people accessed our helpline for support, including people newly diagnosed with high cholesterol seeking help to understand their condition and the actions they need to take to ameliorate it. The Helpline also supports people diagnosed with, or who have lost a family member to, the inherited

high cholesterol condition, FH. These enquries can be complex and require expert knowledge and professional handling and are often 'time heavy'.

The Helpline team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

"HEART UK's nurse helpline was exceptionally helpful advising me on the correct diet for my recently diagnosed high cholesterol. I now understand the need of a balanced diet rather than the extreme low cholesterol diet. Your advice is very much appreciated" Helpline user.

Healthcare professional support

Online support for healthcare professionals over 2020/21

Throughout the year we provided regular, online education and support to both the public and healthcare professionals through our COVID-19-19 webinar series. More than 6,800 people have benefited from these webinars, which were promoted primarily through our own communications channels and highlighted the significant level of engagement of our audience.

From our Virtual Lipid Update alone in November 2020, we hosted live via a webinar format to over 300 healthcare professionals throughout the day. We maintained more than 200 healthcare professionals watching live for every session.

Based on **235** responses to our survey:

- 94.5% reported they were more confident discussing the topics covered, of which 18.3% were 'much more' confident
- 98.7% reported they were more knowledgeable on the topics covered, of which 21.3% were 'much more' knowledgeable
- 92.8% agreed our webinar would help to improve their patient care, of which 34.5% 'strongly agreed'
- 91.1% agreed they could implement the knowledge they learned in our webinar, of which 33.2% 'strongly agreed'

Additionally,

- +19.4% increase in healthcare professional members – now 1,328 since Sept 2019
- +298% increase in confidence amongst healthcare professional following an educational event
- 93% of healthcare professionals would improve their patient care and are more confident in discussing topics

"HEART UK offers excellent webinars and I have recommended them to all of my colleagues and patients. Thank you again for inviting me!" Healthcare Professional

Our live, interactive sessions have driven home key healthcare messages and gathered vital intelligence from those working on the ground. Our webinars have all been delivered live, and also recorded to ensure maximum accessibility for our audience. These recordings are all uploaded to our professional membership area for exclusive access to those who join our free programme.

FH Intellligence Network

We provide a source of network support through our regular monthly telephone conference calls to bring together health care professionals dealing with FH. They discuss challenges, share information, best practice and learn from each other.

Lipid Interest Group

This is a group of over 120 allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet once a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

Annual scientific conference

With the event of COVID-19 during 2020/21, although we were forced to cancel our 2020 Annual Scientific Conference, in July 2021 our Annual Scientific Conference, which is a flagship event and is widely recognised as THE conference to attend for lipids in the UK, will once again return but for this year it will be virtual.

Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all health care professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure health care professionals can provide accurate, evidence-based information to their patients about how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and dietetics helps us steer the programme; we are currently in the process of reviewing funding opportunities to expand its remit to include an online e-learning platform.

The impact at a personal level – Stephanie's story



A decade ago, Stephanie Dunkley's cholesterol lipid level was found to be raised at 6.1mmol/L, but her then GP thought her overall risk of heart disease was low, as she was active and otherwise healthy. Years later, she discovered that her risk of heart disease and a heart attack was in fact very high. She told us about her experience and what it has meant for her family.

''I became increasingly worried, as my cholesterol level was going up despite making changes to my diet and lifestyle. Then my sister had a stroke and no underlying cause was identified. I discovered HEART UK's website, and read about the genetic condition 'familial hypercholesterolaemia'. I applied the diagnostic tools on the website to myself and I came out as possible FH.

Just before the first Covid lockdown, I saw a different GP and presented my results. My latest total cholesterol results had also come back at 7.8 mmol/L with 'consider familial hypercholesterolaemia'. As a woman, being undiagnosed and untreated at 60 meant I already had a 50% chance of having heart disease. To avoid delay, whilst waiting for a lipid clinic appointment which took a year, I was prescribed statins. When I saw the Lipid Consultant, he agreed with the assessment of possible FH as my dad died at 61 and my paternal grandfather had also died of a heart attack at 45 yrs. Further blood tests discovered that I also have a very High Lipoprotein (a), another genetic blood fat related condition that further increases your risk of cardiovascular disease.

I used HEART UK's website and helpline several times during the pandemic to learn about FH, and High Lipoprotein (a). It helped me prepare for my medical appointments and to manage my condition. The HEART UK nurse was sensitive and receptive, and I trusted her expertise and knowledge of cholesterol and heart health. The nurse reassured me that I was asking the right questions and I was seeing the right people. I do not have children but discussions about genetic testing have commenced. Meanwhile, my adult nephews and nieces have been advised to get a cholesterol test.

Thankfully, I am now on treatment and my risk of cardiovascular disease is now significantly reduced. Recently, I was saddened when a neighbour aged 63 who may have had FH died suddenly, despite feeling fit and well. Stories like this bring it home. If you have an underlying genetic cause of high cholesterol then you can still develop heart disease, even if you have a healthy diet and are fit and active.''

The impact on HEART UK of coronavirus – COVID-19

HEART UK's fundraising has, as with other charities, been impacted by coronavirus. A number of our fundraising events have been cancelled due to social distancing measures to prevent the spread of the virus.

Despite the challenges presented by coronavirus for the charity, the demand and need for our services have become even greater. Coronavirus presents an additional risk for those with heart disease. People living with rarer lipid disorders are presented with additional risks, often needing to be shielded. Services both at GP clinics and specialist services at lipid clinics, including more intensive treatment centres providing apheresis have very limited services or indeed have stopped.

In response to this crisis, HEART UK is providing additional services for patients, the public and health care professionals.

Working to improve the level and quality of information available to individuals about cholesterol, CVD and the impact of COVID-19 on services they receive;

Working to ensure health care professionals are equipped to identify and support those at risk;

Working to ensure that at-risk patients continue to receive support while NHS services are redeployed and explore alternative opportunities to access treatment;

Hosting new and general cardiovascular risk (and other related conditions) information for COVID-19

Published an expert positon statement on managing hyperlipidaemia in patients with COVID-19

Specialist advice regarding shielding for:

- Homozygous FH
- Patients on apheresis, which has been discontinued
- Transplants
- Pregnancy and CVD
- Understanding 'high'/'very high' risk:
- Familial Hypercholesterolaemia
- High LP(a)
- Comorbidities
- Rarer lipid conditions

We are providing more specialist online and remote information to support patients with high cholesterol and additionally accelerate this crisis programme for those at very high risk of severe illness from coronavirus (COVID-19). This includes people with diabetes and those with heart and circulatory diseases who need to undertake additional measures to minimise their risk. This support supplements the services that have been diverted and are currently not available from the NHS.

Major Achievements

During 2020/21, HEART UK has had much to celebrate with our campaigning. This has been as part of a programme of activities and building on last year's success, ensuring that cholesterol and familial hypercholesterolaemia (FH) were included in the NHS England Long Term Plan. We were instrumental in getting a target for increasing the 15,000 FH cases already known to 62,500 by 2024. Thanks to HEART UK, this is the only 5-year target in the Long Term Plan as the remainder are 10 years.

We have been making significant efforts over the last 4 years to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children and published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. We are delighted to say that NHS England has agreed to pilot this approach in England.

We have made significant inroads for one place for a lifelong register for FH. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and we had commitment from the Chief Executive of the NHS to investment in a new system.

HEART UK contributes to many health consultations carried out by various agencies, including NICE and other similar offices across all countries of the UK. One such consultation was about the NHS Health Checks. We have been championing for this to be reduced from a start age of 40 years old to 30 years old in high cardiovascular risk areas. We also want it more accessible for people to get a cholesterol test and identify other health issues in places outside of the GP practice, particularly in community pharmacists who play a vital role in the population's health.

We have kept the pressure on the system to prioritise cholesterol testing and reporting and we are pleased to say that we have had success in this area with the introduction of a new audit in GP practices called CVD Prevent.

FH Day of Action 2021

HEART UK is the only charity campaigning for people affected by FH and has been instrumental in bringing attention to the condition with MPs and the NHS. We have successfully campaigned for improvements to the way FH services are developed and continue to work with the NHS to help identify, treat and support more people affected by FH than ever before.

Thanks to your support the FH Day of Action resulted in over 45 letters sent to MPs, questions asked in Parliament about FH services and many conversations with MPs.

- Correspondence between Priti Patel MP and Professor Stephen Powis, National Medical Director NHS England who states "... we are investing in a programme to test the design and implementation of a child parent screening clinical pathway; this approach will form part of a unified programme, including GP case finding, that will support the FH ambition in the NHS Long Term Plan."

- A reply to Theresa May MP from Matt Hancock MP, Secretary of State for Health and Social Care who says: "I completely understand your concerns about holding the NHS to account on its commitment to increase detection of FH to 25 per cent by 2024. I am grateful that you have taken the time to write about this important issue...

  We have established an FH Expert Advisory Group, of which Heart UK is part, and collectively we are driving this agenda forward."

- A similar letter from Jo Churchill, Parliamentary Under-Secretary of State for Prevention, Public Health and Primary Care

- A letter from Simon Stevens, NHS Chief Executive making a commitment of £500,000 to enable a pilot in seven areas of England to screen 30,000 children for FH

- A further commitment to an additional £335,000 for the NHS to help detect FH and investment in a single, national registry for FH

Awareness raising

Responding to the media

Throughout the year we featured in numerous press articles, journals and magazines including the Daily Telegraph, Express and The Mail on Sunday in addition to Waitrose magazine and its customer newpaper over National Cholesterol Month.

Cholesterol e-News

Subscription to our popular e-news has more than doubled in the past 12 months from just over 15,000 subscribers to well over 33,000 people. The newsletter includes features on healthier eating, being more active and promoting fundraising activities. According to our service provider, MailChimp, the open rate is almost twice as high as other similar newsletters and the number of people clicking on links on news items is more than three times higher

National Cholesterol Month

In addition to producing new videos for families affected by FH in collaboration with The Newcastle Upon Tyne NHS Trust and keep fit videos with Anytime Fitness, the main focus for National Cholestrol Month in 2020 was the 'Talk about cholesterol' public awareness campaign.

The purpose of the campaign was to target messages via social media to areas of the country where cardiovascular disease was higher. The campaign set out to reach an ambitious 1 million people during the month in a targeted and tailored way, using Facebook. By the end of the month the campaign had exceeded our expectations and over 3 million people viewed the campaign messages.

Removing the barriers to employment

Some people are reluctant to get an FH genetic test or to get their children tested because of how it may affect their employment, particularly in the armed services. If FH is managed well and the person with FH is on treatment, then they are otherwise usually fit and healthy. As a result, there is no reason to be excluded from the armed services.

This was brought up with the Strategic Command Headquarters Defence Medical Services for the armed forces, and along with the help of Prof. Steve Humphries, Emeritus Professor of Cardiovascular Genetics at the Institute Cardiovascular Science, UCL it was confirmed that people with FH, providing that their medication is working effectively as it usually would, are now fit and able to serve in the armed forces.

Leadership

HEART UK developed and leads a network of heart and circulatory disease charities, including Stroke Association, Cardiomyopathy UK, Arrhythmia Alliance and Blood Pressure UK. The purpose of the network is to co-operate on mutually beneficial initiatives, particularly campaign and policy focussed. Collaborating included a response to the NHS Health Check consultation and a thought piece on the impact of COVID-19 and the lockdown on services published in the Health Service Journal.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is largely relationship led, through:

- Individual giving
- Sports and challenges
- Legacies
- Corporate partnerships, including food, gyms, clothes recycling, diagnostics and pharmaceutical companies

HEART UK has a commercial participator relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and a very strict criteria. We also have commercial participator relationships with companies we have entered in a partnership with. HEART UK do not carry out street collections or house-to-house fundraising, other than bag drops for one of the clothes collection services. HEART UK uses third party companies to assist us with our fundraising, including our clothes collection services; sports and challenges; payroll giving and legacy.

HEART UK has a Safeguarding and child/vulnerable adults protection policy. This was updated in April 2021 and is reviewed every two years. The Board of Trustees have all our policies in a Trustee manual and are informed when there is an update and required to familiarise themselves with each policy. The staff are required to familiarise themselves with all our policies each year and are provided with regular training.

HEART UK is registered with the Fundraising Regulator. HEART UK complies with the Charities Act in regard to fundraising and in addition puts the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

HEART UK received an estimated 14 complaints associated with fundraising, all of which were relating to the clothes recycling scheme and mostly were around the bags not being collected, in this financial year. This is a very low figure for the sector. Nevertheless, we are committed to studying any expression of dissatisfaction and identifying ways to improve. Our fundraising team look into each complaint and we do all we can to resolve the matter and ensure supporters are happy with our work. Our complaint procedure is publically available on our website.

Without the fundraising support we would not be able to operate and we are incredibly grateful for every penny that is donated helping us to truly save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud and this has significantly increased over the last year. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Consequences of COVID-19. We are responding by ensuring we provide the necessary support to our beneficiaries. We are regularly reviewing the funding situation; by having more regular Finance and Risk Committee meetings.
- Funding. This has been impacted by the COVID-19 situation. The team have worked hard to access funding both emergency and ongoing. We also have a constant view on cashflow.

FINANCIAL REVIEW

Income for the year ended 28 February 2021 totalled £776,110 (£1,132,165 in 2019/20)

Expenditure on raising funds was £304,054 (£515,795 in 2019/20) and charitable activity spending was £562,278 (£672,075 in 2019/20).

Of particular note:

- We received one large legacy during the 2019/20 year totalling £180,000, with a further estimated amout of £40,000 still to follow. We feel very grateful to Ruby Ada Watts for thinking about HEART UK in her will and considering the tremendous support we can provide to our beneficiaries with such a huge contribution to our essential work.
- We have reshaped how we work with our food corporate partners.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year end totalled £493,494 which represents just under 6 months. In the light of the effects of COVID-19 highlighted elsewhere, our free reserves will fall below our operating guidelines during the next 12 months. The Board of Trustees are fully aware of this and this position will continue to be monitored by the Finance and Risk Committee and the Board throughout this period.

PLANS FOR THE FUTURE

Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2023.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

We intend on achieving this by:

- Influencing health and political systems to ensure a focus on cardiovascular disease prevention with an implementation plan to identify and treat people with high cholesterol
- Influence lipid data to be captured and reported
- Educate health care professionals & the public about inherited and preventable lipid conditions and actions they can take
- Raise awareness of inherited and non inherited lipid conditions thereby empowering people to take action
- Support those diagnosed & their families and support those diagnosed to take appropriate action
- Raise funds to enable us to deliver our activities

During 2021/22 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us
- Regularly review our information provided to ensure it is up to date
- Continue to build our communication channels to further increase our reach and influence, particularly digital and online
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients

- Continue to educate the public, patients, families and healthcare professionals treating patients with lipids
- Continue to ensure CVD is a key priority for the Government
- Continue to lobby for FH to be identified as early as possible; in children and adults
- Continue to lobby for data to be captured and published by NHS England and Public Health England so we know exactly what the picture looks like with lipid patients both locally and nationally

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £0 during 2020/21 (£2,365 in 2019/20).

During 2020/21 we had changes to the board of trustees with Sophie Myott and Gaenor Howells stepping down.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

<u>Committees</u>

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:

  - Risk Management

  - Financial Control Management

  - Audit and presenting final accounts to the AGM following Board approval.

  - Reviewing annual accounts prior to Board and then AGM approval.

Communications and Fundraising

Key areas for this committee are:

- To oversee our communications and channels used
- To oversee our fundraising activities

The Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.
- They co-organise the Health Care and Patient part of the Annual Conference.

Campaigning

Advises on public affairs and policy activities to highlight the importance of cholesterol and CVD.

Task and finish groups

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK and the Royal College of Physicians).
- To educate society in general about Apheresis as a treatment.

FH Registry Advisory Group

This group oversees the Governance of the FH Registry.

Conference organising

This group organises the annual scientific conference usually held in June/July over a 3 day period.

Grant Awards

This group oversee our grant scheme and review applications.

Education

This group oversee our education programmes.

Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

CVD Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

UK National Screening Committee

This group drives forward our campaign for the introduction of child-parent screening for FH.

The Simon Broome Steering Committee (secretariat)

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridaemia).

STAFF

A senior leadership team, consisting of the Chief Executive and Heads of External Affairs and Healthcare allows for distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 9 permanent members of staff, 5 full time and 4 part time (8 full time equivalent).

The Trustees would like to record their appreciation of efforts of the staff, who have again made an enourmous contribution to the success of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability. A new people management framework has been developed and is being introduced in March 2021.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment; internally and externally, market forces, performance and affordability.

AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trutees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the Coronavirus pandemic. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable staff at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.

Authorised by the Trustees on 17 June 2021 and signed on their behalf by:

Dr Peter Green, Chair

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education Atherosclerosis Research Trust UK (the 'company') for the year ended 28 February 2021 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 28 February 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under those standards are further described in the auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Independent Auditors' Report to the trustees of HEART UK

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is

Auditors' responsibilities for the audit of the financial statements (continued)

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern

Independent Auditors' Report to the trustees of HEART UK

Auditors' responsibilities for the audit of the financial statements (continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

Devonshire House
60 Goswell Road
London EC1M 7AD

Date: 19 July 2021

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Financial Activities (incorporating income and expenditure account) for the year ended 28 February 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from:					
Donations, legacies and grants	2	**217,090**	-	**217,090**	*380,553*
Charitable activities	3	**186,867**	-	**186,867**	*199,743*
Trading income	4	**348,671**	-	**348,671**	*523,504*
Other income	5	**0**	-	**0**	*24,775*
Investment income	6	**1,837**	-	**1,837**	*3,590*
Total income		**754,465**	-	**754,465**	*1,132,165*
Expenditure on:					
Raising funds:					
Fundraising	7	**74,570**	-	**74,570**	*96,774*
Expenditure from trading	8	**229,475**	-	**229,475**	*419,021*
Charitable activities	9	**562,278**	-	**562,278**	*672,075*
Total expenditure		**866,323**	-	**866,323**	*1,187,870*
Net (expenditure) / income		**(111,858)**	-	**(111,858)**	*(55,705)*
Net loss on investments	15	**4,354**	-	**4,354**	*(3,922)*
Net movement in funds		**(107,504)**	-	**(107,504)**	*(59,627)*
Reconciliation of funds:					
Total funds brought forward		**682,616**	-	**682,616**	*742,243*
Total funds carried forward		**575,112**	-	**575,112**	*682,616*

The notes on pages 28 to 42 form part of these financial statements.

All amountd are derived from continuing activites. All gains and losses recognised in the year are included above.

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Balance Sheet
as at 28 February 2021

	Note	£	2021 £	£	2020 £
Fixed assets					
Intangible assets	13		**30,874**		*43,021*
Tangible assets	14		**19,773**		*26,458*
Investments	15		**52,616**		*60,945*
			103,263		*130,424*
Current assets					
Debtors	16	**233,819**		*199,256*	
Cash at bank and in hand		**393,357**		*572,177*	
		627,176		*771,433*	
Creditors: amounts falling due within one year	17	**(155,327)**		*(219,241)*	
Net current assets			**471,849**		*552,192*
Net assets			**575,112**		*682,616*
Charity Funds					
Restricted funds	18		-		-
Unrestricted funds	18		**575,112**		*682,616*
Total funds			**575,112**		*682,616*

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related noted. The company's loss for the year was £107,504 (2020: £59,627).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 17/06/2021.. and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps, Trustee

The notes on pages 27 to 41 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Charity balance sheet
as at 28 February 2021

	Note	£	2021 £	£	2020 £
Fixed assets					
Intangible assets	13		**30,874**		*43,021*
Tangible assets	14		**19,773**		*26,458*
Investments	15		**52,618**		*60,947*
			103,265		*130,426*
Current assets					
Debtors	16	**106,094**		*144,353*	
Cash at bank and in hand		**386,455**		*551,565*	
		492,549		*695,918*	
Creditors: amounts falling due within one year	17	**(20,702)**		*(143,728)*	
Net current assets			**471,847**		*552,190*
Net assets			**575,112**		*682,616*
Charity Funds					
Restricted funds	18		-		-
Unrestricted funds	18		**575,112**		*682,616*
Total funds			**575,112**		*682,616*

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on 17/06/2021 and signed on their behalf, by:

Mr P Green, Chairman

Mr N R Phipps, Trustee

The notes on pages 28 to 42 form part of these financial statements.
Registered company number: 02631049

Hyperlipidaemia Education Atherosclerosis Research Trust UK (trading as HEART UK)
(A company limited by guarantee)

Consolidated Statement of Cash Flows
for the year ended 28 February 2021

	Note	2021 £	*2020 £*
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	**(191,503)**	*(343,429)*
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	-	*(3,930)*
Purchase of tangible fixed assets	14	-	*(25,826)*
Purchase of listed investments	15	-	*(50,000)*
Disposal of listed investments	15	**12,683**	-
Net cash used in investing activities		**12,683**	*(79,756)*
Change in cash and cash equivalents in the year		**(178,820)**	*(423,185)*
Cash and cash equivalents brought forward		**572,177**	*995,362*
Cash and cash equivalents carried forward	21	**393,357**	*572,177*

The notes on pages 28 to 42 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2020 £	Cash flow £	At 28 February 2021 £
Cash at bank and in hand	572,177	(178,820)	393,357

Notes to the financial statements for the year ended 28 February 2021

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.
Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

HEART UK has taken advantage of the exemption in section 408 of the Companies Act 2006 from disclosing its individual statement of financial activities. The HEART UK only deficit (net movement in funds) was (£107,504) (2020: £59,627).

1.2 Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections and have taken account of the Coronavirus pandemic. The company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.
Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment.
Intangible assets are capitlised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitlised where the purchase price exceeds £250.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading 'Net gains/(losses) on investments' in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

2 Income from donations, legacies and grants

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Donations	**170,148**	**-**	**170,148**	*190,231*
Legacies	**37,000**	**-**	**37,000**	*180,000*
Gift aid	**9,942**	**-**	**9,942**	*10,322*
Total donations and legacies	**217,090**	**-**	**217,090**	*380,553*
Total 2020	*380,553*	*-*	*380,553*	

3 Charitable activities

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Fundraising	**186,867**	**-**	**186,867**	*199,743*
	186,867	**-**	**186,867**	*199,743*
Total 2020	*199,743*	*-*	*199,743*	

4 Trading income

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from trading subsidiary	**348,671**	**-**	**348,671**	*523,504*

Please see note 24 for details of the trading subsidiary income.

5 Other income

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Sponsorship and other income	**0**	**-**	**0**	*24,775*
Total 2020	*24,775*	*-*	*24,775*	

6 Investment income

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Dividend received	**187**	**-**	**187**	*835*
Interest received	**1,650**	**-**	**1,650**	*2,755*
	1,837	**-**	**1,837**	*3,590*
Total 2020	*3,590*	*-*	*3,590*	

7 Raising funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Staff costs	**46,334**	**-**	**46,334**	*57,914*
Other fundraising costs	**28,236**	**-**	**28,236**	*38,860*
Total	**74,570**	**-**	**74,570**	*96,774*
Total 2020	*96,774*	*-*	*96,774*	

Notes to the financial statements
for the year ended 28 February 2021

8 Trading costs

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Staff costs	**59,378**	-	**59,378**	*59,415*
Direct costs	**129,477**	-	**129,477**	*309,488*
Administrative expenses	**40,620**	-	**40,620**	*50,118*
Total	**229,475**	-	**229,475**	*419,021*

9 Charitable activities

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Awareness, education and patient support	**537,297**	-	**537,297**	*655,803*
Governance costs (note 10)	**24,981**	-	**24,981**	16,272
	562,278	-	**562,278**	*672,075*

10 Governance costs

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Audit and accountancy fees	**24,981**	-	**24,981**	*16,272*

11 Net movement in funds

This is stated after charging:

	2021 £	*2020 £*
Depreciation of tangible fixed assets:	**6,302**	*8,690*
Amortisation of intangible fixed assets	**11,352**	*11,096*
Auditor's remuneration - audit	**12,698**	*12,450*
Auditor's remuneration - non audit services	**3,561**	3,490

12 Staff costs

	2021	2020
	£	£
Wages and salaries	**332,457**	*340,443*
Social security costs	**34,979**	*32,133*
Other pension costs	**17,543**	*16,306*
	384,979	*388,882*

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2021	2020
	No.	No.
Charitable operations	**3.9**	*4.8*
Management and central services	**3.6**	*3.3*
	7.5	*8.1*

The number of employees whose remuneration exceed £60,000, is shown below:

	2021	2020
	No.	No.
£60,000 to £69,999	**1**	*1*

Key management personnel consists of the leadership management team and consists of four (2020: 4) individuals. Total remuneration to key management personnel totalled £239,373 in the year (2020: £211,221). During the year total travel expenses of £Nil (2020: £2,365) were reimbursed to 0 (2020: 6) Trustees.).

13 Intangible fixed assets

	Website development
Group and Charity	£
Cost	
At 1 March 2020	56,758
Disposals	(1,259)
At 28 February 2021	**55,499**
Amortisation	
At 1 March 2020	13,736
Charge for the year	11,352
Eliminated on disposals	(463)
At 28 February 2021	**24,625**
Carrying amount	
At 28 February 2021	**30,874**
At 29 February 2020	*43,021*

14 Tangible fixed assets

	Office equipment	Computer equipment	Total
	£	£	£
Group and Charity			
Cost			
At 1 March 2020	43,181	19,890	**63,071**
Disposals	(9,428)	(19,485)	**-28,913**
At 28 February 2021	**33,753**	**405**	**34,158**
Depreciation			
At 1 March 2020	17,093	19,520	**36,613**
Charge for the year	6,095	207	**6,302**
Eliminated on disposal	(9,045)	(19,485)	**-28,530**
At 28 February 2021	**14,143**	**242**	**14,385**
Carrying amount			
At 28 February 2021	**19,610**	**163**	**19,773**
At 29 February 2020	*26,088*	*370*	*26,458*

15 Fixed asset investments

	Group		Charity	
	2021	*2020*	**2021**	*2020*
	£	£	£	£
Investments at market value	52,616	60,945	52,616	60,945
Investment in subsidiary at cost	-	-	2	2
	52,616	*60,945*	**52,618**	*60,947*

	2021	*2020*
	£	£
Market value		
At 1 March 2020	**60,945**	*14,867*
Additions	-	50,000
Disposals	(12,683)	-
Net gains/(losses)	4,354	(3,922)
At 28 February 2021	**52,616**	*60,945*
Historical cost of listed investments	**50,000**	*64,869*

15 Fixed asset investments (continued)

Significant investment holdings based on market value at 28 February 2021 were:

	Historical costs (£)	Market value (£)
M&G Equities Investment Fund	14,514	-
COIF Charities Investment Fund	50,000	52,617
	64,514	**52,617**

16 Debtors

	Group		Charity	
	2021	*2020*	**2021**	*2020*
	£	*£*	**£**	*£*
Trade debtors	**55,100**	*30,071*	**10,500**	*4,182*
Amounts owed by group undertakings	**-**	*-*	**18,508**	*-*
Other debtors	**10,429**	*-*	**-**	*-*
Prepayments and accrued income	**168,819**	*169,185*	**85,694**	*140,171*
Amounts due over 1 year				
Prepayments and accrued income	**9,900**	*-*	**9,900**	*0*
	244,248	*199,256*	**124,602**	*144,353*

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2021	*2020*	**2021**	*2020*
	£	*£*	**£**	*£*
Trade creditors	**81,190**	*114,580*	**10,808**	*21,138*
Amounts owed to group undertakings	**-**	*-*	**-**	*70,511*
Other taxation and social security	**8,702**	*9,373*	**8,702**	*8,946*
Other creditors	**3,240**	*1,854*	**3,240**	*1,854*
Accruals and deferred income	**72,624**	*93,434*	**16,460**	*41,279*
	165,756	*219,241*	**39,210**	*143,728*

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	**Brought forward**	**Amount added**	**Amount released**	**Carried forward**
	£	**£**	**£**	**£**
Deferred income 2021	60,181	41,101	(60,181)	41,101
Deferred income 2020	*149,952*	*60,181*	*(149,952)*	*60,181*

18 Statement of funds

a. Group	Balance at 1 March 2020 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2021 £
Designated funds					
Designated funds - all funds	142,747	-	-	- 142,747	-
General funds					
General funds - all funds	539,869	754,465	(866,323)	147,101	575,112
Total unrestricted funds	682,616	754,465	(866,323)	4,354	575,112
Restricted funds					
Restricted funds - all funds	-	-	-	-	-
Total of funds	682,616	754,465	(866,323)	4,354	575,112

a. Charity	Balance at 1 March 2020 £	Income £	Expenditure £	Net gains and transfers £	Balance at 28 February 2021 £
Designated funds					
Designated funds - all funds	142,747	-	-	- 142,747	-
General funds					
General funds - all funds	539,869	524,990	(636,848)	147,101	575,112
Total unrestricted funds	682,616	524,990	(636,848)	4,354	575,112
Restricted funds					
Restricted funds - all funds	-	-	-	-	-
Total of funds	682,616	524,990	(636,848)	4,354	575,112

Designated funds
In February 2019, the Charity received a legacy from Isabella Cartwright for the sum of £142,747. The Trustees wanted to set aside the money to be used towards the charities new ambitious strategy to support anyone in the UK who has a lipid problem. Around 25,000 people are identified as having an inherited lipid condition and it has taken 30 years to get to this number. There are thousands more people unidentified and we aim to double the number to 50,000 by 2023. In order to achieve these objectives we need to shape the organisation and our services to ensure we can help thousands/millions more people with lipid issue, whether inherited or not. This fund was untilised during the 2021 financial year.

19 Analysis of net assets between funds

Group

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Intangible fixed assets	30,874	-	30,874
Tangible fixed assets	19,773	-	19,773
Fixed asset investments	52,616	-	52,616
Current assets	627,176	-	627,176
Creditors due within one year	(155,327)	-	(155,327)
	575,112	-	575,112

Charity

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Intangible fixed assets	30,874	-	30,874
Tangible fixed assets	19,773	-	19,773
Fixed asset investments	52,618	-	52,618
Current assets	492,549	-	492,549
Creditors due within one year	(20,702)	-	(20,702)
	575,112	-	575,112

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group	
	2021 £	*2020 £*
Net (deficit)/income for the year (as per Statement of Financial activities)	(107,504)	*(59,627)*
Adjustment for:		
Depreciation charges	6,302	*8,690*
Amortisation charges	11,352	*11,096*
Net losses	(4,354)	*3,922*
Profit on sale of fixed assets	1,178	-
Increase in debtors	(34,563)	*(64,665)*
increase in creditors	(63,914)	*(242,845)*
Net cash (used in)/provide by operating activities	(191,503)	*(343,429)*

21 Analysis of cash and cash equivalents

	Group	
	2021	*2020*
	£	*£*
Cash in hand	**393,357**	*572,177*
Total	**393,357**	*572,177*

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £17,543 (2020: £16,306).

22 Operating lease commitments

At 28 February 2021 the total future minimum lease payments under non-cancellable operating leases was:

	2021	*2020*
Group and Charity	**£**	*£*
Within 1 year	**27,425**	*26,257*
Between 1 and 5 years	**1,889**	*1,881*
Total	**29,314**	*28,138*

23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £114,794 (2020: £104,483) being a distribution of 100% of their net profit in the year. In addition, HEART UK Trading Company Limited was recharged salaries of £59,378 (2020: £59,415) from HEART UK. At the year end an amount of £21,838 (2020: £-70,511) was owed by the subsidiary.

During the year, FH Europe, a charitable incorporated organisation related to HEART UK through common key management, was charged management fees totalling £Nil (2020: £37,713). The management fee covers costs in relation to the use of HEART UK's staff and resources. Included within debtors at year end is £Nil (2020: £9,712) owed from FH Europe.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2021	2020
Profit and loss	**£**	£
Turnover	**344,268**	523,504
Cost of Sales	**(111,882)**	(304,876)
Administrative Expenses	**(117,590)**	(114,145)
Operating profit	**114,796**	104,483
Reconciliation of profit and loss reserves		
Brought forward	**-**	0
Operating profit	**114,796**	104,483
Distribution to HEART UK	**(114,796)**	(104,483)
Carried forward	**-**	-

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

24 Principal subsidiary (continued)

Balance Sheet:	**2021**		*2020*	
	£	**£**	*£*	*£*
Current assets				
Debtors	**127,725**		*125,414*	
Cash at bank and in hand	**6,902**		*20,612*	
	134,627		*146,026*	
Creditors: amounts falling due within one year	**(116,117)**		*(146,024)*	
Net current assets		**18,510**		*2*
Capital and reserves				
Called up share capital		**2**		*2*
Total Equity		**2**		*2*

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.