TINNITUS UK

England & Wales · Charity number 1011145

Details

Other names	BRITISH TINNITUS ASSOCIATION, Tinnitus UK
Status	Registered
Legal form	Charitable company
Company number	02709302
Registered	1992-05-15
Register	View on the Charity Commission register

Contact

Address	Tinnitus UK Unit 5 Acorn Business Park Woodseats Close Sheffield S8 0TB
Phone	01142509933
Email	info@tinnitus.org.uk
Website	www.tinnitus.org.uk

Activities

Objects: TO PROMOTE THE RELIEF AND ALLEVIATION OF TINNITUS

Activities: Tinnitus UK helps anyone affected by tinnitus, including people who have tinnitus and those close to them. Acts to educate and train professionals and the general public. Commissions research and supports training. We seek to increase awareness of tinnitus and increase the volume and impact of tinnitus research to find a cure.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Isle Of Man
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£649,287	£893,917	£201,733	12
2024-03-31	£484,454	£927,162	-	-
2023-03-31	£876,566	£1,042,520	£889,072	18
2022-03-31	£860,548	£1,281,070	£1,055,478	25
2021-03-31	£1,356,858	£1,267,579	£1,428,608	20

Trustees

Name	Role	Appointed
Pierre Manuel Jacques Espinasse	Chair	2025-05-21
Dr Veronica Jane Kennedy Carragher		2022-05-11
Emma Louise Stone		2024-11-20
Lucy Elizabeth Colenso		2017-09-07
Peter Richard Byrom		2025-05-21

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TINNITUS UK

England & Wales - Charity number 1011145

Accounts

Annual Report and Unaudited Accounts 2024-2025

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Reference and administrative details

Charity registration number		**1011145**	
Company registration number		**02709302**	
Patron	**The Duchess of Devonshire**		
President	**Don McFerran**		
Vice President	**Sandy Grimes**		
Trustees and Directors (including new Trustees from 2025/26)	**Pierre Espinasse**	**Chair**	**From 21/05/2025**
	Lucy Colenso	**Interim Chair**	**26/11/2024 - 21/05/2025**
	Lynne Gillon	**Chair**	**Resigned 29/11/2024**
	Emma Stone		**From 29/11/2024**
	Peter Byrom		**From 21/05/2025**
	James Corcoran		
	Dr Nicola Heron		
	Dr Veronica Kennedy		
	Dr Lucy Handscomb		**Retired 26/06/2024**
Professional Advisers Committee (PAC)	**Dr William Sedley**		
	Dr Chris Cederroth		

	Dr Veronica Kennedy		
	Dr Emma Dickson		
	Dr James Jackson		
	Natalie Ronan		
Chief Executive	**Robin Greenwood**	**Interim**	**11/03/2024-05/09/2024**
	Alex Brooks-Johnson		**From 09/09/2024**

Registered office:
Unit 5, Acorn Business Park, Woodseats Close, Sheffield S8 0TB

Independent examiner:
Bourner Bullock Chartered Accountants, 114 St Martin's Lane, Covent Garden, London, WC2N 4BE

Bankers:
Unity Trust Bank, 4 Brindley Place, Birmingham B1 2JB
HSBC Bank plc, 49-63 Fargate, Sheffield S1 2HD

A message from our Chair



Is a world without tinnitus possible? Change certainly is.

Having recently been appointed Chair of Tinnitus UK, what I know for certain from personal experience is that tinnitus can have a profound impact. For some, it's life-altering. For others, it becomes something they learn to manage.

Too many people are facing this journey without the right support. Through listening closely to those with lived experience, we know how distressing it can be to encounter a healthcare system that lacks the confidence or specialist knowledge to help. People are waiting longer to be seen, often left isolated and overwhelmed. This shouldn't be happening — and we're committed to changing it.

Our new strategy is rooted in the voices of the community. It sets out an ambitious but clear direction: to push forward in the search for answers, while making sure no one is left behind in the meantime. We are strengthening our support services, influencing how tinnitus is understood and treated across the UK, and growing our impact through partnerships and research.

We're also prioritising prevention. We want to stop tinnitus before it starts - by raising awareness of hearing health and making sure people understand the risks. This includes reaching younger audiences, event organisers, professionals and policymakers alike.

Hope is at the heart of our vision. In the process of searching for that future, we will strive to improve the lives of thousands of people living with tinnitus today.

We know change is possible - and together, we're making it happen.

With gratitude,

Pierre Espinasse
Chair of Trustees, Tinnitus UK

Overview of the Year

An update from our CEO, Alex Brooks-Johnson



2024/25 has been a year of change and transition. I joined the team in September 2024 and, working closely with the Board of Trustees, quickly set about putting together a new strategy.

We took every opportunity to include as many different perspectives as possible - including maintaining focus on the voice of people with tinnitus as a central component - travelling the length and breadth of the UK to do so. The process itself was very rewarding, and I hope the outcome is a strategy which people feel part of and own.

What struck us very clearly though this time was the disparity in the level of services and support available to people with tinnitus and the stark realisation that for most, their experience of health services is woefully short of what should be expected. This has fuelled our new strategy and drives the team on daily basis to be an organisation picking up this support, striving for better outcomes for people with tinnitus and ensuring we are there for people when they need it.

This year was a difficult year financially and we had to resort to appealing to our supporters and others for immediate and emergency support to enable us to continue to provide our services.

I am delighted to report that thanks to the generosity of many people we were successful, meaning that we could keep the team together and delivering the high-quality support to people with tinnitus and professionals that we are well known for.

We have faced five years of consecutive and quite significant financial losses as we have tried to protect the delivery of services in light of reducing revenue. Our aim now is to deliver a break-even performance for 2025/26 and rebuild from there.

We had an excellent Tinnitus Week as we launched our report 'Ringing the Alarm', which looked at confidence in hearing health professionals in supporting people with tinnitus. The outcome was significant media coverage with various TV and radio exposure, the highlight being on the BBC Breakfast sofa on BBC One. This really helped raise the profile of tinnitus and of our organisation, and we saw unprecedented levels of engagement through our website and other services.

During Tinnitus Week, we ran our first in-person event since lock down as we launched our report at the Royal College of Surgeons of England in central London. We had a full house of over 100 people who enjoyed listening to a wide range of speakers as we explored some of the common themes and issues in our world.

We have been trying hard to refresh and renew our relationships with our key audiences having spent a few years dealing with internal issues. Our Members, our volunteers and our wider group of supporters and advocates, champions and patrons have all reported how much better we have been at communication in this year. There is still room for improvement though, we recognise that, and I look forward to reporting next year on progress as we look to get the organisation back on its feet.

Who we are

Tinnitus UK is the only UK charity dedicated to supporting people living with tinnitus, advancing research, and improving public and clinical understanding of this often-misunderstood condition. Every year, we help thousands of people through our helpline, webchat, community events, professional training and evidence-based information. We stand alongside people at every stage of their tinnitus journey - from first experiencing symptoms to learning how to manage life with tinnitus.

We are proud to be a trusted voice, a source of hope, and a catalyst for change.

Our Vision
A world without tinnitus.

OUR MISSION

We will work towards achieving our vision through:

- Ensuring that people with tinnitus have immediate access to high quality support
- Working with the research community to find a cure or cures, and better treatments for people with tinnitus
- Providing high-quality training and information, advice and guidance on tinnitus
- Ensuring that people with tinnitus have a voice in decisions and changes which affect them
- Influencing and lobbying policy makers to ensure that tinnitus and people with tinnitus are given the priority they deserve
- Raising awareness of the dangers and risks to help prevent people from getting tinnitus

"I appreciate more than words the passion & importance of this organisation."
Member and Sheffield support group attendee.

Our values

Our work is guided by our four core RISE values

Respect

We respect and value every individual, recognising each person's unique contribution and tinnitus experience.

Integrity

We provide trustworthy, evidence-based information and always act in the best interests of people with tinnitus.

Support

We meet people where they are, offering understanding, guidance and care.

Evolve

We learn, adapt and grow - embracing change to create lasting impact.

749,639

Total number of people Tinnitus UK supported in 2024/25

431,205

Visitors to our website seeking information, advice and guidance

12,209

People supported through the helpline

2,866

Phone calls answered

11,412

Tinnitus UK forum users

Our Strategy – A world without tinnitus.

We have a new 10-year strategy which has been created and shaped by the lived experience of people with tinnitus.

We have three strategic objectives, which will drive and inform our work between 2025 and 2035:

We will ensure that people with tinnitus receive the service and support they deserve; timely, person centred, evidence-based support including in-person (regional/community presence) and lead on improving and maintaining quality of tinnitus services across the UK including supporting professional CPD.

We will create a global research and innovation strategy for tinnitus; to find cures, enable better understanding and to improve treatments and support.

We will prevent as many people as possible from getting tinnitus in the first place through campaigning, education and training.

For 2025/26 our key objectives are:

Operations

- Deliver new training courses for professionals
- Deliver a hybrid annual conference
- Complete a Governance Review
- Deliver two Tinnitus Information Days

Services

- Grow our support group network
- Recruit more volunteers for our helpline
- Create a monitoring and evaluation framework

Development

- Review and relaunch our membership scheme
- Create a lobbying group
- Review corporate membership scheme
- Deliver a more successful Tinnitus Week

Impact

In 2024/25 we had:

- 431,205 visitors to our website seeking information, advice and guidance.
- 12,209 people supported through the helpline
- 2,866 phone calls answered
- 4,102 webchats answered
- 3,594 chatbot users
- 85 texts answered
- 1,562 emails answered
- 248 individual online support group attendees across 5 regular online groups
- 825 people attend 75 regular in-person support groups across the country, averaging 11 people per support group.
- 13 befriending matches made.
- 1,394 registrations for e-learning platform Take on Tinnitus.
- 11,412 Tinnitus UK forum users.

In addition, we have a growing Membership of 1,300 people who we support, and who support us.

In the last financial year, Tinnitus UK reached over 120,000 people online through awareness campaigns, alongside 200+ attendees at in-person events.

Our regular social media activity reached 45,000+ users, and our monthly email newsletters were sent to a mailing list of 35,000 subscribers.

The total number of people Tinnitus UK supported in 2024/25 was 749,639.

In 2024/25, as part of our strategic planning, we created a Theory of Change which has informed the following outcomes which we are now measuring.

We look forward to being able to report on our social impact in more detail next year.

Acknowledgements

At Tinnitus UK, we rely on voluntary donations to allow us to provide vital support to people with tinnitus, and we don't receive any government or statutory funding. Many of our supporters have tinnitus themselves or truly understand the devastating impact it can have on people's lives. We are so grateful to everyone who chooses to support us through donations, legacies bequests, grants, and sponsorship.

Thank you so much to every single person who generously answered our call for help during our Urgent Appeal in November 2024 and our Tinnitus Week appeal in February, as well those who regularly support us.

The incredible response from our community has been both humbling and motivating. There is still work to do but we are grateful for all the support we have been shown. Your donations changed the lives of people with tinnitus this year and enabled us to survive a difficult year.

Thank you to all our members for their time, support, commitment and understanding this year.

Grants from Trusts and Foundations underpin our work, allowing us to grow and build a strong base from which we can provide the best support for people with tinnitus. We would like to thank the following Grantmakers for their generous support this year.

Champniss Charitable Trust

Garfield Weston Foundation

Helen Roll Charity

Hodge Foundation

Hospital Saturday Fund

The James Tudor Foundation

Maria Bjornsen Memorial Fund

National Lottery Community Fund

Nationwide Colleague Grant

Schroder Charity Trust

Swann Morton Foundation

The Charles and Elsie Sykes Trust

The D'Oyly Carte Charitable Trust

The Holliday Charitable Trust

The Simpson Charitable Trust

The Souter Charitable Trust





A thank you to our corporate members

Tinnitus UK can achieve the greatest impact in collaboration with the hearing care sector.

We would like to thank each of the 35 corporate members from 2024/25, our industry's professional bodies for their in-kind support, and the following companies whose sponsorship made Tinnitus Week possible:

- Lenire, by Neuromod Devices
- Specsavers
- GN
- TinniSoothe
- OTO
- Puretone
- Widex & Signia

"Great support group which really made me understand how I'm not alone suffering with Tinnitus. I stopped feeling totally alone with feelings that no one understands me and braver in 'reintegrating' with family and friends which I was struggling with. Excellently run by Senior Audiologist Kerry who clearly has a true interest and understanding how debilitating Tinnitus can be."

Warwick support group attendee.

Governance and Management

Structure, Governance and Management Overview

The Trustees
The Directors of the charitable company ('the Charity') are its Trustees for the purpose of charity law and throughout this report are referred to as 'the Trustees'.

In accordance with the Memorandum and Articles of Association, one-third of the Trustees are subject to retirement by rotation or, if their number is not a multiple of three, then the nearest number rounded up to one-third shall retire from office at the AGM. Retiring members are eligible for re-election for up to three terms.

Tinnitus UK monitors the development of Trustees to ensure they are provided with training on their role and responsibilities, directed by Charity Commission guidelines.

The Trustees are responsible for setting the strategy and establishing policies; they met five times during 2024/25.

There are also three sub-committees, to which the board delegates responsibility, for matters related to finance (which met twice in the year), research (which met once), and HR (which met once).

Chief Executive
Authority to conduct Tinnitus UK's day-to-day activities is delegated to the Chief Executive, who is responsible for ensuring that the agreed strategy and policies are carried out.

The Chief Executive meets regularly with the managers in the organisation to action strategic and organisational objectives.

Employees
At the end of 2024/25, Tinnitus UK had 12 staff (2023/24: 13; 2022/23:18), of whom 8 were full time and 4 part time representing an FTE of 10.45 full time staff (2023/24: 11.6; 2022/23: 17).

Volunteers
Volunteers continue to be vital to the effective provision of our services. We currently have 37 active volunteers across the country. Our volunteers carry out various roles including support group leaders, helpline and web chat advisers, befrienders, and administrative support.

To help our volunteers connect with and learn from each other, we have introduced regular online forums for befrienders and support group leaders, with the opportunity to share their experiences and get updates about tinnitus and Tinnitus UK.

We are very grateful for all the work our volunteers do, despite the challenging situations many of them face. We are also grateful for the support group leaders who are not included in our total number of volunteers because they are not official Tinnitus UK volunteers; they do, however, give their time freely in their own communities to support those with tinnitus.

Trustees responsibility statement

- The Trustees (who are also Directors of Tinnitus UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic 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 fiscal financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they which give a true and fair view of the situation state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:
  - select suitable accounting policies and then apply them consistently;
  - observe the methods and principles in the Charities SORP 2019 (FRS 102);
  - make judgements and estimates that are reasonable and prudent;
  - state whether applicable UK Accounting Standards have been followed; and
  - prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.
- The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.
- They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Risk Management and Compliance

The Trustees of Tinnitus UK confirm that they regularly review the risks faced by the organisation. A comprehensive Risk Register outlines the risks and mitigations and is completed by the CEO for Trustee review and approval at every Board and Committee meeting.

Key Risks

During the reporting period, Tinnitus UK faced the following key risks:

- **Funding**

Like many charities, Tinnitus UK experienced uncertainty and a reduction in income from fundraising activities, with reductions in grants and donations largely due to external economic pressure and a reducing legacy income.

- **Staff Turnover**

Several key people moved on during the year which posed challenges to continuity and service delivery. The changes in leadership and work culture were the main reasons cited in exit interviews.

Risk Mitigation Strategies
To mitigate these and other risks, the following actions were taken:

- **Funding Diversification**

We continue to build a more sustainable fundraising function and diversification of income streams, including pursuing corporate partnerships, individual giving, event and training income and trust funding to reduce reliance on any single income source.

- **Culture change programme**

A new CEO was recruited and initiatives to support staff wellbeing, flexible working arrangements, and development opportunities were introduced or enhanced to improve staff retention and attract new talent. A new approach to embed values-based performance has been introduced by the new leadership team.

Integration with Operations and Strategy
Risk management is embedded into the charity's day-to-day operations and strategic planning processes. All major projects and decisions are assessed for associated risks, and appropriate mitigation measures are incorporated into implementation plans. Regular reviews of operational risk are conducted at management and Board levels, ensuring proactive oversight and responsiveness.

Legal and Regulatory Compliance
Tinnitus UK is fully committed to compliance with all relevant legal and regulatory frameworks. In the year under review, we confirm compliance with:

- Charity Commission guidance including ongoing adherence to governance standards, public benefit reporting, and trustee responsibilities.
- General Data Protection Regulation (GDPR) and UK Data Protection Act 2018 – maintained through data audits, data protection impact assessments, and staff training.
- Employment Law – with appropriate HR policies and legal advice ensuring compliance in recruitment, contracts, and workplace practices.
- Fundraising Regulator standards – we continue to follow the Code of Fundraising Practice and uphold the highest standards in supporter engagement and ethical fundraising.

Internal Controls and Monitoring
A comprehensive system of internal controls is in place to monitor and manage financial, operational, and compliance risks. These controls are reviewed regularly and include:

- Monthly financial reporting and budget monitoring.
- Periodic reviews of key processes.
- Delegated authority limits and segregation of duties.
- Regular trustee oversight through committees and Board meetings.

These measures ensure that Tinnitus UK maintains high standards of governance, accountability, and transparency in delivering our mission.

"Thank you for existing. Thank you for your holistic approach to this 'condition'. Thank you for reassuring me when I was in crisis. I have joined your organisation and the forum. Thank you and keep going." Member

Policies and Procedures
Tinnitus UK operates within a robust framework of policies and procedures that support ethical practice, operational consistency, and compliance with legal and regulatory requirements. These policies guide our day-to-day work, ensure the protection of our stakeholders, and promote accountability at every level of the organisation.

Key Organisational Policies
The following key policies are in place and form the foundation of Tinnitus UK's governance and operations:

- Data Protection and Privacy Policy – Ensures the secure handling, storage, and processing of personal data in compliance with the UK GDPR and Data Protection Act 2018.
- Whistleblowing Policy – Provides a clear and confidential mechanism for staff, volunteers, and stakeholders to report concerns regarding misconduct or malpractice.
- Health and Safety Policy – Outlines our commitment to maintaining a safe and healthy environment for staff, volunteers, service users, and visitors.
- Volunteer and Staff Code of Conduct – Establishes the expected standards of behaviour, professionalism, and integrity across the organisation.
- Equality, Diversity and Inclusion Policy – Promotes a culture of respect and fairness, ensuring equal opportunities for all and actively addressing discrimination and bias.
- Fundraising Policy – Guides ethical fundraising practices and ensures compliance with Fundraising Regulator standards and the Code of Fundraising Practice.
- Conflict of Interest Policy – Requires trustees, staff, and volunteers to declare any conflicts that could impact impartiality or decision-making.
- Safeguarding Policy - Explains the principles of safeguarding and defines what our roles and responsibilities are individually and as an organisation, in keeping people safe. Everyone must adhere to this policy and follow the procedures including all staff, volunteers, Trustees and temporary members of staff.

Policy Reviews and Updates
During the reporting year, all core organisational policies underwent a scheduled review and policies were updated to reflect the latest guidance from the Charity Commission, changes in legislation, and emerging best practices in the sector. This included strengthening our data protection protocols and revising the Volunteer Code of Conduct to reflect changes in hybrid and remote engagement.

Training and Awareness
To ensure that policies are effectively implemented and understood:

- All staff and volunteers receive induction training that includes a review of key policies which is currently being reviewed and improved upon.
- Tinnitus UK remains committed to regularly reviewing and updating our policy framework to ensure it remains relevant, compliant, and aligned with our values and strategic priorities.

"I truly appreciate the time you took to explain the connection between tinnitus and anxiety, and to offer so many helpful suggestions and resources. It means a lot to know that I'm not alone in dealing with this and that there are supportive tools and people available to help."
Service user

Feedback and complaints
Our website outlines our process for complaints, timescales for responses and details of how to escalate an unresolved complaint to the Chief Executive and Trustees. We did not receive any fundraising-related complaints during the year.

Our approach to safeguarding
We work hard to safeguard people living with tinnitus.

The Services Team regularly meets to confidentially review Tinnitus UK's interactions with service users and their specific cases and have mechanisms in place to bring these people into the reach of more specialist crisis responders.

Our Safeguarding Policy was rewritten in 2024, a monthly improvement check-in with a counsellor to review cases has been implemented and mandatory safeguarding training is undertaken by all staff and volunteers.

In 2024/25, we had one safeguarding incident and 72 suicidal ideation reports in that period, and one case where the adviser contacted an external body due to concern over the wellbeing of the caller they had spoken to. These are logged in a safeguarding and suicidal ideation log, and the safeguarding policy is followed to ensure necessary action is taken where possible.

Financial Review

At the year end restricted reserves were £27,908 (2024: £66,651) and unrestricted reserves were £173,825 (2024: £379,712).

The deficit for the year was £244,630 (2024: £442,709).

Investment policy
The investment policy of Tinnitus UK is to maximise the total return without undue risk and having regard to the operating requirements of the Charity and the reserves policy.

In practice, whilst kept under constant review, this means that funds are currently held in long- and short-term interest- bearing deposit accounts with UK banks and building societies or managed investment funds, seeking to achieve the maximum possible rate of return.

Reserves policy
The Trustees operate a policy of retaining sufficient reserves in restricted funds without compromising the availability of those funds. They must be available for the purposes originally intended as and when they are required.

The Trustees aim to maintain unrestricted reserves at a level equivalent to no more than a year's unrestricted expenditure and no less than three months.

The policy also requires the Charity to hold at least three months of the unrestricted reserves as cash or cash equivalents (investments). It also requires that investments should not constitute more than 50% of the total of cash and cash equivalents.

It is their view that, given the elevated level of legacy volatility, it is important to have sufficient reserves to support the Charity whilst it seeks other funding sources.

The current level of unrestricted reserves represents just over two and a half months of unrestricted expenditure, which is below the minimum level set out in the policy. The Trustees continue to monitor this position closely.

Financial Statements
The Directors present their report and the examined financial statements of the charity for the year ended 31 March 2025. The Directors have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

Trustees' responsibilities statement
The Trustees (who are also Directors of Tinnitus UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic 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 fiscal financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they which give a true and fair view of the situation state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

"I want you to know what an important part your organisation has and are playing in that healing. My sister found you whilst I was in the depths - and I joined - I am learning - I watched your webinar yesterday on stress and tinnitus (very useful and I am already adopting strategies suggested to good effect). But apart from all the information it is the feeling of being accompanied that is SO valuable. I just so wanted to encourage you - as I sit here this morning - feeling calm and more confident of my ability to enjoy life - and to say THANK YOU."
Forum user

Disclosure of information to the Examiners
As far as the Trustees are aware:

- there is no relevant information of which the charitable company's examiner is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the examiner is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein, in our capacity as company Directors.

On behalf of the Board,



Pierre Espinasse | Chair

8th October 2025

"I woke up early one morning not long after the tinnitus had begun and was desperate for help then I found the local tinnitus help group on my phone so I contacted them by text straight away looking back now some 18 months later I believe that this first step was the most important step towards recovery and acceptance. I received a response from someone in the group within 10 minutes. I had been in the depth of despair and that wonderful response gave me hope and strength to believe that I could overcome this. I knew it would take time but today tinnitus lives with me but doesn't control and define me and I am now really enjoying my life again and my retirement. Thank you, Southsea Tinnitus Support Group"

Support group attendee

Independent Examiner's report to the members of Tinnitus UK

I report to the trustees (who are also Directors for the purpose of company law)on my examination of the financial statements of Tinnitus UK ('the charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cashflows and related notes.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

Responsibilities and basis of report

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

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

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements.

The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

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

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

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Russell Joseph | ACA

For and on behalf of:

Bourner Bullock
Chartered Accountants
114 St Martin's Lane Covent Garden
London
WC2N 4BE

Date: 8th October 2025

Statement of financial activities

	Note	Unrestricted funds £	Restricted funds £	2025 total £	2024 total £
Income					
Donations and legacies	3	364,553	64,000	428,553	341,775
Charitable activities	4	177,955	-	177,955	131,340
Other activities	5	38,568	-	38,568	1,000
Investments	6	4,211	-	4,211	10,339
Total income		**585,287**	**64,000**	**649,287**	**484,454**
Expenditure					
Raising funds	8	(207,535)	(39,990)	(247,525)	(256,158)
Charitable activities	7	(547,687)	(60,326)	(608,013)	(625,529)
Other activities	9	(35,952)	(2,427)	(38,379)	(45,475)
Total expenditure		**(791,174)**	**(102,743)**	**(893,917)**	**(927,162)**
Net (losses) on investments		-	-	-	-
Net expenditure	9	(205,887)	(38,743)	(244,630)	(442,709)
Transfers between funds		-	-	-	-
Net movement in funds		**(205,887)**	**(38,743)**	**(244,630)**	**(442,709)**
Reconciliation of funds:					
Total funds brought forward	20	379,712	66,651	446,363	889,072
Total funds carried forward	20	**173,825**	**27,908**	**201,733**	**446,363**

- All income and expenditure derives from continuing activities.
- The Statement of financial activities includes all gains and losses recognised during the year.
- The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Balance sheet

Company registration number 02709302

	Note	2025 £	2024 £
Fixed assets			
Intangible assets	14	17,500	20,000
Tangible assets	15	-	-
Total		**17,500**	**20,000**
Current assets			
Debtors	16	57,925	61,203
Cash in bank and in hand		156,108	481,430
Total		214,033	542,633
Creditors: amounts falling due within one year	17	(29,800)	(116,270)
Net current assets		**184,233**	**426,363**
Total assets less current liabilities		201,733	446,363
Charity funds			
Restricted funds	20	27,908	66,651
Unrestricted funds	20	173,825	379,712
Total charity funds		**201,733**	**446,363**

- For the financial year ending 31 March 2025 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

- No members have required the company to obtain an audit of its accounts for the year ended 31 March 2025 in accordance with section 476 of the Companies Act 2006.

- The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

- Approved by the trustees, and authorised for issue on and signed on their behalf by:



Pierre Espinasse | Chair

8th October 2025

Statement of cash flows

	Note	2025 £	2024 £
Net cash flow from operating activities	21	(329,534)	(127,488)
Cash flow from investing activities			
Interest received		4,212	10,339
Dividends received		**-**	**-**
Net cash flow from investing activities		**4,212**	**10,339**
Net (decrease)/increase in cash and cash equivalents		(325,322)	(117,149)
Cash and cash equivalents at 1 April		481,430	598,579
Cash and cash equivalents at 31 March		156,108	481,430

Notes to the financial statements

1. Summary of significant accounting policies

a. General information and basis of preparation

Tinnitus UK (the Charity) is a registered charity and a company limited by guarantee in the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The address of the registered office is given in the information on page 3 of these financial statements. The nature of the Charity's operations and principal activities are set out in the Trustees' Report.

The Charity constitutes a public benefit entity as defined by FRS 102.The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland , the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the Charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all yearspresented unless otherwise stated.

b. Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity; these funds have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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 aim and use of each restricted fund is set out in the notes to the financial statements.

c. Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

Legacies are recognised at a point that they are quantifiable and there is reasonable certainty that they will be received. On occasion legacies will be notified to the Charity, but it may not always be possible to measure the amount expected to be distributed.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred. Such income is recognised net of VAT.

Investment income is earned through holding assets for investment purposes such as shares and property funds. It includes dividends, interest and rent. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised when the Charity's right to receive payment is established.

d. Expenditure recognition
All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds includes direct costs and appropriate proportion of the support costs of the business.
- Expenditure on charitable activities includes direct costs and appropriate proportion of the support costs of the business.
- Other expenditure represents those items not falling into the categories above.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grant.

Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside the control of the Charity.

e. Support costs allocation
Support costs are those that assist the work of the Charity but do not directly represent charitable activities and include office costs, governance costs, administrative costs and payroll costs. They are incurred directly in support of expenditure on the objects of the Charity.

Where support costs cannot be directly attributed to particular headings, they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises overheads and other overheads have been allocated on the following basis: The time spent on activities was calculated by reference to a typical four-week period for all staff.

Overhead has been attributed based on the hours spent on each area of activity.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The analysis of these costs is included in Note 8.

f. Intangible assets
Intangible fixed assets are stated in the balance sheet at cost less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Trademarks: 10% on cost per annum.

g. Tangible fixed assets
Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The capitalisation policy is to capitalise all individual assets having a cost of £1,000 or greater.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures and fittings:33% on cost per annum.

h. Stock
Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

i. Provisions
Provisions are recognised when the Charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

j. Leases
Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

k. Financial instruments
Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments.

l. Employee remuneration
The Charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

m. Tax
The Charity is an exempt charity within the meaning of Schedule 3 of

the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The Charity is not VAT registered and all expenditure is inclusive of VAT charged.

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

o. Creditors
Creditors are classified as current liabilities if the Charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date, otherwise they are presented as non-current liabilities. Creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

p. Going concern
The Trustees have made enquiries of management, reviewed the level of funds held and the expected level of income and expenditure for a period at least 12 months beyond the date these accounts were approved.

The Trustees have a reasonable expectation that the Charity remains a going concern and the financial statements have been prepared on that basis accordingly.

2. Significant judgements and estimates
Estimates and judgements 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.

In the Trustees' opinion, the only significant judgement relates to the amortisation of the intangible fixed assets.

The annual amortisation charge for intangible fixed assets is sensitive due to changes in useful economic lives and residual value of the assets. The carrying amount is £17,500 (2024: £20,000) and incurring amortisation of £2,500 (2024: £2,500).

3. Income from donations and legacies

	2025 £	2024 £
Gifts and donations	132,845	100,687
Legacies	179,708	130,505
Grants	116,000	110,583
	428,553	**341,775**

4. Income from charitable activities

	2025 £	2024 £
Membership income	63,481	85,549
Meetings and conferences	114,474	45,791
	177,955	**131,340**

5. Income from other trading activities

	2025 £	2024 £
Other	38,567	-
Advertising	-	1,000
	38,567	**1,000**

6. Income from investments

	2025 £	2024 £
Bank interest	4,211	10,339
	4,211	**10,339**

7. Analysis of expenditure on charitable activities 2025

	Activities undertaken directly £	Support costs £	Total £
Membership and support activities	121,424	17,653	139,077
Awareness and events	410,797	30,600	441,397
Project costs including research	24,470	3,069	27,539
	556,691	**51,322**	**608,013**

Analysis of expenditure on charitable activities 2024

	Activities undertaken directly £	Support costs £	Total £
Membership and support activities	160,606	54,558	215,164
Awareness and events	276,087	42,544	318,631
Project costs including research	86,904	4,830	91,731
	523,597	**101,932**	**625,529**

8 Analysis of expenditure on raising funds 2025

	Activities undertaken directly £	Support costs £	Total Funds 2025 £
Membership and support activities	57,948	27,190	85,138
Awareness and events	100,446	47,132	147,578
Project costs including research	10,080	4,729	14,809
	168,474	**79,051**	**247,525**

Analysis of expenditure on raising funds 2024

	Activities undertaken directly £	Support costs £	Total Funds 2024 £
Membership and support activities	93,669	43,437	137,106
Awareness and events	73,043	33,872	106,915
Project costs including research	8,292	3,845	12,137
	175,004	**81,154**	**256,158**

9 Analysis of expenditure on other activities 2025

	Activities undertaken directly	Support costs	Total £
Membership and support activities	6,188	7,013	13,201
Awareness and events	10,726	12,156	22,882
Project costs including research	1,076	1,220	2,296
	17,990	**20,389**	**38,379**

Analysis of expenditure on other activities 2024

	Activities undertaken directly	Support costs	Total £
Membership and support activities	12,747	11,593	24,340
Awareness and events	9,940	9,040	18,980
Project costs including research	1,128	1,027	2,155
	23,815	**21,660**	**45,475**

10 Allocation of all support costs 2025

Support cost	Note	Basis of allocation	Raising funds £	Charitable activities £	Other actvities £	Total £
Governance	8.1	Time spent	18,929	31,721	510	51,160
Premises costs	8.2	Floorspace	11,246	18,845	303	30,394
Other costs	8.3	Time spent	48,876	35,697	19,579	104,149
			79,051	**86,263**	**20,389**	**185,703**

Allocation of all support costs 2024

Support cost	Note	Basis of allocation	Raising funds £	Charitable activities £	Other actvities £	Total £
Governance	8.1	Time spent	13,947	29,281	1,791	45,019
Premises costs	8.2	Floorspace	10,156	21,294	1,310	32,760
Other costs	8.3	Time spent	57,052	51,357	18,559	126,968
			81,155	**101,932**	**21,660**	**204,747**

The time spent on activities was calculated by reference to a typical four-week period for all staff.

10.1 Analysis of governance costs

	Unrestricted funds £	Restricted funds £	Total funds 2025 £	Total funds 2024 £
Accountancy fees	43,013	-	43,013	33,061
Trustee meeting expenses and office costs	174	-	174	1,139
Staff salaries	7,974	-	7,974	10,819
	51,160	**-**	**51,160**	**45,019**

10.2 Analysis of premises costs

	Unrestricted funds £	Restricted funds £	Total funds 2025 £	Total funds 2024 £
Rent, rates and utilities	23,409	-	23,409	25,651
Insurance	5,190	-	5,190	5,132
Cleaning	1,795	-	1,795	1,977
	30,394	**-**	**30,394**	**32,760**

10.3 Analysis of other costs

	Unrestricted funds £	Restricted funds £	Total funds 2025 £	Total funds 2024 £
Amortisation	2,500	-	2,500	2,500
Bad debts	681	-	681	4,740
Bank charges and investment costs	2,707	-	2,707	3,656
Health & Safety	1,053	-	1,053	1,964
Inventory write off	-	-	-	756
IT software and support	38,681	9,991	48,672	48,149
Legal & professional fees	11,223	72	11,295	21,619
Repairs & renewals	-	-	-	198
Staff salaries	37,241	-	37,241	43,385
	94,086	**10,063**	**104,149**	**126,968**

10.4 Net income for the year

Net income is stated after crediting /(charging)	2025 £	2024 £
Operating lease rentals	(16,200)	(16,200)
	(16,200)	**(16,200)**

11 Governance costs (see note 10.1)

	2025 £	2024 £
Trustee expenses	174	947
Independent examiner's remuneration (see note 11)	980	2,500
Other	50,006	41,572
	51,160	**44,719**

12 Trustees' and key management personnel remuneration and expenses

During the financial year, a leadership group comprising of the Head of Communications, Business Development Lead, the Operations Manager plus the Chief Executive (including a temporary Interim Chief Executive) met regularly. This group represents key management personnel. The total remuneration for five individuals including associated employer's national insurance was £200,595 (2024: £131,330)

The reimbursement of Trustee expenses was as follows:

	2025 number	2025 £	2024 number	2024 £
Travel and subsistence	1	174	2	947

13 Staff costs and employee remuneration

The average monthly number of employees and full-time equivalent (FTE) during the year was as follows:

	2025 number	2025 FTE	2024 number	2024 FTE
Raising funds	4	4	4	4
Charitable activities	8	7	8	8
	12	11	12	12

The total staff costs and employee benefits was as follows:

	2025 £	2024 £
Wages and salaries	360,743	491,293
Social security	30,798	13,631
Defined contribution pension costs	17,781	18,190
	409,322	**523,114**

The number of employees who received employee benefits (excluding employer pension costs) of more than £60,000 from the charity during the year was as follows:

£60,000 - £70,000: 1 employee (2024, none).

14 Intangible assets

	Trademark £
Cost or valuation:	
At 1 April 2024	25,000
Additions	-
At 31 March 2025	25,000
Amortisation:	
At 1 April 2024	5,000
Charge for the year	2,500
At 31 March 2025	7,500
Net book value at 31 March 2025	17,500
Net book value at 31 March 2024	20,000

The amount of amortisation was recognised as an expense within support costs £2,500 (2024: £2,500).

15 Tangible fixed assets

	Fixtures and fittings £
Cost or valuation:	
At 1 April 2024	67,350
Additions	-
Disposals	(1,905)
At 31 March 2025	65,445
Depreciation:	
At 1 April 2024	67,350
Charge for the year	-
Elimination on displosal	(1,905)
At 31 March 2025	65,445
Net book value at 31 March 2024 and 2025	-

16 Debtors

	2025 £	2024 £
Trade debtors	3,032	29,645
Other debtors	54,893	31,558
	57,925	**61,203**

17 Creditors

	2025 £	2024 £
Trade creditors	10,116	59,698
Other tax and social security	4,901	5,511
Grants payable	-	19,690
Accruals and deferred income	11,718	27,172
Other creditors	3,065	4,200
	29,800	**116,270**

18 Leases

Operating leases - lessee

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2025 £	2024 £
Within one year	16,200	16,200
Later than one and not later than five years	133	16,333
	16,333	**32,533**

The amount of non-cancellable operating lease payments recognised as an expense during the year was £16,200 (2024: £12,150).

19 Deferred income

	Total £
At 1 April 2024	21,500
Additions during the year	4,008
Amount released to income	(21,500)
At 31 March 2025	4,008

20 Fund reconciliation

Unrestricted funds

	Balance at 1 April 2024 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2025 £
Unrestricted	379,712	585,287	(791,174)	-	-	173,825

Restricted funds 2024/25

	Balance at 1 April 2024 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2025 £
Research projects						
General Research	10,429	-	-	-	-	10,429
Other funds						
Tinnitus Support Services	2,011	27,000	(29,011)	-	-	-
James Ivor Jones Memorial Fund	8,770	-	(8,770)	-	-	-
Shapiro Prize	1,650	-	-	-	-	1,650
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Helpline Appeals	2,248	18,000	(20,248)	-	-	-
National Lottery Reaching Communities	41,333	-	(26,966)	-	-	14,367
Nationwide	-	10,000	(8,748)	-	-	1,252
Helpline costs	-	9,000	(9,000)	-	-	-
	66,651	**64,000**	**(102,743)**	**-**	**-**	**27,908**

Fund descriptions

a. Unrestricted funds
Unrestricted funds are those received for the furtherance of the aims and objectives of Tinnitus UK but with no additional restriction on how these funds can be applied.

b. Restricted funds
General Research
These are specific or general medical or healthcare research funds made up of legacies and donations specifically for the purpose of commissioning research into tinnitus.

This includes our Biobank project which will create a biological database containing data from people with tinnitus.

Tinnitus Support Services (Information Management)
This fund was received to deliver the Charity's helpline. During the year, further funding has been recognised to develop the helpline with a view to restructuring and improving the helpline service including appointing designated helpline staff and widening the availability of helpline services.

James Ivor Jones Memorial Fund
This fund was created through the fundraising efforts of Mr Jones' family and friends. The funds will be used to support people with tinnitus (on helpline and through our other services) and to investigate the links between tinnitus and hyperacusis, hypersensitivity, anxiety and depression.

Shapiro Prize
A prize of £250 is awarded each year for the published research paper by a UK based author most likely to result in improved treatment or public awareness of tinnitus. The Marie & Jack Shapiro Prize is intended to encourage researchers, public communicators and others to develop an interest in tinnitus and to recognise their efforts.

Daniel Ballinger Memorial Fund
This fund was created as a result of a fundraising appeal in memory of Daniel Ballinger. The majority of the fund will be used to fund research into neural plasticity in tinnitus and hearing loss.

National Lottery Reaching Communities
This fund supports tinnitus support in the form of groups and other support services in the Southwest region.

Helpline Costs
This fund is for successful funding applications specifically to support and develop the helpline function.

Nationwide
This fund was to contribute to volunteer and helpline training and to conduct an independent social value review of our services.

Unrestricted funds

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2024 £
Unrestricted	569,449	394,261	(705,031)	-	121,033	379,712

Restricted funds

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2024 £
Research projects						
General Research	220,655	70	(73,459)	-	(136,837)	10,429
Other funds						
Tinnitus Support Services	29,166	46,542	(87,876)	-	14,179	2,011
James Ivor Jones Memorial Fund	8,770	-	-	-	-	8,770
Shapiro Prize	1,650	-	-	-	-	1,650
National Lottery Community Fund Digital Project	52,149	-	(60,797)	-	8,648	-
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Support groups Bedfordshire	2,850	-	-	-	(2,850)	-

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2024 £
Helpline Appeals	-	2,248	-	-	-	2,248
National Lottery Reaching Communities	-	41,333	-	-	-	41,333
Chatbot Project	4,173	-	-	-	(4,173)	-
	319,623	**90,193**	**(222,132)**	**-**	**(121,033)**	**66,651**

21 Reconciliation of net (expenditure) to net cash flow from operating activities

	2025 £	2024 £
Net (expenditure) for the year	(244,630)	(442,709)
Interest receivable	(4,211)	(10,339)
Amortisation and depreciation of fixed assets	2,500	2,500
Decrease in stock	-	756
Decrease in debtors	3,278	370,689
(Decrease) in creditors	(86,471)	(48,385)
Net cash flow from operating activities	**(329,534)**	**(127,488)**

21. Pension and other post-retirement benefits
The Charity operates a defined contribution pension plan for its employees. The amount recognised as an expense in the period was £17,781 (2024: £16,564).

22. Financial commitments
There were no financial commitments at the year-end other than operating leases disclosed at Note 17.

23. Related party transactions
During the year one of the Trustees, Lucy Handscomb, was reimbursed £174 (2024: £462) for lecturing services provided at Tinnitus UK online supported events.

Tinnitus UK
Unit 5, Acorn Business Park
Woodseats Close
Sheffield, S8 0TB

Helpline 0800 018 0527
Email info@tinnitus.org.uk
Website tinnitus.org.uk

Registered charity number: 1011145 | Registered in England
Company limited by guarantee number: 2709302

TINNITUS UK

England & Wales - Charity number 1011145

Accounts

Annual report and unaudited accounts

2023-2024

TINNITUS UK

Support • Research • Prevent

To everyone living with tinnitus our message is clear - your struggle is our cause.

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If you would like to discuss anything raised in this report, please contact us on **info@tinnitus.org.uk** or call **+44 (0)114 250 9933**

Reference and administrative details

Charity registration number	1011145		
Company registration number	02709302		
Patron	The Duchess of Devonshire		
President	Don McFerran		
Vice President	Sandy Grimes		
Trustees and Directors	Lucy Colenso	**Interim Chair**	*Appointed 26/11/2024*
	Lynne Gillon	**Chair**	*Resigned 26/11/2024*
	Gerhard Swart	**Treasurer**	*Resigned 31/07/2023*
	Lucy Colenso		
	James Corcoran		
	Simon Dodd		*Resigned 30/11/2023*
	Dr Lucy Handscomb		*Resigned 26/11/2024*
	Dr Nicola Heron		
	Dr Veronica Kennedy		
Scientific Advisory Board (SAB)	Dr William Sedley	**Chair**	
	Dr Christopher Cederroth		
	Dr Emma Dickson		
	Dr James Jackson		
	Dr Veronica Kennedy		
	Natalie Ronan		
	Lynsay Sutherland		
	Sonja Jones		
Chief Executive and Secretary	Caroline Savage		*Resigned 09/02/2024*
Chief Executive	Robin Greenwood	**Interim**	*11/03/2024 to 05/09/2024*
	Alex Brooks-Johnson		*From 09/09/2024*

Registered office	Ground Floor, Unit 5 Acorn Business Park, Woodseats Close, Sheffield S8 0TB
Independent Examiners	Bourner Bullock, 114 St Martin's Lane, Covent Garden, London, WC2N 4BE
Bankers	Unity Trust Bank, 4 Brindley Place, Birmingham B1 2JB HSBC Bank plc, 49-63 Fargate, Sheffield S1 2HD

The directors present their report and the unaudited financial statements of the charity for the year ended 31 March 2024. The financial statements have been prepared following the accounting policies set out in note 1 to the financial statements and comply with Tinnitus UK's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts following the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

A message from our Chair



2023/24 was an incredibly challenging year for Tinnitus UK. The organisation continued to feel the impact of a challenging fundraising climate but continued to support the core services as it has done throughout the various difficulties of the past few years.

Looking back at 2023/24, I'd like to thank our former CEO Caroline Savage for her leadership, especially for leading last year's rebrand and initiating our ongoing digital transformation. It is also important to acknowledge Robin Greenwood, our interim CEO who stepped in while we recruited a new permanent CEO.

There has been a continued rise in demand for the support services we provide, primarily our helpline and webchat. Call and webchat durations are increasing and many of the callers are more distressed than ever before which underscores the importance of the vital lifeline we provide.

The online support groups facilitated by Tinnitus UK and those we support across the UK, continue to provide important peer support to the tinnitus community. This year we've worked to increase the number of groups so that more people can access support.

Our Tinnitus Week campaign was a great success reaching more people than ever before. It highlighted the devastating impact tinnitus has on some people and the challenges many continue to encounter while seeking support (read more about this on page 13).

In September 2023 our Tinnitus Conference (page 12) had a truly international flavour. The week-long programme drew speakers, clinicians and researchers from around the world. The online format enables us to influence best practice and reach more people working at the frontline of tinnitus research and treatment than ever before.

The Bio Bank research pilot (p. 11), funded by Tinnitus UK is nearing completion. We remain hopeful that this research will provide valuable insights into tinnitus and inform potential future treatments and will report on the outcomes of the pilot next year.

Internal challenges within Tinnitus UK, combined with a challenging political and financial climate have made fundraising difficult. Like many charities, we've also experienced a drop in legacy funding. We have committed to rebuilding and strengthening our fundraising team and exploring new avenues to secure the vital resources we need. These challenges are important for us to address going forward as we work to meet the growing demand for our services.

I'd like to extend my heartfelt thanks to the trusts, foundations, and our corporate partners for their continued support during these challenging times and hope that we can continue to count on their support going forward.

Lastly, I want to express my gratitude to our staff. Your hard work and dedication have been crucial in helping us navigate this challenging year, and I am deeply appreciative of your commitment.

Thank you all for your continued support.

Lynne Gillon | Chair

Why we are needed

Tinnitus UK's mission is to provide free support to anyone living with or caring for someone with tinnitus.

Our vision is for a world where no-one suffers with tinnitus. Our aims in pursuit of this vision are:

- **Support:** provide world-class information, advice, and emotional support to the whole tinnitus community
- **Research:** To connect the research community to people living with tinnitus so that people searching for new treatments and a cure understand the impact of tinnitus on everyday lives.
- **Prevent:** To lead the campaign to encourage and normalise the use of hearing protection.

Our values are compassion, integrity, trust and boldness.

Tinnitus UK's overall charitable objective, as set out in our Governing document, is to promote the relief and alleviation of tinnitus.

We want ***"A world where no one suffers from tinnitus***" – this is a powerful statement and we believe it is achievable.

We deliver on our objective in the following ways:

SUPPORT: Tinnitus UK provides dedicated support for people living with or supporting those with tinnitus

We provide the UK's only dedicated support helpline for people living with or caring for those with tinnitus.

Our frontline support is provided by a small and dedicated team of specially trained staff and volunteers via a telephone helpline that operates Monday-Friday between 10am and 4.30pm. During this time, the team also offer an online webchat service helping people who are more comfortable using this method of communication.

The personal support is supplemented by **Axel**, our innovative and industry leading AI powered tinnitus support bot which helps to guide users to the information they need on our website.

Our **website** contains a comprehensive library of information which is recognised by Audiologists working across the UK and beyond as a trusted source of information about tinnitus and the various treatments. There is an extensive library of information available for free in addition to a comprehensive collection of treatment sheets containing detailed and independent reviews of different tinnitus treatments.

Hosted by Health Unlocked, we have an active Forum. This is a space where people can access peer-to-peer support and is closely moderated by staff from the Support team.

We support a team of dedicated volunteers to facilitate over 80 **Support Groups** online and across the UK. These groups actively support people living with tinnitus by connecting people, helping them to share ideas and improve their knowledge of the condition.

Our **Befriending** service links people who are identified as isolated and vulnerable with someone who is *living well with tinnitus.*

This year our programme of events has broadly focused on professionals who work with people who have tinnitus. Our events include the annual Tinnitus conference and a programme of Tinnitus Adviser training that upskills clinical professionals.

RESEARCH

We are determined to drive progress towards a cure for tinnitus and develop better treatment protocols for people living with the condition. We want to end the struggle for silence experienced by one in seven people in the UK.

In addition to our directly funded research projects, Tinnitus UK supports established researchers and research students by helping to recruit volunteers for their studies.

PREVENT

We know that the use of hearing protection can prevent people from developing tinnitus in later life. We are working towards a world where the use of ear plugs and ear defenders are commonplace and socially accepted in any loud environment. Our goal is to make the use of hearing protection as acceptable and commonplace as the use of sunscreen.

We want to ensure our message about the importance of wearing hearing protection reaches the right people. This means targeting a different and harder to engage audience who do not have lived experience of tinnitus, so they lack a natural affinity with us. We are currently exploring the use of different communications channels such as TikTok to reach a younger audience.

We also seek to raise awareness of tinnitus, and what for some, are life changing consequences of developing the condition.

Our Tinnitus Week activity is core awareness raising campaign of the year but we continue to use our owned communications channels (our website, social media pages and newsletter) to highlight seasonally appropriate messaging.

Reflecting on our 2022/2023 Annual report we said that we would:

- Grow our service reach to ensure all those living with tinnitus have access to support and information.
- Increase investment in research for a cure, while continuing to support research into living with tinnitus through collaborative funding partnerships.
- Be the leading voice for all issues relating to tinnitus
- Grow sustainable, supporter-centric fundraising.

What we have achieved

Support

Our objective was to grow our service reach to ensure all those living with tinnitus have access to support and information.

In 2023/24 Tinnitus UK experienced some operational challenges with operating our helpline and support services because of staffing and recruitment issues. We directly supported over 11,000 people and the introduction of our chatbot has helped to increase our support capacity:

Helpline

In 2023/24 our helpline answered 4,514 calls during office hours (approx. 18 calls per day). Call durations vary but the average call duration was 29.31mins (vs. 15mins in 2022/23). There were 452 missed calls and 277 calls received when our helpline wasn't open.

Webchat

In 2023/4 our Support Advisers had 5,206 conversations with people via webchat (approx. 21 per day). The average chat duration was 6.5minutes. Our post-chat survey results indicate that more than 70% of people had a positive experience and rated their webchat experience as good.

Chatbot

In 2023/24 5,188 people used Axel, our chatbot. 525 individuals used the service during Tinnitus Week 2024 which beat the previous high of 513 users in April 2023.

The average chat duration for people using Axel was 7mins 43 seconds, this is up from the first year when the average duration was 6 minutes, 51 seconds.

Website

In 2023/24 the Tinnitus UK website received 591,000 new visitors. In 2023/24 we continued to deliver new and updated information for users. Ten newly revised and rebranded information leaflets and eight new and revised treatment sheets were added to the online resources (there are plans to continue adding to this online resource in 2024/25).

While the information leaflets contain advice that is fully accessible on the website, these free resources were carefully designed so that they can be printed and reproduced with the most basic office printer.

Most visitors arrive at the Tinnitus UK website direct from Google search and, on average, they browse the site for nearly a minute. Throughout the year the top three most popular pages include 'What is tinnitus', 'Tinnitus treatments' and 'Pulsatile tinnitus'.

The online collection of Easy Read leaflets has been a resounding success and, collectively, have reached over 1million people in the last twelve months. These leaflets are currently on a long list of documents that need to be rebranded but they are considered to be very useful information sources.

What we have achieved

Support (cont'd)

"I am an audiologist working with children at University Hospital Southampton audiology clinic. We use your paediatric tinnitus leaflets regularly and find them to be very helpful and informative."

"I am emailing on behalf of Gloucestershire Hospitals NHS Foundation Trust Audiology department. We regularly hand out both your "Living with tinnitus" leaflet and the "take on tinnitus" postcard."

"I run a learning disabled clinic for adults and have found your easy read tinnitus guides helpful to hand out to patients."

Health Unlocked Forum

Our Health Unlocked forum is an active online community space accessed by people living with tinnitus, there are currently 10,262 registered forum members. The forum provides online peer support in a space moderated by members of the Tinnitus UK support team. On average there are over 160 new forum members every month and more than 1,100 people are active monthly users. They generate more than 20 new forum posts and replies every day and over 600 new posts and replies every month.

Our forum users say:

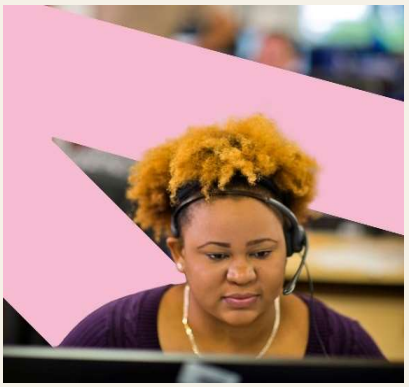
"This forum has been a lifesaver for me, I always read the posts every day and reply if I can be of help, it's almost my comfort place as I know I'm not alone and it calms me down if I'm having a bad day.

Thank you to all at Tinnitus UK and those who have responded to my posts and helped me." - Yoga62

"I think it is good to have somewhere to go to when you're really struggling and other people get what you're experiencing... It's a vital service in my opinion." - Woodymo

"Early impressions of this forum are that it is helping me knowing that other people have it and that there is potential to rid myself or at least lower the noise through different bits of advice." – Mo779#

"[The forum] helps me to hear what people in the same situation have to say. It makes me feel less isolated. I wud have struggled much more without it." – kenenu



What we have achieved

Support (cont'd)

Support Groups

In 2023/24 there were 78 support groups across the UK and five online support groups. We supported volunteers to launch six new local groups and launched three new online support groups.

There are some regional gaps in support groups, especially in North Wales, East Yorkshire, Lincolnshire, West Midlands and Southwest and in 2024/25 we are addressing this gap in the Southwest with the appointment of a Regional Support Group Leader.

211 individuals attended an online support group in 2023/24.

Befriending

In 2023/24 our befriending programme was paused briefly to allow for a review of processes and procedures, particularly regarding safeguarding and suicidal ideation.

This was to ensure that service users were getting the level of support they needed and to protect the mental health of the volunteer befrienders.

22 people were matched with a volunteer befriender when the programme was relaunched. People who meet our criteria for the befriending programme usually wait 2-3 weeks to be matched.

This peer-to-peer support service is highly successful in generating positive outcomes. Some of our current volunteer befrienders received support when they first got tinnitus.

"I think the befriending service is a good idea. Tinnitus can be very isolating especially when you don't really know anyone else who has it."

"It's been so helpful. The panic stage is over! Thank the Lord!!"



What we have achieved

Research

Our 2023/24 objective was to increase investment in research for a cure, while continuing to support research into living with tinnitus through collaborative funding partnerships.

We regularly use our popular social media platforms and world-leading website to call for volunteers for vetted and approved research projects. In 2023-24, we helped to recruit volunteers for ten studies.

Emphasising our commitment to collaboration, we are co-funding new research with the RNID, spearheaded by Dr. William Sedley at Newcastle University. This project aims to unravel how brain activity evolves with the onset of tinnitus. By delving into the mechanisms underlying tinnitus, the research holds promise for developing more effective treatments.

Dr. Sedley's team is examining volunteers who have experienced tinnitus for less than four weeks. Their findings will be compared to matched groups of individuals without tinnitus and those with chronic tinnitus. Additionally, they will track the same participants after six months if their tinnitus persists, providing valuable insights into the condition's progression.

Whilst the last few people with acute new-onset tinnitus are still due to come back for their final testing, some very useful results have already become clear.

Firstly, for most people with new-onset tinnitus, their tinnitus-associated distress (for instance, Tinnitus Handicap Inventory score) had reduced significantly by the time they came for their 6-month visit.

This had provided further evidence that for most people, tinnitus shows spontaneous improvement in its symptoms over time even without treatment.

Secondly, brain recordings made at rest showed increased activity in the right parietal cortex, an area linked to certain kinds of attention, in the initial stages of tinnitus, and this reduced over time. The researchers hope to try focusing on this area as a treatment target for the initial stages of tinnitus.

Finally, people in the initial stages of tinnitus had increased brain responses to subtle differences in the loudness of sounds played to them, compared to people without tinnitus. This reduced over time, and in a group with very longstanding tinnitus the brain responses were lower than in the non-tinnitus control group. The researchers think that tinnitus might be likely to first occur in circumstances where people are very sensitive to small changes in sounds, which leads to their brains first detecting the tinnitus signal. However, the tinnitus itself may actually have a role in balancing out this hypersensitivity, which is why things normalise, and even overshoot, in the long term.

Research(cont'd)

Tinnitus Biobank

The Manchester Biobank feasibility study has now concluded and we are reviewing the findings of this project and will report back in 24/25.

Our team have provided support on Public Patient Involvement to enable NIHR Nottingham Biomedical Research Centre to develop a £1.9 million research bid. If it is successful we will help to publicise the study to potential volunteers.

We have also provided letters of support for four further research grant applications and will provide support in kind should these come to fruition.

Our Annual Conference, website and membership magazine Quiet also provide a platform for researchers and clinicians to reach the wider tinnitus community, and we are delighted that so many high-profile researchers continue to share their work with us.

Supporting professionals

Conference 2023

The Tinnitus Conference 2023 was, once again, held online. There was a packed programme of 18 sessions across five days. Each day was themed, including the psychology of tinnitus, practical skills and the latest in tinnitus research – with topics ranging from "Traumatic memories and bothersome tinnitus" to "Anxiety, depression and symptom severity in patients with pulsatile and non-pulsatile tinnitus" as well as sleep, sound intolerance (hyperacusis), effectiveness of telerehabilitation and ear wax removal.

This was the fourth time our conference has been hosted online and our speakers, facilitators and attendees are now all very comfortable with the format. We took full advantage of the opportunity to invite international speakers, and these came from across Europe, Canada and the USA. There were 266 attendees from across the globe, with a massive 44% increase in overseas registrations with 95 people from 35 countries, including Australia, South Africa, Canada, India, USA, Belgium and Tanzania registered. We are clearly reaching a new audience for our conference as this was the first time more than half the attendees had attended.

The most popular session during the conference was Professor Deborah Hall's presentation on "Tinnitus in other cultures" which examined lived experience of tinnitus in China. Other highlights included Professor Vinaya Manchaiah's session where he discussed "The positive side of living with tinnitus" – the title intrigued many, we know – and Dr Linus Milinski discussing how tinnitus appears to be at a crossroad between phantom perception and sleep. There were also great sessions from early career researchers, including Sara Demoen and Robin Guillard, which bodes well for the future of tinnitus research.

Supporting professionals (cont'd)

Particularly encouraging was the engagement of our attendees with the live Q&A sessions after the presentations. The online format seems to encourage more questions and people really grabbed the chance to interact with our speakers. In total, 240 questions were asked and answered.

Raising awareness of tinnitus

Awareness raising: Tinnitus Week 2024

Our 2023/24 objective was to be the leading voice for all issues relating to tinnitus

In support of our objective to be the leading voice for all issues relating to tinnitus, Tinnitus Week 2024 was our most successful awareness raising campaign in terms of reach. Our activity centred on the publication of a report 'Revealing the struggle for silence: Tinnitus UK highlights the alarming mental health crisis amid a void of support'.

The topic clearly resonated with media and we secured six pieces of television coverage, 36 radio interviews and three podcasts. Using the industry standard audience data for TV and radio, ABC circulation figures for print media and monthly website data collated by Vuelio media monitoring service, the campaign reached a combined audience of more than 100million. This is a phenomenal figure in terms of raising awareness of tinnitus however, the impact of the campaign may be better measured by other metrics.

Social media activity during the period was hugely successful with reach (compared with the previous month) on Facebook and Instagram up by 90.1% and 134.9% respectively and profile visits up by 209.5% and 243.8%.

Facebook and Instagram reached a combined total of 89.6 thousand people. The activity led to an increase of 391 followers on Facebook and 548 on Instagram (an increase of 177.3% and 242.5% respectively). LinkedIn also shows a substantial uptick in engagement with 154 new followers (a 111% increase), a 345.1% increase in reactions and 142.9% increase in comments – this was achieved organically.

What we have achieved

Raising awareness of tinnitus (cont'd)

During February there was a 17.1% increase in visitors to the tinnitus.org.uk website. The traffic spiked on 5 February, the day the campaign launched, with a 99% increase in website visitors when compared with the previous month.



Raising money

Fundraising

Our 2023/24 objective was to grow sustainable, supporter-centric fundraising

During 2023/24 we have expanded our corporate partnership strategy and we hope to fully report on the impact of this in our 2024/25 Annual Report. Whatever success we see, it is only possible because of our generous partners.

We want to say a huge thank you to our corporate partners for all the support they have given us in the last 12 months. From leading audiology clinics to device manufacturers, tech start-ups to NHS trusts, we are so grateful to every single one of them for helping to make our work possible.

Our corporate partners helped us raise £40,000 this year. That funding is equivalent to 1600 calls to our helpline

Future plans

Tinnitus UK will be undergoing a comprehensive strategic review process in 2024/25, with a view to launching the new strategy in time for the new financial year.

The new strategy will outline clear objectives and detail how the charity will aim to support the needs of people with tinnitus today and in the future.

The strategic planning process will begin in 2024 with an engagement plan aimed at our core audiences; people with tinnitus, professionals working in the sector, supporters, members, volunteers and employees, giving them an opportunity to feed into the strategy through focus groups and online sessions.

Structure, governance and management

Tinnitus UK is a registered charity, number 1011145 and company limited by guarantee, registered in England and Wales (number 2709302). Its objects and powers are set out in the Memorandum and Articles of Association.

Our Trustees, President, Vice Presidents, Professional Advisers' Committee and Chief Executive of Tinnitus UK are listed on page 2 within the Reference and administrative details section of the accounts.

The Trustees

The Directors of the charitable company ('the Charity') are its Trustees for the purpose of charity law and throughout this report are referred to as 'the Trustees'.

In accordance with the Memorandum and Articles of Association, one-third of the Trustees are subject to retirement by rotation or, if their number is not a multiple of three, then the nearest number rounded up to one-third shall retire from office at the AGM. Retiring members are eligible for re-election for up to three terms.

Tinnitus UK monitors the development of Trustees to ensure they are provided with training on their role and responsibilities, directed by Charity Commission guidelines.

The Trustees are responsible for setting the strategy and establishing policies; they met five times during 2023/24.

There are also three sub-committees, to which the board delegates responsibility, for matters related to finance (which met twice in the year), research (which met once), and HR (which met twice).

Chief Executive

Authority to conduct Tinnitus UK's day-to-day activities is delegated to the Chief Executive, who is responsible for ensuring that the agreed strategy and policies are carried out.

The Chief Executive meets regularly with the senior managers in the organisation to action strategic and organisational objectives. A Senior Leadership Team meets on a regular basis and reports to the CEO.

Employees

During 2023/24, we have experienced a high level of staff turnover, this has been compounded by problems recruiting suitably experienced staff.

At the end of 2023/24, Tinnitus UK had 13 staff (2022/23: 18), of whom 9 were full time and 4 part time. The Tinnitus UK total staff represented a fulltime equivalent of 12 full time staff (2022/23: 17).

Volunteers

Volunteers continue to be vital to the effective provision of our services. We currently have 35 active volunteers across the country.

Our volunteers carry out various roles including support group leaders, helpline and web chat advisers, befrienders, and administrative support.

Structure, governance and management

To help our volunteers connect with and learn from each other, we have introduced regular online forums for befrienders and support group leaders, with the opportunity to share their experiences and get updates about tinnitus and Tinnitus UK.

We are very grateful for all the work our volunteers do, despite the challenging situations many of them face.

We are also grateful for the support group leaders who are not included in our total number of volunteers because they are not official Tinnitus UK volunteers; they do, however, give their time freely in their own communities to support those with tinnitus.

Our fundraising practices

We make every effort to make sure that our fundraising complies with regulation and with good practices in our sector.

Fundraising regulation

Tinnitus UK is registered with the Fundraising Regulator, and we are committed to the Fundraising Promise and adherence to the Code of Fundraising Practice.

There have been no compliance issues related to these standards during the year. We are also regulated by the Gambling Commission.

How we fundraise

We raise funds through voluntary and earned income. Gifts left to us in Wills make up much of the income that we receive.

We focus on finding and engaging with donors, funders and partners who can help us reach the income targets we have set for ourselves to meet the needs of the tinnitus community.

In 2023/24, we did not carry out any telephone, face-to-face, or mass-participation fundraising.

Instead, we concentrated on virtual fundraising events as well as digital and postal communications to encourage the public to join us in silencing tinnitus.

We offer several ways in which our supporters can get involved and help raise the funds we need to support people living with tinnitus and carry out research into a cure.

Those opportunities include leaving gifts in wills, taking part in sponsored challenges, donating in response to our appeals or becoming a member of Tinnitus UK.

Keeping our supporters and their data safe

We take our responsibility to manage our supporters' data very seriously. We take active steps to respect people's privacy and their communication choices, and we are investing in our technology to help us.

In line with the General Data Protection Regulation (GDPR) legislation, we publish our privacy policy. This policy outlines how we manage people's data. We do not swap, sell, or share our supporters' details with other charities or organisations.

Feedback and complaints

Our website clearly outlines our process for complaints, timescales for responses and details of how to escalate an unresolved complaint to the Chief Executive and Trustees. We did not receive any fundraising-related complaints during the year.

Our approach to safeguarding

We work hard to ensure that we are in the best possible position to safeguard people living with tinnitus, particularly those who may be vulnerable.

We have a safeguarding working group, who meet monthly and regularly review interactions with those people who use our support services who may be vulnerable.

The support services team meet regularly to confidentially review Tinnitus UK's interactions with service users who are considered vulnerable and mechanisms for bringing these people into the reach of more specialist crisis responders.

Our Safeguarding Policy was reviewed in 2002 and mandatory safeguarding training is undertaken by all staff and volunteers.

Public benefit statement

Tinnitus UK is the only UK charity offering dedicated tinnitus support services, via our telephone helpline, web services, SMS, and email. We aim to support the UK's 7.6 million people with tinnitus by improving their health and wellbeing, through our three pillars; support, prevention and research.

We provide world-class information, advice, and support to people with tinnitus, their family and friends, and medical professionals.

Through our helpline, forum and website we provide updated information, including details on prevention techniques. Some of our resources are unique, for example our treatment advice pages (https://tinnitus.org.uk/tinnitus-treatments/).

We are the primary charity facilitating tinnitus research and training medical professionals in tinnitus management (https://tinnitus.org.uk/come-to-an-event/list/?tribe_eventcategory%5B0%5D=17). We fund research into treatments, including the pilot biobank study with the University of Manchester (https://tinnitus.org.uk/what-we-do/tinnitus-biobank/)

We believe that our key pillars will lead to a world where no one suffers from tinnitus.

Financial review

At the year end restricted reserves were £66,651 (2023: £319,623) and unrestricted reserves were £379,712 (2023: £569,449).

The deficit for the year was £442,709 (2023: £166,406) which included losses on investments of £nil (2023: £452).

Investment policy

The investment policy of Tinnitus UK is to maximise the total return without undue risk and having regard to the operating requirements of the Charity and the reserves policy.

In practice, whilst kept under constant review, this means that funds are currently held in long- and short-term interest- bearing deposit accounts with UK banks and building societies or managed investment funds, seeking to achieve the maximum possible rate of return.

Reserves policy

The Trustees operate a policy of retaining sufficient reserves in restricted funds without compromising the availability of those funds. They must be available for the purposes originally intended as and when they are required.

The Trustees aim to maintain unrestricted reserves at a level equivalent to no more than a year's unrestricted expenditure and no less than six months.

The policy also requires the Charity to hold at least three months of the unrestricted reserves as cash or cash equivalents (investments). It also requires that investments should not constitute more than 50% of the total of cash and cash equivalents.

It is their view that, given the elevated level of legacy volatility, it is important to have sufficient reserves to support the Charity whilst it seeks other funding sources.

The current level of unrestricted reserves represents just over nine months of unrestricted expenditure, which is in line with the Trustees' reserves policy.

Trustees' responsibilities statement

The Trustees (who are also Directors of Tinnitus UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic 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 fiscal financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they which give a true and fair view of the situation state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein, in our capacity as company Directors.

On behalf of the Board,



Lynne Gillon | Chair

26 November 2024

Independent Examiner's report to the members of Tinnitus UK

I report to the trustees (who are also Directors for the purpose of company law) on my examination of the financial statements of Tinnitus UK ('the charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cashflows and related notes.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

Responsibilities and basis of report

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

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

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements.

The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

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

- accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
- the financial statements do not accord with those records; or

Independent Examiner's report to the members of Tinnitus UK

- the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair view which is not a matter considered as part of an independent examination; or.

- the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Bourner Bullock

Russell Joseph ACA

For and on behalf of:

Bourner Bullock

Chartered Accountants

114 St Martin's Lane Covent Garden

London

WC2N 4BE

Date: 6 December 2024

Statement of financial activities

	Note	Unrestricted funds £	Restricted funds £	2024 total £	2023 total £
Income					
Donations and legacies	3	251,582	90,193	341,775	729,652
Charitable activities	4	131,340	-	131,340	137,943
Other activities	5	1,000	-	1,000	2,468
Investments	6	10,339	-	10,339	6,503
Total income		**394,261**	**90,193**	**484,454**	**876,566**
Expenditure					
Raising funds		(205,265)	(50,894)	(256,158)	(280,141)
Charitable activities	7	(465,938)	(159,591)	(625,529)	(733,556)
Other activities		(33,828)	(11,647)	(45,475)	(28,823)
Total expenditure		**(705,031)**	**(222,132)**	**(927,162)**	**(1,042,520)**
Net (losses) on investments		-	-	-	(452)
Net income/ (expenditure)		(310,770)	(131,939)	(442,709)	(166,406)
Transfers between funds		121,033	(121,033)	-	-
Net movement in funds		**(189,737)**	**(252,972)**	**(442,709)**	**(166,406)**
Reconciliation of funds:					
Total funds brought forward	22	569,449	319,623	889,072	1,055,478
Total funds carried forward	22	**379,712**	**66,651**	**446,363**	**889,072**

Statement of financial activities (cont'd)

All income and expenditure derives from continuing activities.

The Statement of financial activities includes all gains and losses recognised during the year.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

Balance sheet

Company registration number 02709302

	Note	2024 £	2023 £
Fixed assets			
Intangible assets	15	20,000	22,500
Tangible assets	16	-	-
		20,000	22,500
Current assets			
Stock	17	-	756
Debtors	18	61,203	431,892
Cash at bank and in hand		481,430	598,579
		542,633	1,031,227
Creditors: amounts falling due within one year	19	(116,270)	(164,655)
Net current assets		426,363	866,572
Total assets less current liabilities		446,363	889,072
Charity funds			
Restricted funds	22	66,651	319,623
Unrestricted funds	22	379,712	569,449
Total charity funds		446,363	889,072

For the financial year ending 31 March 2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year ended 31 March 2024 in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees, and authorised for issue on 26 November 2024 and signed on their behalf by:



Lynne Gillon | Chair

Statement of cash flows

	Note	2024 £	2023 £
Net cash flow from operating activities	24	(127,488)	(726,008)
Cash flow from investing activities			
Payments to acquire intangible assets		-	-
Payments to acquire investments		-	-
Receipts sales of investments		-	14,500
Interest received		10,339	5,600
Dividends received		-	903
Net cash flow from investing activities		10,339	21,003
Net (decrease)/increase in cash and cash equivalents		(117,149)	(705,005)
Cash and cash equivalents at 1 April 2023		598,579	1,303,584
Cash and cash equivalents at 31 March 2024		481,430	598,579

Notes to the Financial statements

1. Summary of significant accounting policies

a. General information and basis of preparation

Tinnitus UK (the Charity) is a registered charity and a company limited by guarantee in the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The address of the registered office is given in the information on page 3 of these financial statements. The nature of the Charity's operations and principal activities are set out in the Trustees' Report.

The Charity constitutes a public benefit entity as defined by FRS 102.The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland , the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the Charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

b. Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity; these funds have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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 aim and use of each restricted fund is set out in the notes to the financial statements.

c. Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

1. Summary of significant accounting policies (continued)

c. Income recognition (continued)

Legacies are recognised at a point that they are quantifiable and there is reasonable certainty that they will be received. On occasion legacies will be notified to the Charity, but it may not always be possible to measure the amount expected to be distributed.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred. Such income is recognised net of VAT.

Investment income is earned through holding assets for investment purposes such as shares and property funds. It includes dividends, interest and rent. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised when the Charity's right to receive payment is established.

d. Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds includes direct costs and appropriate proportion of the support costs of the business.
- Expenditure on charitable activities includes direct costs and appropriate proportion of the support costs of the business.
- Other expenditure represents those items not falling into the categories above.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grant. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside the control of the Charity.

e. Support costs allocation

Support costs are those that assist the work of the Charity but do not directly represent charitable activities and include office costs, governance costs, administrative costs and payroll costs. They are incurred directly in support of expenditure on the objects of the Charity. Where support costs cannot be directly attributed to particular headings, they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises overheads and other overheads have been allocated on the following basis:

The time spent on activities was calculated by reference to a typical four-week period for all staff. Overhead has been attributed based on the hours spent on each area of activity.

1. Summary of significant accounting policies (continued)

e. Support costs allocation (continued)

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The analysis of these costs is included in Note 8.

f. Intangible assets

Intangible fixed assets are stated in the balance sheet at cost less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Trademarks: 10% on cost per annum.

g. Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The capitalisation policy is to capitalise all individual assets having a cost of £1,000 or greater.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures and fittings: 33% on cost per annum.

h. Stock

Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

i. Provisions

Provisions are recognised when the Charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

j. Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

k. Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments.

l. Employee remuneration

The Charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

1. Summary of significant accounting policies (continued)

m. Tax

The Charity is an exempt charity within the meaning of Schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The Charity is not VAT registered and all expenditure is inclusive of VAT charged.

n. Debtors

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

o. Creditors

Creditors are classified as current liabilities if the Charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date, otherwise they are presented as non-current liabilities. Creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

p. Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements.

The Trustees believe that the expected level of income is sufficient, especially considering the level of reserves held by the Charity, to enable it to continue as a going concern.

2. Significant judgements and estimates

Estimates and judgements 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.

In the Trustees' opinion, the only significant judgement relates to the amortization of the intangible fixed assets.

The annual amortization charge for intangible fixed assets is sensitive due to changes in useful economic lives and residual value of the assets. The carrying amount is £20,000 (2023: £22,500) and incurring amortization of £2,500 (2023: £2,500).

3. Income from donations and legacies

	2024 £	2023 £
Gifts and donations	100,687	114,140
Legacies	130,505	391,922
Grants	110,583	223,590
	341,775	729,652

Within donations and legacies are restricted donations of £90,193 (2023: £121,809).

4. Income from charitable activities

	2024 £	2023 £
Membership income	85,549	67,961
Meetings and conferences	45,791	69,982
	131,340	137,943

5. Income from other trading activities

	2024 £	2023 £
Sale of goods	-	2,418
Advertising and other	1,000	50
	1,000	2,468

6. Income from investments

	2024 £	2023 £
Dividends and other investment income	-	903
Bank interest	10,339	5,600
	10,339	6,503

7. Analysis of expenditure on charitable activities 2024

	Activities undertaken directly £	Support costs £	Total £
Membership and support activities	160,606	54,558	215,164
Awareness and events	276,087	42,544	318,631
Project costs including research	86,904	4,830	91,734
	523,597	101,932	625,529

Analysis of expenditure on charitable activities 2023

	Activities undertaken directly £	Support costs £	Total £
Membership and support activities	241,442	51,152	292,594
Awareness and events	171,965	30,691	202,656
Project costs including research	234,896	3,410	238,306
	648,303	85,253	733,556

8. Allocation of all support costs 2024

Support cost	Basis of allocation	Raising funds £	Charitable activities £	Other activities £	Total £
Governance (see note 8.1)	Time spent	13,947	29,281	1,791	45,019
Premises costs (see note 8.2)	Floorspace	10,156	21,294	1,310	32,760
Other costs (see note 8.3)	Time spent	57,052	51,357	18,559	126,968
		81,155	101,932	21,660	204,747

Allocation of all support costs 2023

Support cost	Basis of allocation	Raising funds £	Charitable activities £	Other activities £	Total £
Governance (see note 7.1)	Time spent	8,396	16,028	1,018	25,442
Premises costs (see note 7.2)	Floorspace	9,481	18,099	1,149	28,729
Other costs (see note 7.3)	Time spent	27,892	51,126	3,000	82,018
		45,769	85,253	5,167	136,189

The time spent on activities was calculated by reference to a typical four-week period for all staff.

8.1 Analysis of governance costs

	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total 2023 £
Accountancy fees	33,061	-	33,061	12,090
Trustee Meeting Expenses and Office Costs	1,139	-	1,139	253
Staff salaries	10,819	-	10,819	13,099
	45,019	-	45,019	25,442

8.2 Analysis of premises costs

	Unrestricted funds	Restricted funds	Total funds 2024	Total 2023
	£	£	£	£
Rent, rates & utilities	25,651	-	25,651	21,805
Insurance	5,132	-	5,132	4,983
Cleaning	1,977	-	1,977	1,941
	32,760	-	32,760	28,729

8.3 Analysis of other costs

	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total 2023 £
Amortisation	2,500	-	2,500	2,500
Bad Debts	4,740	-	4,740	-
Bank charges and investment costs	3,656	-	3,656	-
Health & safety	1,964	-	1,964	-
Inventory Write Off	756	-	756	-
IT Software and support	29,759	18,390	48,149	19,665
Legal & professional fees	20,351	1,267	21,619	8,869
Repairs & renewals	198	-	198	
Staff salaries	43,385	-	43,385	50,984
	107,310	19,657	126,967	82,018

9. Governance costs (see note 8.1)

	2024	2023
	£	£
Trustee expenses	947	1,429
Auditor's remuneration (see note 12)	2,500	12,090
Other	41,572	11,923
	45,019	25,442

10. Analysis of grants

	2024 £	2023 £
Grants to institutions - research funding	-	11,842

11. Net income for the year

Net income is stated after crediting/(charging):	2024 £	2023 £
Operating lease rentals	(12,150)	(18,284)
Realised and unrealised gains on investments	-	(452)
	(16,200)	(18,736)

12. Auditor's & Independent Examiner's remuneration

The Auditor's remuneration for the year is £Nil (2023: £12,090) and includes costs underprovided last year of £Nil (2023: £2,490. The Independent Examiner's remuneration for the year is £2,500 (2023: £Nil) in respect of examining the charity's financial statements.

13. Trustees' and key management personnel remuneration and expenses

During the financial year, a leadership group comprising the Heads of Function (Head of Services, Head of Finance, Head of Communications, Director of Fundraising and Communications) within the business plus the Chief Executive met regularly. This group represents key management personnel. The total remuneration for five individuals including associated employer's national insurance was £131,330 (2023: £212,455).

The reimbursement of Trustee expenses was as follows:

	2024 number	2024 £	2023 number	2023 £
Travel and subsistence	2	947	4	1,429

14. Staff costs and employee remuneration

The average monthly number of employees and full-time equivalent (FTE) during the year was as follows:

	2024 number	2024 FTE	2023 number	2024 FTE
Raising funds	4	4	7	6
Charitable activities	8	8	11	11
	12	12	18	17

The total staff costs and employee benefits as follows:

	2024 £	2023 £
Wages and salaries	491,293	529,381
Social security	13,631	42,548
Defined contribution pension costs	18,190	24,651
	523,114	596,580

No employees received total employee benefits (excluding employer pension costs) greater than £54,800 (2023: £60,000).

15. Intangible assets

	Trademark £
Cost or valuation:	
At 1 April 2023	25,000
Additions	-
At 31 March 2024	25,000
Amortisation:	
At 1 April 2023	2,500
Charge for the year	2,500
At 31 March 2024	5,000
Net book value at 31 March 2024	20,000
Net book value at 31 March 2023	22,500

The amount of amortisation was recognised as an expense within support costs £2,500 (2023: £2,500).

16. Tangible fixed assets

	Fixtures and fittings £
Cost or valuation:	
At 1 April 2023	67,350
Additions	-
At 31 March 2024	67,350
Depreciation:	
At 1 April 2023	67,350
Charge for the year	-
At 31 March 2024	67,350
Net book value at 31 March 2024 and 31 March 2023	-

17. Stock

	2024 £	2023 £
Goods for resale	-	756

18. Debtors

	2024 £	2023 £
Trade debtors	29,645	26,953
Other debtors	31,558	404,939
	61,203	431,892

19. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	59,698	-
Other tax and social security	5,511	11,287
Grants payable	19,690	88,680
Accruals and deferred income	27,172	62,550
Other creditors	4,200	2,138
	116,270	164,655

20. Leases

Operating leases - lessee

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2024 £	2023 £
Within one year	16,200	18,154
Later than one and not later than five years	16,333	33,213
	32,533	51,367

The amount of non-cancellable operating lease payments recognised as an expense during the year was £12,150 (2023: £18,284).

21. Deferred income

	Total £
At 1 April 2023	44,100
Additions during the year	21,500
Amounts released to income	(44,100)
At 31 March 2024	25,100

22. Fund reconciliation

Unrestricted funds

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2024 £
Unrestricted	569,449	394,261	(705,031)	-	121,033	379,712

Restricted funds

Year ended 31 March 2024	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2024 £
Research projects						
General research	220,655	70	(73,459)	-	(136,837)	10,429
Other funds						
Tinnitus Support Services	29,166	46,542	(87,876)	-	14,179	2,011
James Ivor Jones Memorial Fund	8,770	-	-	-	-	8,770
Shapiro Prize	1,650	-	-	-	-	1,650
National Lottery Community Fund Digital project	52,149	-	(60,797)	-	8,648	-
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Support Groups Bedfordshire	2,850	-	-	-	(2,850)	-
Helpline Appeals	-	2,248	-	-	-	2,248
National Lottery Reaching Communities	-	41,333	-	-	-	41,333
Chatbot project	4,173	-	-	-	(4,173)	-
	319,623	90,193	(222,132)	-	(121,033)	66,651

22. Fund reconciliation (continued)

Fund descriptions

a. Unrestricted funds

Unrestricted funds are those received for the furtherance of the aims and objectives of Tinnitus UK but with no additional restriction on how these funds can be applied.

b. Restricted funds

Transfer of restricted funds to unrestricted – The charity transferred £143,860 of restricted funds to Unrestricted funds during the year, with the approval of the donor. These funds were previously restricted for General Research, Support Groups Bedfordshire and Chatbot but following the donor's agreement, the restriction was lifted, and the funds were reclassified as unrestricted.

General Research – these are specific or general medical or healthcare research funds made up of legacies and donations specifically for the purpose of commissioning research into tinnitus. This includes our Biobank project which will create a biological database containing data from people with tinnitus.

Tinnitus Support Services (Information Management) – this fund was received to deliver the Charity's helpline. During the year, further funding has been recognised to develop the helpline with a view to restructuring and improving the helpline service including appointing designated helpline staff and widening the availability of helpline services.

James Ivor Jones Memorial Fund – this fund was created through the fundraising efforts of Mr Jones' family and friends. The funds will be used to support people with chronic tinnitus and to investigate the links between tinnitus and hyperacusis, hypersensitivity, anxiety and depression.

Shapiro Prize – a prize of £250 is awarded each year for the published research paper by a UK based author most likely to result in improved treatment or public awareness of tinnitus. The Marie & Jack Shapiro Prize is intended to encourage researchers, public communicators and others to develop an interest in tinnitus and to recognise their efforts.

The National Lottery Community Fund Digital project – to embed digital solutions across the organisation and improve the experience for our supporters, partners and, most importantly, people with tinnitus.

Daniel Ballinger Memorial Fund – this fund was created as a result of a fundraising appeal in memory of Daniel Ballinger. The majority of the fund will be used to fund research into neural plasticity in tinnitus and hearing loss.

Support Groups Bedfordshire – to fund the creation of new tinnitus support groups in this region

Chatbot project – a chatbot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours.

Helpline Appeals - to fund the creation of new Tinnitus support groups in the South West region.

National Lottery Reaching Communities – This fund was created for the Christmas and other appeals that have out to support the helpline function.

22. Fund reconciliation (continued)

Unrestricted funds

	Balance at 1 April 2022 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2023 £
Unrestricted	522,174	754,757	(712,030)	(452)	5,000	569,449

Restricted funds

Year ended 31 March 2023	Balance at 1 April 2022 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2023 £
Research projects						
General research	231,526	120	(11,841)	-	850	220,655
Biobank project	5,850	-	-	-	(5,850)	-
Other funds						
Tinnitus Support Services	112,047	20,989	(103,870)	-	-	29,166
James Ivor Jones Memorial Fund	8,770	-	-	-	-	8,770
Shapiro Prize	1,900	-	(250)	-	-	1,650
National Lottery Community Fund Digital project	123,708	100,700	(172,259)	-	-	52,149
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Support Groups Bedfordshire	2,850	-	-	-	-	2,850
Chatbot project	46,443	-	(42,270)	-	-	4,173
Unrestricted	533,304	121,809	(330,490)	-	(5,000)	319,623

23. Analysis of net assets between funds

Year ended 31 March 2024

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	20,000	-	20,000
Cash	274,056	207,374	481,430
Other current assets/(liabilities)	(35,377)	(19,690)	(55,067)
	258,679	187,684	446,363

Year ended 31 March 2023

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	22,500	-	22,500
Cash	193,766	404,813	598,579
Other current assets/(liabilities)	353,183	(85,190)	267,993
	569,449	319,623	889,072

24. Reconciliation of net (expenditure) to net cash flow from operating activities

	2024 £	2023 £
Net (expenditure) for the year	(442,709)	(166,406)
Dividends received	-	(903)
Interest receivable	(10,339)	(5,600)
Depreciation and impairment of fixed assets	2,500	2,500
Realised and unrealised gains on investments	-	452
Decrease in stock	756	212
(Increase)/Decrease in debtors	370,689	(301,154)
(Decrease)/Increase in creditors	(48,385)	(255,109)
Net cash flow from operating activities	(127,488)	(726,008)

25. Pension and other post-retirement benefits

The Charity operates a defined contribution pension plan for its employees. The amount recognised as an expense in the period was £16,564 (2023: £24,651).

26. Financial commitments

There were no financial commitments at the year-end other than operating leases disclosed at Note 20.

27. Related party transactions

One of the Trustees, Lucy Handscomb, received fees during the year of £462 (2023: £420) for lecturing services provided at Tinnitus UK online supported events.

One of the Trustees, Simon Dodd, received fees during the year of £Nil (2023: £5,184) for consultancy work relating to branding and publicity.

Tinnitus UK
Ground Floor, Unit 5,
Acorn Business Park,
Woodseats Close,
Sheffield S8 0TB

Helpline **0800 018 0527**
Email **helpline@tinnitus.org.uk**
Website **tinnitus.org.uk**

Registered charity no: 1011145 | Registered in England
Company limited by guarantee no: 2709302



TINNITUS UK

England & Wales - Charity number 1011145

Accounts

November 2023

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TINNITUS UK

Support • Research • Prevent

Annual report

and accounts 2022/23



To everyone living with tinnitus our message is clear - your struggle is our cause.

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If you would like to discuss anything raised in this this report please contact us on **info@tinnitus.org.uk** or call **+44 (0)114 250 9933**

Reference and administrative details

Charity registration number	1011145		
Company registration number	02709302		
Patron	The Duchess of Devonshire		
President	Don McFerran		
Vice Presidents	Audrey Carlin		*Resigned 14/11/2022*
	Sandy Grimes		
Trustees and Directors	Lynne Gillon	**Chair**	
	Gerhard Swart	**Treasurer**	*Resigned 31/07/2023*
	Lucy Colenso		
	James Corcoran		
	Simon Dodd		
	Dr Annie Geraghty		*Resigned 09/11/2022*
	Dr Lucy Handscomb		
	Dr Nicola Heron		*Appointed 09/11/2022*
	Dr Veronica Kennedy		
Professional Adviser's Committee	Dr William Sedley	**Chair**	
	Dr Christopher Cederroth		
	Dr Emma Dickson		
	Dr Amanda Hall		*Resigned 26/10/2022*
	Dr James Jackson		
	Dr Veronica Kennedy		
	Natalie Ronan		
	Lynsay Sutherland		
	Sonja Jones		
Chief Executive and Company Secretary	David Stockdale		*To 01/06/2022*
	Caroline Savage	*Interim*	*From 02/06/2022 and*
		Interim	*From 23/01/2023*
	Deanne Thomas		*From 21/11/2022*
			To 20/01/2023
	Caroline Savage		*From 10/03/2023*
Registered office	Ground Floor, Unit 5 Acorn Business Park, Woodseats Close, Sheffield S8 0TB		
Auditor	Hawsons Chartered Accountants, Pegasus House, 463a Glossop Road, Sheffield S10 2QD		
Bankers	Unity Trust Bank, 4 Brindley Place, Birmingham B1 2JB		
	HSBC Bank plc, 49-63 Fargate, Sheffield S1 2HD		

The Directors present their report and the audited financial statements of the charity for the year ended 31 March 2023. The Directors have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

A message from our Chair



At the start of 2023, the Board of Trustees and I were delighted when Caroline Savage, following her successful time as Interim Chief Executive, accepted the invitation from the Trustees to take on the role on a permanent basis. The appointment coincided with the momentous change from the British Tinnitus Association to Tinnitus UK. and the launch of our new brand and online services (our chatbot) as part of our digital transformation.

This new name puts tinnitus first, because taking on tinnitus is the main reason we're here, and we want everyone to know that. Becoming Tinnitus UK is helping us to reach more people with tinnitus, be more visible and raise more awareness of this condition which can have a significant impact on people's quality of life.

The launch of our chatbot Axel extends our support services for people living with tinnitus by ensuring that information is available on demand 24/7, and when people need it most. This is much needed at a time when we are seeing more people contacting us with increasingly complex support needs. Axel is the only tinnitus chatbot that is free and available to everyone and marks a significant step forward for us in our aim to reach more people with tinnitus.

The Trustees recognise that our dedicated staff team has continued to deliver quality support services to people living with tinnitus whilst driving forward significant changes in the organisation. We would like to thank the team for all this hard work, and the wider tinnitus community for their continued support, encouragement and engagement with us.

We look forward to a very successful first full year as Tinnitus UK!

Lynne Gillon | Chair



A message from our Chief Executive



At the beginning of the year, we said 'goodbye' to the British Tinnitus Association, and 'hello' to Tinnitus UK. It feels appropriate to be starting my tenure as Chief Executive with a new powerful visual identity and brand.

These have been transformative and have put 'tinnitus' at the front and centre of what we do, as well as reflecting our warmth, confidence and expertise. The tinnitus community's wholehearted contribution to this project was one of the keys to its success.

Our new strapline is support, research, prevent and we have been very active in all these areas.

In parallel with the rebrand, we redeveloped our website, and introduced Axel, the first free tinnitus chatbot in the world. These developments are making it easier for people to find the information they need, when they need it, providing support 24 hours a day. This is backed up of course by our highly trained staff and volunteers, who are now able to answer even more calls and webchats.

Our large research grant programme recipients have been able to put the challenges and delays caused by the Covid-19 pandemic behind them, and their projects are progressing well.

You can read more about these on pages 7 and 8, and we thank everyone for their financial support, without which none of this research would be possible. We are hoping that conference presentations and the publication of papers will happen later this year.

Our work with a Government Working Party looking at increasing funding for tinnitus and hearing research continues, with the final report due later this year.

Tinnitus Week 2023 focused on tinnitus prevention, raising awareness of the dangers of everyday sounds such as DIY tools, motorbikes and loud music. Once again, our members and supporters were key to this campaign, generously sharing their experiences for the hard-hitting report *A lot to lose* which garnered national media attention.

With the changes in the senior leadership and the restructuring and rebuilding of our fundraising team, it has been a demanding period for the organisation. External factors, including the impact of the cost-of-living crisis and resultant lower income mean that the year has been a tough one in many respects.

I am excited to be leading our hardworking and talented team into the next stages of the development of Tinnitus UK, as we build on our success in what was a difficult year and work towards our vision of a world where no one suffers from tinnitus.

Caroline Savage | Chief Executive

The Directors present their report and the audited financial statements of the charity for the year ended 31 March 2023. The Directors have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity. The Trustees confirm they have referred to the Charity Commission's general guidance on public benefit when reviewing Tinnitus UK's aims and objectives, and in planning future activities and policy for the year.

Why we are needed

One in seven adults in the UK has tinnitus, the sensation of hearing sound in the head and/or ears when there is no corresponding external source. For those most affected, tinnitus can be overwhelming and leave them struggling with day-to-day life, yet the condition is often overlooked and dismissed by many. To everyone living with tinnitus, our message is clear:

Your struggle is our cause.

We provide a range of services backed up by the most up-to-date research – including support groups, telephone helpline, chatbot, web chat support and advice and our new website – created specifically to help people with tinnitus to manage and live well with their condition.

As a research-led charity, Tinnitus UK empowers and spurs on the global scientific community to help us understand tinnitus, discover new ways to treat it and ultimately find a cure.

We work with medical professionals to ensure people with tinnitus get the right information and advice. We also build awareness with government bodies and the public to raise funds and provide support.

Our vision

We want ***"A world where no one suffers from tinnitus."***

This is a powerful statement and one which we believe is achievable. Although there are some successful treatments for tinnitus, there is much work to be done in finding better ways to manage tinnitus – and ultimately a cure.

Our strategy

It is our mission to drive progress towards a cure and deliver excellent support to help people living with tinnitus and our strategic goals are focused on what it will take to achieve this.

In 2020, we carried out a review of our strategic goals; adapting our mission and introducing one over-arching three-year goal to focus our priorities for the near future.

This goal is to be a recognised leader, with worldwide influence, collaborating in tinnitus research and support. The search for a cure and enabling people to live well with tinnitus are at the heart of what we do.

We have identified four strategic priority areas to achieve this:

- **Research:** cure tinnitus
- **Support:** provide world-class information, advice, and emotional support to the whole tinnitus community
- **Communications:** be the world's most powerful tinnitus voice
- **Fundraising:** maximise income opportunities to enable the implementation of the strategy

We are currently developing our strategy for the next three years.

In this report, we discuss the progress that we have made in 2022/23.

What we have achieved: research

Investing in the search for a cure

We know through reaching out to the tinnitus community that current treatment and management options are not enough for the large majority people living with tinnitus who long for the return of silence.

We want to help to make this dream a reality by driving progress towards a cure for tinnitus through high-quality research.

Understanding tinnitus to cure tinnitus

We are currently in the final year of support for three projects undertaken through our large research grants programme.

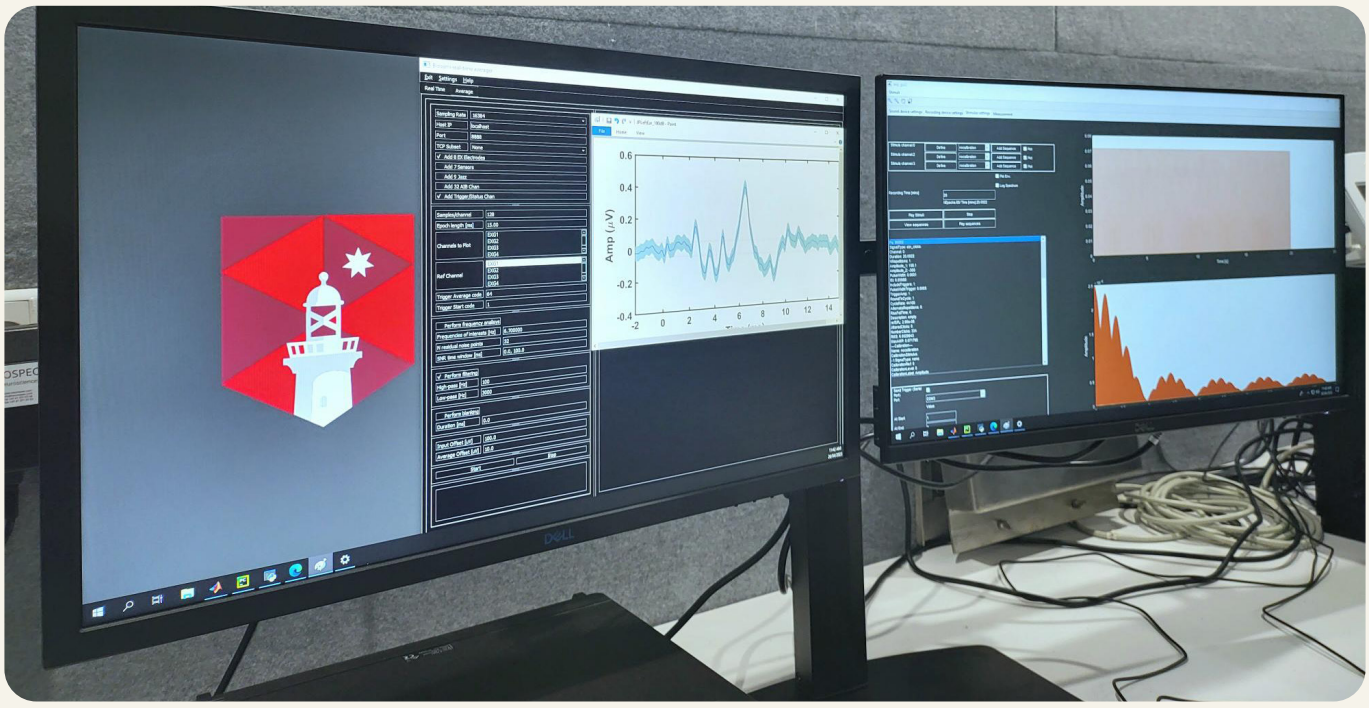
King's College London and the University of Nottingham were awarded £125,000 in 2021 for their study which aims to identify tinnitus biomarkers, using the health and genetics data of twins.

Led by Professor Frances Williams at King's College London, and Dr Christopher Cedderoth, and using data from TwinsUK and the Karolinska Institutet's Swedish Tinnitus Outreach Project, the team looked for biomarkers in the blood that can help to objectively diagnose and/or predict who will develop tinnitus.

The study did not find the inflammatory markers that previous studies suggested might be tinnitus-related, so further work is needed. A paper is in preparation for submission to a peer-reviewed journal.

Biomarkers in the blood may not be the only objective indicator of tinnitus and so in 2021 we awarded a grant of £118,000 to a team from Macquarie University led by Professor David McAlpine.

The project is using artificial intelligence (AI) to determine whether a person has tinnitus – or not – through examining recordings of their auditory brainstem



responses (ABRs) using non-invasive electroencephalogram (EEG).

In addition to the EEG recordings, participants have also undergone common audiological tests, whose targets have been previously proposed as other tinnitus biomarkers. The results of the Acoustic Reflex testing have proven particularly interesting, pointing to decreased acoustic reflex recruitment with sound level in individuals who suffer from tinnitus. The team hope to publish these results soon in a peer-reviewed journal.

Further highlighting our collaborative approach, we are jointly funding research with the RNID, led by Dr William Sedley at Newcastle University. This project is looking at understanding how brain activity changes during the development of tinnitus. The research will provide understanding of the processes that underlie tinnitus, which could lead to more effective treatments.

Dr Sedley's team are studying volunteers whose tinnitus began less than four weeks ago, and comparing the results obtained to matched groups of people without tinnitus at all, or with chronic tinnitus, and also to the same individuals after six months, if their tinnitus has become chronic.

The first study is nearing completion, with all participants already studied for their first set of measurements, and the new-onset tinnitus group are mid-way through returning for their repeat testing after 6 months from tinnitus onset. The team aims to publish a first full set of findings before the end of 2023.

Despite our significant investment in tinnitus research, much more is required for there to be sustained progress towards a cure. To this end, we continued to campaign for increased funding in tinnitus research and ensure the needs of the tinnitus community were not forgotten in these challenging times.

The fact that tinnitus is a recognised symptom of Long Covid indicates that the need for tinnitus research funding is greater than ever.

To this end, we are a key partner in the Department of Health and Social Care Adult Hearing Loss and Tinnitus Working Group which has been meeting throughout 2022/23. It is the group's responsibility to discuss priorities for future action (including new research), and opportunities for developing the capacity and capability of these research sectors. We are focused on making sure the needs of people with tinnitus are at the forefront of these.



What we have achieved: support

Giving the support that people need

We have continued to support people living with tinnitus via remote delivery with our staff and volunteers working from home throughout the year, but we have also been pleased to welcome the team back to in-office working where appropriate.

Tinnitus Support Team

Our Tinnitus Support Team respond to those reaching out to us via our freephone helpline, webchat (with Axel 24-hour chatbot – read more about this on page 11), email and SMS/text.

During the past twelve months demand for our helpline service has remained high. **In total we've helped over 11,000 people** by offering support, advice, and reassurance about their tinnitus.

We have seen an increase in the duration of each call, with around 42% of all calls received in the last quarter of the year being over 15 minutes in duration. On rare occasions some were as long as an hour. An average webchat was 18 minutes.

In addition, calls are becoming more complex as more callers present with several interlinked conditions, exacerbated by their anxiety and stress. 11% of our callers are medically signed off work due to their tinnitus or tinnitus-related issues.

The introduction of our chatbot in the last quarter of the year enabled us to answer more enquiries and calls from people living with tinnitus, and their family and friends. 1582 people used our chatbot service in this period.

"Thank you for all your hard work at Tinnitus UK. I was absolutely distraught when I first got tinnitus, but a phone call with one of your advisers helped me feel calm and optimistic and gave me some tools which helped me habituate to it.

It doesn't bother me anymore and I know how to manage it. I honestly think I would have really struggled without the friendly conversation I had.

Thank you."

"10 out of 10 service, give yourself a pat on the back, from a retired person-centred therapist, you don't get enough thanks."

Support groups

Tinnitus can be incredibly isolating and support groups have been shown to really help. They give people the opportunity to meet with others like them and share experiences.

Despite a number of groups closing due to restrictions on face-to-face meetings during the Covid-19 pandemic, **the number of support groups is currently 85**. Additionally, we host four Tinnitus UK online support groups, including a group for people living with both tinnitus and hyperacusis (sound sensitivity).

This year we continued to support our groups with monthly meetings for support group leaders to share ideas, improve their tinnitus knowledge and learn how to improve their meetings. We encourage support groups to become Gold Standard accredited, demonstrating that they provide the best service possible.

Befriending

This year we have refreshed our Befriending service where we match a vulnerable and isolated person with tinnitus with someone who is living well with tinnitus. Our Befrienders communicate by phone or email and are carefully matched with our befriendees. Demand for Befrienders greatly outstrips the number of volunteer Befrienders, and we have to maintain a waiting list for support.

Online events

Our programme of online workshops and webinars continues to prove helpful and informative. Over 500 people accessed this resource and 94% reported that they found them helpful.

Forum

Hosted by Health Unlocked, our very active forum provides an online peer-to-peer support network. **It currently has 8,260 active users**, which is up 48% on last year's 5,592 active users, which illustrates the value to the tinnitus community of this safe and supportive network.

"I have never attended a webinar before and I have to admit I was nervous - I suffer from anxiety - and nearly didn't, but thank you, thank you for running it."



Focus on: Axel

In January 2023, as part of our digital transformation and thanks to support from the National Lottery Community Fund, we launched our chatbot service, Axel.

A chatbot is a computer program or app designed to simulate and respond to conversation with human users. The Tinnitus UK chatbot – Axel – uses a text-based interface to communicate.

Axel is available 24/7 and guides users to relevant Tinnitus UK resources each time they visit.

Our goals for the chatbot included that it had to be easy to use, of high quality – we did not want to risk our excellent reputation for information and support – and it had to engage people not put them off or make them feel dismissed.

The key factors though, were that it had to have a positive impact for people with tinnitus, and that it provided easily accessible information and service support to users.

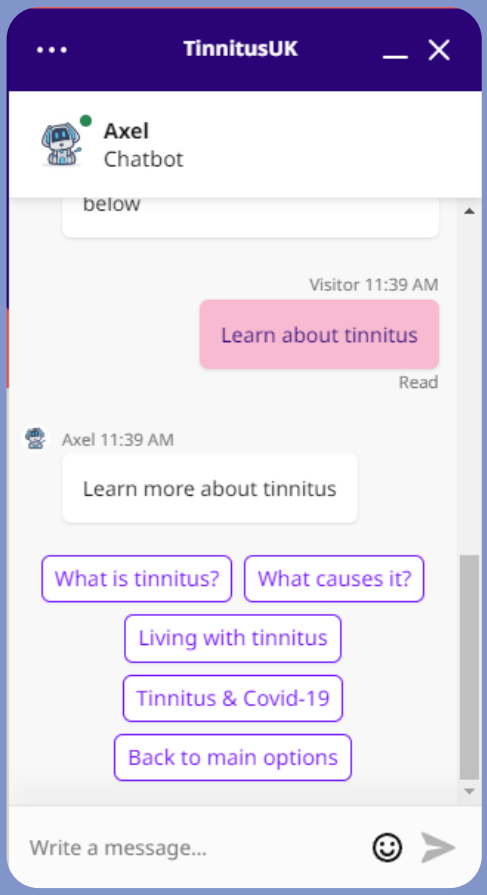
For all our digital transformation work we created a 'Community Call' group for consultation and user testing.

This group is made up of 30 people from the tinnitus community including people with tinnitus, tinnitus healthcare professionals, our support group members, and our volunteers. We also consulted all our staff who speak to people with tinnitus every day.

Axel would not have been possible without all the hard work of everyone involved.

Axel is now able to field chats from users seeking further information about tinnitus and direct them to specific website pages dependent upon their request. During working hours, a user can also transfer to a live web chat.

Axel a popular and effective service and is the only tinnitus chatbot that is free and available to everyone, and to our knowledge, one of the first charity support chatbots in the UK.



"Quick, helpful and efficient. Thank you."

"Quick and easy. Problem sorted."

What we have achieved: supporting professionals

As well as supporting people affected by tinnitus, we help professionals make sure they give their patients the best possible support.

The BTA Virtual Conference

Our flagship annual conference was once again held virtually in September 2022. The online format allowed us to reach a wider audience, provide flexible on-demand viewing for up to 12 months, increase engagement and accessibility and to deliver a world-class programme for a very reasonable cost to attendees.

We presented a five-day programme – covering the latest research developments in the field of tinnitus, practical advice for service improvement and specialist sessions – ensuring a rich and diverse representation of tinnitus work from across the world.

The conference was attended by 181 people from 25 countries, including South Africa, Australia, USA, Chile, and Switzerland. However, we are reaching new audiences, as 41% of attendees had not attended one of our conferences previously.

Professional development

As part of our commitment to improved tinnitus management, our long standing and highly respected Tinnitus Adviser Training course continues to be delivered online. Aimed at audiologists, ENT specialists and other health care professionals, 38 people attended one of the four courses held during the year.

Feedback from these courses was universally positive, with 100% of attendees feeling that the event was worthwhile and 100% would recommend the course to a friend or colleague.

Staying connected

We maintained close links with relevant professional organisations, including industry bodies and leading research centres.

We have continued memberships with organisations including the Alliance on Hearing Loss, Scottish Tinnitus Advisory Group, the Network for Patients, the Helplines Partnership, the Patient Information Forum, the Fundraising Regulator, Charity Comms, the Charity Finance Group, the British Academy of Audiology, EUTINNET, the UK Hearing Conservation Association, and the British Society of Audiology. Our Communications Manager is a member of the Department of Health and Social Care Hearing Loss and Tinnitus Research Working Group.



What we have achieved: raising awareness of tinnitus

A lot to lose: tinnitus and noise exposure

Tinnitus Week 2023, which occurred between 6-12 February, is one of our key opportunities to raise awareness of tinnitus with a wider audience. This year, we focused on prevention, with the message 'When it's loud … Plug'em' bringing our previous campaigning under the Plug'em name firmly under the Tinnitus UK umbrella.

Key to the campaign was research undertaken into the behaviours of people living with tinnitus around everyday situations where they may be exposed to noise.

Over 850 participated in a survey, the conclusions from which featured in our white paper *A lot to lose: tinnitus and noise exposure* and in a series of five webinars co-produced with Signia Hearing which looked at the situations mentioned in the report. Over 80 people volunteered to share their story online and with the media.

The media response to Tinnitus Week was encouraging. Tinnitus UK and tinnitus prevention were talked about and covered in major national media outlets such as *The Sunday Mirror, Daily Mirror, The Sun* (and *The US Sun* online), *The Daily Express* and *The Daily Star*. Local and regional outlets, sector and specialist press also ran stories, and we hosted two of our own webinars.

Coverage was amplified by working with our sponsor and Corporate Member Specsavers. Sponsorship income was significantly higher than in previous years, and strong working partnerships developed.



This high level of media and digital coverage caused the number of people visiting our website to increase by 18.3% over the week before, with views of the web page 'How loud is loud' up by 43%.

This increased activity caused a spike in membership and newsletter subscriptions, with 71 new people supporting us in one or both of these ways.



Giving information people can trust

Over the last year, we supplied trustworthy information to people affected by tinnitus in many formats, but predominantly digitally, as we continued with our digital transformation.

The new website is more user-friendly and simpler to navigate, providing easy access to a unique bank of information for those living with tinnitus or working in the field.

Rebuilding our website gave us the opportunity to refresh the content, particularly of our information sheets and treatment archive.

We have added over twenty new products sold as tinnitus treatments to this section – enabling the tinnitus community to make informed decisions about them and, in some cases, avoid potentially harmful supplements.

We continue to grow the number of people subscribing to our e-newsletter: from 30,497 in March 2022 to 33,390 in March 2023, an increase of over 9%. Measurements of engagement indicate above peer-average performance.

Our social media following (Facebook, Twitter, Instagram, and LinkedIn) grew by almost 10% from 50,300 to 55,179.

There were 2.8 million views of our social media content during the year, which was down from 3.7 million the previous year. This could be attributed to the lesser reliance on social media as a source of information as we come out of Covid-19 restrictions.

> ***"I think your website is the best in the world to deal with, it's comprehensive and very positive."***

What we have achieved: our community

People with tinnitus are at the heart of everything we do.

We engage with our community on a regular basis to ensure that the plans and decisions we make and the resources we produce reflect what our community need and want.

During the year, we have done this in various ways, including working with our consultation group – made up of 92 people affected by tinnitus –canvassing opinions on a potential Tinnitus Biobank research project; developing a community call group to support our brand transformation; working with the developers on a chatbot pilot; and – with the wider tinnitus community - sharing experiences for campaigning during Tinnitus Week and beyond.

Reaching more people with tinnitus

Our rebrand gave us a chance to take stock about how we present and talk about ourselves. We consulted our supporters (and people with tinnitus who have never heard of us) through interviews, focus groups and surveys to gauge their thoughts and opinions to improve our communications and shape the future of Tinnitus UK.

We have made huge strides in recent years, which we're very proud of, but we know Tinnitus UK must continue to evolve if we are to reach even more people living with tinnitus, raise awareness of the condition and support the highest-quality research.

What we have achieved: raising money

The cost-of-living crisis and increased financial pressures on individuals and organisations means that the funding landscape remains in a state of flux.

The popularity of mass-participation events seems to have fallen with fewer runners, cyclists and walkers stepping forward. There remained many fewer opportunities to encourage in-person donations, as well as reduced opportunities to engage with corporate supporters.

The competition for grants and donations from trusts and charitable foundations is even fiercer than previously and trusts and foundations themselves are facing challenges in maintaining their resources.

Despite the adverse environment, we raised £729k in the year, which is an increase from the £686k raised in the previous year.

Our thanks go to our incredible supporters and fundraising team who worked so hard to raise the money to allow us to continue our work to support people living with tinnitus and to invest in research to find cures.

This accounted for much of our total income of £877k (2021/22: £861k); the remainder came from trading, events and bank interest.

A legacy of hope

A proportion of our income (£392k) (2021/22: £181k) came from the generous donations of gifts in supporters' Wills (legacies). Many of our research projects that we commission would not be possible without these legacies.

As the comparison with last year's figure highlights, legacy income is uncertain. To reduce risk, we put in significant efforts to balance this with fundraising from other sources.

Donating virtually

A big focus over the last year was creating and developing a range of ways that people can support us virtually. This included the Tinnitus UK Lottery, Facebook fundraisers, seasonal raffles and appeals.

Our helpline appeal raised £8,267 to help support this vital service. The closure of VirginMoneyGiving and AmazonSmile had only a small impact as we use a diverse range of platforms. Our fantastic fundraisers pushed



themselves with unbelievable challenges, raising an incredible £10,682 in the process, including an Ironman competitor, a runner who completed eight ultramarathons, a long-distance trek from Mexico to Canada to more sedate activities such as bake sales, craft sales and coffee mornings.



Thanks to the amazing generosity of the tinnitus community, the amount of unrestricted donations from individuals came to £114,140 (2021/22: £151,583) representing a fall of 25%.

Although this is a substantial fall, this is smaller than the falls of income seen by many other charities. The number of regular givers showed only a small decrease, as an amazing 495 people donated to us regularly despite the pressure on personal finances. (2021/22: 562). We thank everyone for their generosity.

Motivating membership

We continue to invest in the promotion of our corporate and individual schemes and increasing engagement with existing members. We recruited 513 new individual members in 2022/23, which is a fall compared to 735 last year, reflecting the strains on people's discretionary spending.

Income from individual membership fees fell 27% to £40,446 (2021/22: £55,220).

We broadened our reach, increasing engagement and promoting our corporate offering via a programme of corporate promotion, utilising professional press and joint media productions. 79 companies and organisations (2021/2022: 71) now support us via Corporate Membership, generating £ 27,515 (2021/2022: £23,908).

An ongoing lack of face-to-face events significantly impacted opportunities to secure additional corporate sponsorship and partnerships, but we are continuing to work with corporate supporters to increase income generation potential in 2023/24.

Grateful for grants

During an uncertain and challenging year, we are incredibly grateful to the trusts, foundations and other grant-giving organisations that have supported us. Grants have secured the sustainability and growth of our tinnitus support services including a chatbot and our tinnitus support groups, supported us in developing technology to improve services, and helped to meet essential core running costs.

The increased demand for grant funding across the sector has increased competitivity in this area of fundraising. We do expect the on-going situation to remain difficult, but we feel that the restructured team will be well equipped to deal with the challenges.

Funders during the period have included the Woodroffe Benton Foundation, Swann Morton Foundation, Recycle Timber Trust, National Lottery Community Fund, the Garfield Weston Foundation and Awards for All.

What we have achieved: embracing technology

Digital futureproofing

In February 2020, we were awarded a three-year grant from the National Lottery Community Fund's Digital Fund to help us to become digitally fit for the future.

Our digital working group lead on areas of development for internal systems, service delivery, web development and e-learning.

We continued our digital transformation journey and developed tangible assets that have already shown that they are adding real value to the lives of those living with tinnitus.

We introduced Axel, our chatbot which supplements our existing live webchat function and allow us to support people who need our help outside our usual working hours. You can read more about Axel on page 11.

We redeveloped our website, as we needed an improved online presence which provides clear, informative, and trustworthy information to people at all stages of their tinnitus journey.

A new CRM (customer relationship management) system was put in place which has streamlined our internal processes, leading to greater efficiencies and more effective communications with our members and supporters.



Our future plans

This last year was filled with uncertainty due both internal and external factors.

We have dealt with the lifting of Covid-19 restrictions and the 'new normals'. We have dealt with – and continue to deal with – the strained financial environment and the pressure that it is putting on our service users, staff, volunteers, the health service and research community.

Staffing changes have also presented challenges, and continue to do so, but we are confident that our new team and new structure will be able to deliver our aims.

The remainder of 2023/24 will continue to be a period of stabilisation, as we activate a set of tactical actions to drive income to ensure that in this next phase we help and support as many people living with tinnitus as we can.

Our vision and mission remain unchanged.

- **Vision:** A world where no one suffers from tinnitus.
- **Mission:** It is our mission to drive progress towards a cure and deliver excellent support to help people living with tinnitus.

In 2023/24 we plan to:

- **Grow our service reach to ensure all those living with tinnitus have access to support and information**

We know that our support is valued and helpful, but we also know that we are not reaching everyone who needs us.

Everyone touched by tinnitus needs to know that we are here for them.

We plan to maintain our current delivery channels and availability. Although we will continue to deliver most of our information through digital channels, we know that personal interaction is important to many of our service users.

We will trial extended helpline opening hours, and we have plans to develop a programme to grow our befriending service.

We hope to be able to share exciting news about our support group programme soon.

- **Increase investment in research for a cure, whilst continuing to support research into living with tinnitus, through collaborative funding partnerships.**

Over the next few years, we are passionate about driving progress in the search for tinnitus cures. As we write, the second stage of our Tinnitus Biobank Feasibility Study is taking place.

Depending on the outcome of the study, we will press ahead with plans for the development of a Tinnitus Biobank, which will significantly improve our understanding of the complex condition.

We will also maintain our active role in the Department of Health and Social Care's Adult Hearing Loss and Tinnitus Working Group, and we will continue to push for increased funding in tinnitus research.

We also hope to produce more original multi-purpose, patient-centred research, and maintain our knowledge of the research arena in order to assist in connecting researcher to volunteer participants and people living with tinnitus.

- **Be the leading voice for all issues relating to tinnitus**

We hope to continue to build on the success of previous Tinnitus Week campaigns and grow engagement with the Week amongst existing and new audiences. However, we plan to also develop ongoing, year-round coverage, especially in digital channels, building on key awareness moments.

As part of our plans to make our messaging more engaging, we intend to develop an Ambassador programme, in which celebrities and others living with tinnitus act as Tinnitus UK spokespeople. We hope that some of these conversations will be about the current funding situation, where we receive no statutory funding for our vital services.

- **Grow sustainable, supporter-centric fundraising**

In these financially challenging times, it is more important than ever for us to ensure that our income streams are diverse and sustainable. With the pressures on the health service, it is crucial that we can continue to give people living with tinnitus the best possible support, and to ensure that fundamental research towards a cure goes on.

We plan to diversify our income base to include major donors and strategic corporate partnerships, develop commercial income activity and explore opportunities for statutory funding.

We will maintain trust fundraising as the cornerstone of our fundraised income, but we also plan to increase the involvement of our supporter base amongst those with lived experience of tinnitus, not least by continuing to grow our understanding of them. We plan to grow our paid membership and reignite our legacy programme.



Structure, governance and management

Tinnitus UK is a registered charity, number 1011145 and company limited by guarantee, registered in England and Wales (number 2709302). Its objects and powers are set out in the Memorandum and Articles of Association.

Our Trustees, President, Vice Presidents, Professional Advisers' Committee and Chief Executive of Tinnitus UK are listed on page 3 within the Reference and administrative details section of the accounts.

The Trustees

The Directors of the charitable company ('the Charity') are its Trustees for the purpose of charity law and throughout this report are referred to as 'the Trustees'.

In accordance with the Memorandum and Articles of Association, one-third of the Trustees are subject to retirement by rotation or, if their number is not a multiple of three, then the nearest number rounded up to one-third shall retire from office at the AGM. Retiring members are eligible for re-election for up to three terms.

Tinnitus UK monitors the development of Trustees to ensure they are provided with training on their role and responsibilities, directed by Charity Commission guidelines.

The Trustees are responsible for setting the strategy and establishing policies; they met six times during 2022/23.

There are also three sub-committees, to which the board delegates responsibility, for matters related to finance (which met twice in the year), research (which met once), and HR (which met twice).

Chief Executive

Authority to conduct Tinnitus UK's day-to-day activities is delegated to the Chief Executive, who is responsible for ensuring that the agreed strategy and policies are carried out.

The Chief Executive meets regularly with the senior managers in the organisation to action strategic and organisational objectives. A Senior Leadership Team meets on a regular basis and reports to the CEO.

Employees

In 2022/23, we restructured our fundraising team to be better equipped to deliver on our plans to develop and launch a Tinnitus Biobank.

At the end of 2022/23, Tinnitus UK had 18 employees (2021/22: 16), of whom 16 are full time and 2 are part time. The Tinnitus UK total staff represent a full-time equivalent of 17 staff (2021/22: 24).

Staff development is considered key to Tinnitus UK's success, and a budget is allocated annually for professional training.

As we recruited into the new structure, we reviewed and amended our recruitment process to make it as inclusive as we can, with the aim of encouraging more diverse candidates to apply.

Volunteers

Volunteers continue to be vital to the effective provision of our services. We currently have 127 active volunteers across the country.

Our volunteers carry out various roles including support group leaders, helpline and web chat advisers, befrienders, and administrative support.

To help our volunteers connect with and learn from each other, we have introduced regular online forums for befrienders and support group leaders, with the opportunity to share their experiences and get updates about tinnitus and Tinnitus UK.

We are very grateful for all the work our volunteers do, despite the challenging situations many of them face.

Our fundraising practices

We make every effort to make sure that our fundraising complies with regulation and with good practices in our sector.

Fundraising regulation

Tinnitus UK is registered with the Fundraising Regulator, and we are committed to the Fundraising Promise and adherence to the Code of Fundraising Practice.

There have been no compliance issues related to these standards during the year. We are also regulated by the Gambling Commission.

How we fundraise

We raise funds through voluntary and earned income. Gifts left to us in Wills make up much of the income that we receive.

We focus on finding and engaging with donors, funders and partners who can help us reach the income targets we have set for ourselves to meet the needs of the tinnitus community.

In 2022/23, we did not carry out any telephone, face-to-face, or mass-participation fundraising. Instead, we concentrated on virtual fundraising events as well as digital and postal communications to encourage the public to join us in silencing tinnitus.

We offer several ways in which our supporters can get involved and help raise the funds we need to support people living with tinnitus and carry out research into a cure.

Those opportunities include leaving gifts in Wills, taking part in sponsored challenges, donating in response to our appeals or becoming a member of



Tinnitus UK.

We also work in partnership with trusts, foundations and companies who give generously to specific areas of our work as an organisation.

Working with third-party fundraisers

We occasionally work with carefully selected professional fundraising consultants to support us with fundraising activity. This year, we worked with consultants to enhance our fundraising capacity and expertise: Capidale supported the development and submission of grant applications and Think Consulting Solutions provided support with fundraising strategy.

We ensure that all fundraising activities delivered by contracted fundraising agencies or individuals are monitored through regular meetings and measurement.

Agencies are contractually required to ensure all fundraising activity is in accordance with all applicable legal requirements, Tinnitus UK's Safeguarding and Data Protection policies, and the relevant codes of practice issued by the Fundraising Regulator.

Professional fundraising agencies must have clear, transparent, and up-to-date policies in place to protect vulnerable people and other members of the public from unreasonable behaviour.

Keeping our supporters and their data safe

We take our responsibility to manage our supporters' data very seriously. We take active steps to respect people's privacy and their communication choices, and we are investing in our technology to help us.

In line with the General Data Protection Regulation (GDPR) legislation, we publish our privacy policy. This policy outlines how we manage people's data. We do not swap, sell, or share our supporters' details with other charities or organisations.

Feedback and complaints

Our website clearly outlines our process for complaints, timescales for responses and details of how to escalate an unresolved complaint to the Chief Executive and Trustees. We did not receive any fundraising-related complaints during the year.

Our approach to safeguarding

We work hard to ensure that we are in the best possible position to safeguard people living with tinnitus, particularly those who may be vulnerable.

We have a safeguarding working group, who meet monthly and regularly review interactions with those people who use our support services who may be vulnerable.

Our Safeguarding Policy is reviewed annually, and mandatory safeguarding training is undertaken by all staff and volunteers.

Financial review

At the year-end, restricted reserves were £319,623 (2021/2022: £533,304) and unrestricted reserves were £569,449 (2021/2022: £522,174).

The deficit for the year was £166,406 (2021/2022: £373,130) which included losses on investments of £452 (2021/2022: gain of £47,392).

Investment policy

The investment policy of Tinnitus UK is to maximise the total return without undue risk and having regard to the operating requirements of the Charity and the reserves policy.

In practice, whilst kept under constant review, this means that funds are held in long- and short-term interest-bearing deposit accounts with UK banks and building societies or managed investment funds, seeking to achieve the maximum possible rate of return.

Reserves policy

The Trustees operate a policy of retaining sufficient reserves in restricted funds without compromising the availability of those funds. They must be available for the purposes originally intended as and when they are required.

The Trustees aim to maintain unrestricted reserves at a level equivalent to no more than a year's unrestricted expenditure and no less than six months.

The policy also requires the Charity to hold at least three months of the unrestricted reserves as cash or cash equivalents (investments). It also requires that investments should not constitute more than 50% of the total of cash and cash equivalents.

It is their view that, given the elevated level of legacy volatility, it is important to have sufficient reserves to support the Charity whilst it seeks other funding sources.

The current level of unrestricted reserves represents just over nine months of unrestricted expenditure, which is in line with the Trustees' reserves policy.



Trustees' responsibilities statement

The Trustees (who are also Directors of Tinnitus UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic 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 fiscal financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they which give a true and fair view of the situation state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to the Auditors

As far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein, in our capacity as company Directors.

On behalf of the Board,



Lynne Gillon | Chair
15 November 2023

Independent auditor's report to the members of Tinnitus UK

Opinion

We have audited the financial statements of Tinnitus UK (the 'charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023, and of its 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 Auditor's 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 Trustees annual report, other than the financial statements and our auditor's report thereon.

The Trustees are responsible for the other information contained within the annual report. 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.

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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinions 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' report (incorporating the strategic report and the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the Directors' 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 24, 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 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 auditor's 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 the 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.

The charitable company is subject to laws and regulations that directly and indirectly affect the financial statements.

Based on our understanding of the charitable company and the environment it operates within, we determined that the laws and regulations which were most significant included FRS 102 and the Companies Act 2006. We considered the extent to which non-compliance with these laws and regulations might have a material effect on the financial statements, including how fraud might occur.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to the posting of inappropriate journal entries to improve the charity's result for the period, and management bias in key accounting estimates.

Audit procedures performed by the engagement team included:

- Discussions with management and those responsible for legal compliance procedures within the charitable company to obtain an understanding of the legal and regulatory framework applicable to the charity and how

the charity complies with that framework, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud.

- Reviewing minutes of Trustee meetings.
- Identifying and assessing the design effectiveness of controls that management has in place to prevent and detect fraud and non-compliance with laws and regulations.
- Challenging assumptions and judgements made by management in their significant accounting estimates.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations or posted by senior management.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit
This description forms part of our auditor's report.

Use of our 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.

Our audit work has been undertaken so that we might state to the charitable company's members those matters 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 anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Hawsons

Simon Bladen | Senior Statutory Auditor

For and on behalf of:

Hawsons Chartered Accountants,
Statutory Auditor
Pegasus House
463a Glossop Road
Sheffield
S10 2QD

16 November 2023

Statement of financial activities

	Note	Unrestricted funds £	Restricted funds £	2023 total £	2022 total £
Income					
Donations and legacies	2	607,843	121,809	729,652	686,437
Charitable activities	3	137,943	-	137,943	144,503
Other activities	4	2,468	-	2,468	17,416
Investments	5	6,503	-	6,503	12,192
Total income		**754,757**	**121,809**	**876,566**	**860,548**
Expenditure					
Raising funds		(280,141)	-	(280,141)	(289,023)
Charitable activities	7	(403,066)	(330,490)	(733,556)	(903,861)
Other activities		(28,823)	-	(28,823)	(88,186)
Total expenditure		**(712,030)**	**(330,490)**	**(1,042,520)**	**(1,281,070)**
Net (losses)/gains on investments	17	(452)	-	(452)	47,392
Net income/ (expenditure)		42,275	(208,681)	(166,406)	(373,130)
Transfers between funds		5,000	(5,000)	-	-
Net movement in funds		**47,275**	**(213,681)**	**(166,406)**	**(373,130)**
Reconciliation of funds:					
Total funds brought forward	25	522,174	533,304	1,055,478	1,428,608
Total funds carried forward	25	**569,449**	**319,623**	**889,072**	**1,055,478**

All income and expenditure derives from continuing activities

The Statement of financial activities includes all gains and losses recognised during the year

Balance sheet

Company registration number 02709302

	Note	2023 £	2022 £
Fixed assets			
Intangible assets	15	22,500	25,000
Tangible assets	16	-	-
Investments	17	-	14,952
		22,500	39,952
Current assets			
Stock	18	756	968
Debtors	19	431,892	130,738
Cash at bank and in hand		598,579	1,303,584
		1,031,227	1,435,290
Creditors: amounts falling due within one year	20	(164,655)	(387,337)
Net current assets		866,572	(387,337)
Total assets less current liabilities		889,072	1,087,905
Creditors: amounts falling due after more than one year	21	-	(32,427)
Net assets		889,072	1,055,478
Charity funds			
Restricted funds	25	319,623	533,304
Unrestricted funds	25	569,449	522,174
Total charity funds		889,072	1,055,478

The Financial statements were approved and authorised for issue by the Board on 1 November 2023.

Signed on behalf of the Board of Trustees on 15 November 2023



Lynne Gillon | Chair

The notes on pages 32 to 48 form part of these financial statements.

Statement of cash flows

	Note	2023 £	2022 £
Net cash flow from operating activities	27	(726,008)	(351,507)
Cash flow from investing activities			
Payments to acquire intangible assets		-	(25,000)
Payments to acquire investments		-	(77,981)
Receipts from sales of investments		14,500	929,811
Interest received		5,600	217
Dividends received		903	11,975
Net cash flow from investing activities		21,003	839,022
Net (decrease)/increase in cash and cash equivalents		(705,005)	487,515
Cash and cash equivalents at 1 April 2022		1,303,584	816,069
Cash and cash equivalents at 31 March 2023		598,579	1,303,584

Notes to the Financial statements

1. Summary of significant accounting policies

a. General information and basis of preparation

Tinnitus UK (the Charity) is a registered charity and a company limited by guarantee in the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The address of the registered office is given in the information on page 3 of these financial statements. The nature of the Charity's operations and principal activities are set out in the Trustees' Report.

The Charity constitutes a public benefit entity as defined by FRS 102.The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland , the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the Charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

b. Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity; these funds have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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 aim and use of each restricted fund is set out in the notes to the financial statements.

c. Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

1. Summary of significant accounting policies (continued)

c. Income recognition (continued)

Legacies are recognised at a point that they are quantifiable and there is reasonable certainty that they will be received. On occasion legacies will be notified to the Charity, but it may not always be possible to measure the amount expected to be distributed.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred. Such income is recognised net of VAT.

Investment income is earned through holding assets for investment purposes such as shares and property funds. It includes dividends, interest and rent. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised when the Charity's right to receive payment is established.

d. Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds includes direct costs and appropriate proportion of the support costs of the business.
- Expenditure on charitable activities includes direct costs and appropriate proportion of the support costs of the business.
- Other expenditure represents those items not falling into the categories above.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grant. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside the control of the Charity.

e. Support costs allocation

Support costs are those that assist the work of the Charity but do not directly represent charitable activities and include office costs, governance costs, administrative costs and payroll costs. They are incurred directly in support of expenditure on the objects of the Charity. Where support costs cannot be directly attributed to particular headings, they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises overheads and other overheads have been allocated on the following basis:

The time spent on activities was calculated by reference to a typical four-week period for all staff. Overhead has been attributed based on the hours spent on each area of activity.

1. Summary of significant accounting policies (continued)

e. Support costs allocation (continued)

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The analysis of these costs is included in Note 8.

f. Intangible assets

Intangible fixed assets are stated in the balance sheet at cost less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Other assets: 10% on cost per annum.

g. Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The capitalisation policy is to capitalise all individual assets having a cost of £1,000 or greater.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures and fittings: 33% on cost per annum.

h. Investments

Investments are recognised initially at fair value, which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'Net gains/(losses) on investments' in the SOFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

i. Stock

Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

j. Provisions

Provisions are recognised when the Charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

k. Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

l. Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments.

m. Employee remuneration

The Charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

1. Summary of significant accounting policies (continued)

n. Tax

The Charity is an exempt charity within the meaning of Schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The Charity is not VAT registered and all expenditure is inclusive of VAT charged.

o. Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The Trustees believe that the expected level of income is sufficient, especially considering the level of reserves held by the Charity, to enable it to continue as a going concern.

2. Income from donations and legacies

	2023 £	2022 £
Gifts and donations	114,140	151,583
Legacies	391,922	181,111
Grants	223,590	353,743
	729,652	686,437

Within donations and legacies are restricted donations of £120 (2022: £680) and restricted legacies of £Nil (2022: £5,000)

3. Income from charitable activities

	2023 £	2022 £
Membership income	67,961	79,128
Meetings and conferences	69,982	65,375
	137,943	144,503

4. Income from other trading activities

	2023	2022
	£	£
Sale of goods	2,418	16,665
Advertising and other	50	751
	2,468	17,416

5. Income from investments

	2023	2022
	£	£
Dividends and other investment income	903	11,975
Bank interest	5,600	217
	6,503	12,192

6. Investment management costs

	2023	2022
	£	£
Investment manager fees	-	6,618

7. Analysis of expenditure on charitable activities 2023

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	241,442	51,152	292,594
Awareness and events	171,965	30,691	202,656
Project costs including research	234,896	3,410	238,306
	648,303	85,253	733,556

7. Analysis of expenditure on charitable activities 2023 (continued)

Analysis of expenditure on charitable activities 2022

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	330,397	24,006	354,403
Awareness and events	275,271	21,606	296,877
Project costs including research	250,180	2,401	252,581
	855,848	48,013	903,861

8. Allocation of all support costs 2023

Support cost	Basis of allocation	Raising funds	Charitable activities	Other activities	Total
		£	£	£	£
Governance	Time spent	8,396	16,028	1,018	25,442
Premises costs	Floorspace	9,481	18,099	1,149	28,729
Other costs	Time spent	27,892	51,126	3,000	82,018
		45,769	85,253	5,167	136,189

Allocation of all support costs 2022

Support cost	Basis of allocation	Raising funds	Charitable activities	Other activities	Total
		£	£	£	£
Governance	Time spent	6,798	11,102	1,523	19,423
Premises costs	Floorspace	10,340	14,772	4,431	29,543
Other costs	Time spent	15,497	22,139	6,642	44,278
		32,635	48,013	12,596	93,244

The time spent on activities was calculated by reference to a typical four-week period for all staff.

9. Governance costs

	2023 £	2022 £
Trustee expenses	1,429	1,372
Auditor's remuneration (see note 12)	12,090	9,270
Other	11,923	8,781
	25,442	19,423

10. Analysis of grants

	2023 £	2022 £
Grants to institutions - research funding	11,842	23,020

11. Net income for the year

Net income is stated after crediting/(charging):	2023 £	2022 £
Operating lease rentals	(18,284)	(21,556)
Realised and unrealised gains on investments	(452)	47,392

12. Auditor's remuneration

The Auditor's remuneration for the year is £12,090 (2022: £9,270) and includes costs underprovided last year of £2,490 (2022: £Nil).

13. Trustees' and key management personnel remuneration and expenses

During the financial year, a leadership group comprising the Heads of Function (Head of Services, Head of Finance, Head of Communications, Director of Fundraising and Communications) within the business plus the Chief Executive met regularly. This group represents key management personnel. The total remuneration for five individuals including associated employer's national insurance was £212,455 (2022: £281,389).

13. Trustees' and key management personnel remuneration and expenses (continued)

The reimbursement of Trustee expenses was as follows:

	2023 number	2023 £	2022 number	2022 £
Travel and subsistence	4	1,429	2	264

14. Staff costs and employee remuneration

The average monthly number of employees and full-time equivalent (FTE) during the year was as follows:

	2023 number	2023 FTE	2022 number	2022 FTE
Raising funds	7	6	10	10
Charitable activities	11	11	15	14
	18	17	25	24

The total staff costs and employee benefits as follows:

	2023 £	2022 £
Wages and salaries	529,381	683,524
Social security	42,548	64,543
Defined contribution pension costs	24,651	31,750
	596,580	779,817

No employees received total employee benefits (excluding employer pension costs) greater than £60,000 (2022: one, £62,220).

15. Intangible assets

	Other intangible assets £
Cost or valuation:	
At 1 April 2022	25,000
Additions	-
At 31 March 2023	25,000
Amortisation:	
At 1 April 2022	-
Charge for the year	2,500
At 31 March 2023	2,500
Net book value at 31 March 2023	22,500
Net book value at 31 March 2022	25,000

16. Tangible fixed assets

	Fixtures and fittings £
Cost or valuation:	
At 1 April 2022	67,350
Additions	-
At 31 March 2023	67,350
Depreciation:	
At 1 April 2022	67,350
Charge for the year	-
At 31 March 2023	67,350
Net book value at 31 March 2023 and 31 March 2022	-

17. Fixed asset investments

	Listed investments £
Valuation:	
At 1 April 2022	14,952
Additions	-
Disposals	(14,500)
(Loss) on disposal	(452)
Revaluation	-
At 31 March 2023	-

Investments at fair value compromise:

	2023 £	2022 £
Equities and managed funds	-	14,952

The fair value of listed investments is determined by reference to the quoted price for identical assets in an active market at the balance sheet date.

18. Stock

	2023 £	2022 £
Goods for resale	756	968

19. Debtors

	2023 £	2022 £
Trade debtors	26,953	2,586
Other debtors	404,939	128,152
	431,892	130,738

20. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	-	110,486
Other tax and social security	11,287	16,976
Grants payable	88,680	211,160
Accruals and deferred income	62,550	48,715
Other creditors	2,138	-
	164,655	387,337

21. Creditors: amounts falling due after more than one year

	2023 £	2022 £
Grants payable	-	32,427

22. Leases

Operating leases - lessee

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2023 £	2022 £
Within one year	18,154	18,154
Later than one and not later than five years	33,213	5,514
	51,367	23,668

23. Deferred income

	Total £
At 1 April 2022	37,625
Additions during the year	65,436
Amounts released to income	(67,961)
At 31 March 2023	35,100

24. Contingent liabilities

There are no contingent liabilities at 31 March 2023 (2022 £: Nil)

25. Fund reconciliation

Unrestricted funds

	Balance at 1 April 2022 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2023 £
Unrestricted	522,174	754,757	(712,030)	(452)	5,000	569,449

Restricted funds

Year ended 31 March 2023	Balance at 1 April 2022 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2023 £
Research projects						
General research	231,526	120	(11,841)	-	850	220,655
Biobank project	5,850	-	-	-	(5,850)	-
Other funds						
Tinnitus Support Services	112,047	20,989	(103,870)	-	-	29,166
James Ivor Jones Memorial Fund	8,770	-	-	-	-	8,770
Shapiro Prize	1,900	-	(250)	-	-	1,650
National Lottery Community Fund Digital project	123,708	100,700	(172,259)	-	-	52,149
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Support Groups Bedfordshire	2,850	-	-	-	-	2,850
Chatbot project	46,443	-	(42,270)	-	-	4,173
Unrestricted	533,304	121,809	(330,490)	-	(5,000)	319,623

25. Fund reconciliation (continued)

Fund descriptions

a. Unrestricted funds

Unrestricted funds are those received for the furtherance of the aims and objectives of Tinnitus UK but with no additional restriction on how these funds can be applied.

b. Restricted funds

General Research – these are specific or general medical or healthcare research funds made up of legacies and donations specifically for the purpose of commissioning research into tinnitus. This includes our Biobank project which will create a biological database containing data from people with tinnitus.

Tinnitus Support Services (Information Management) – this fund was received to deliver the Charity's helpline. During the year, further funding has been recognised to develop the helpline with a view to restructuring and improving the helpline service including appointing designated helpline staff and widening the availability of helpline services.

James Ivor Jones Memorial Fund – this fund was created through the fundraising efforts of Mr Jones' family and friends. The funds will be used to support people with chronic tinnitus and to investigate the links between tinnitus and hyperacusis, hypersensitivity, anxiety and depression.

Shapiro Prize – a prize of £250 is awarded each year for the published research paper by a UK based author most likely to result in improved treatment or public awareness of tinnitus. The Marie & Jack Shapiro Prize is intended to encourage researchers, public communicators and others to develop an interest in tinnitus and to recognise their efforts.

The National Lottery Community Fund Digital project – to embed digital solutions across the organisation and improve the experience for our supporters, partners and, most importantly, people with tinnitus.

Daniel Ballinger Memorial Fund – this fund was created as a result of a fundraising appeal in memory of Daniel Ballinger. The majority of the fund will be used to fund research into neural plasticity in tinnitus and hearing loss.

Support Groups Bedfordshire – to fund the creation of new tinnitus support groups in this region

Chatbot project – a chatbot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours.

25. Fund reconciliation (continued)

Restricted funds

Year ended 31 March 2022	Balance at 1 April 2021 £	Income £	Expenditure £	Gains/ (losses) £	Transfers £	Balance at 31 March 2022 £
Research projects						
General research	327,533	5,670	(101,677)	-	(26,150)	231,526
Biobank project	5,850	-	-	-	-	5,850
Other funds						
Big Data Fund	1,766	-	(1,766)	-	-	-
Focus on Younger People	5,340	-	(5,340)	-	-	-
Tinnitus Support Services	86,067	123,300	(97,320)	-	-	112,047
Helpline - specific regions	3,470	-	(3,470)	-	-	-
James Ivor Jones Memorial Fund	8,760	10	-	-	-	8,770
Shapiro Prize	1,900	-	-	-	-	1,900
National Lottery Community Fund Digital project	76,241	155,000	(107,533)	-	-	123,708
Daniel Ballinger Memorial Fund	210	-	-	-	-	210
Support Groups Bedfordshire	2,850	-	-	-	-	2,850
Chatbot project	-	65,943	(19,500)	-	-	46,443
Other	2,826	-	(2,826)	-	-	-
Unrestricted	522,813	349,923	(339,432)	-	-	533,304

26. Analysis of net assets between funds

Year ended 31 March 2023

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	22,500	-	22,500
Cash	193,766	404,813	598,579
Other current assets/(liabilities)	353,183	(85,190)	267,993
	569,449	319,623	889,072

Year ended 31 March 2022

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	25,000	-	25,000
Investments	14,952	-	14,952
Cash	494,582	809,002	1,303,584
Other current assets/(liabilities)	(12,360)	(243,271)	(255,631)
Creditors more than one year	-	(32,427)	(32,427)
	522,174	533,304	1,055,478

27. Reconciliation of net (expenditure) to net cash flow from operating activities

	2023 £	2022 £
Net (expenditure) for the year	(166,406)	(373,130)
Dividends received	(903)	(11,975)
Interest receivable	(5,600)	(217)
Depreciation and impairment of fixed assets	2,500	-
Realised and unrealised gains on investments	452	(47,392)
Decrease in stock	212	2,167
(Increase)/Decrease in debtors	(301,154)	28,710
(Decrease)/Increase in creditors	(255,109)	50,330
Net cash flow from operating activities	(726,008)	(351,507)

28. Pension and other post-retirement benefits

The Charity operates a defined contribution pension plan for its employees. The amount recognised as an expense in the period was £24,651 (2022: £31,750).

29. Financial commitments

There were no financial commitments at the year-end other than operating leases disclosed at Note 22.

30. Related party transactions

One of the Trustees, Lucy Handscomb, received fees during the year of £420 (2022: £1,330) for lecturing services provided at Tinnitus UK online supported events.

One of the Trustees, Simon Dodd, received fees during the year of £5,184 (2022: Nil) for consultancy work relating to branding and publicity.

Tinnitus UK
Ground Floor, Unit 5,
Acorn Business Park,
Woodseats Close,
Sheffield S8 0TB

Helpline **0800 018 0527**
Email **helpline@tinnitus.org.uk**
Website **tinnitus.org.uk**

Registered charity no: 1011145 | Registered in England
Company limited by guarantee no: 2709302

TINNITUS UK

England & Wales - Charity number 1011145

Accounts

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British Tinnitus
Association

ANNUAL REPORT & ACCOUNTS

2021/22




British Tinnitus
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1 REFERENCE AND ADMINISTRATIVE DETAILS

CHARITY REGISTRATION NUMBER

1011145

COMPANY REGISTRATION NUMBER

02709302

PATRON

The Duchess of Devonshire

PRESIDENT

Mr D J McFerran

VICE PRESIDENTS

Mrs A Carlin

Mrs S Grimes

TRUSTEES AND DIRECTORS

Ms L Gillon, *Chair*

Mrs L Colenso, *Vice Chair*

Mr G Swart, *Treasurer*
Appointed 6 November 2021

Mr C Warner, *Treasurer*
Resigned 6 November 2021

Mr J Corcoran
Elected 24 February 2021

Mr S Dodd

Dr A Geraghty

Dr L Handscomb

Dr V Kennedy
Elected 11 May 2022

Mr D J McFerran
Retired 7 October 2021

Mr S Miller
Retired 7 October 2021

PROFESSIONAL ADVISERS' COMMITTEE

Dr W Sedley, *Chair*

Dr E Marks
Retired 10 December 2021

Dr C Cederroth

Dr E Dickson

Dr A Hall

Dr J Jackson
Appointed 10 December 2021

Miss N Ronan
Appointed 10 December 2021

Ms S Salvage
Retired 10 December 2021

Mrs L Sutherland

Ms S Jones

CHIEF EXECUTIVE AND COMPANY SECRETARY

Mr D J Stockdale*

REGISTERED OFFICE

Ground Floor, Unit 5
Acorn Business Park
Woodseats Close
Sheffield S8 0TB

AUDITOR

Hawsons Chartered Accountants
Pegasus House
463a Glossop Road
Sheffield S10 2QD

BANKERS

Unity Trust Bank
4 Brindley Place
Birmingham B1 2JB

HSBC Bank PLC
49-63 Fargate
Sheffield S1 2HD

INVESTMENT MANAGERS

Smith and Williamson
25 Moorgate
London EC2R 6AY

The Directors present their report and the audited financial statements of the charity for the year ended 31 March 2022. The Directors have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102)in preparing the annual report and financial statements of the charity.

**Date of resignation 1 June 2022.*

2.1 A MESSAGE FROM OUR CHAIR

We are very sorry to see our CEO, David Stockdale, move on to pastures new. David has been instrumental in growing the charity over the last 12 years from an income of £300,000 to over £1.3m. He has created the infrastructure for the team to move forward with confidence into our next exciting phase of major growth.

On behalf of the trustees, I would like to thank David for his commitment and dedication to the BTA and I know he will be missed by many people in the tinnitus and research communities.

David leaves us in a position of strength to take forward our flagship research project – creating a Tinnitus Biobank – which will develop our understanding and knowledge of tinnitus. This year's Tinnitus Week launched the concept of a Tinnitus Biobank, and the response was encouraging with over 4,000 people signed up to contribute to the biobank research. As a result, we had more people contact our support services than ever before. In the coming year, we will build on this strong start with a pilot to test the feasibility of the way we collect data for the biobank.

We are actively looking to recruit a new CEO with the energy and passion to continue this essential work and create long-lasting benefits for people living with tinnitus around the globe.

We look forward to another successful year for the BTA!



Lynne Gillon
Chair




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British Tinnitus
Association

2.2 A MESSAGE FROM OUR CHIEF EXECUTIVE

The end of an era

It is with a heavy heart that I say this will be my last report as Chief Executive for the BTA (British Tinnitus Association). In March 2022, I notified the Board of Trustees that I would be stepping down in June 2022, 12 years after I first took up the role.

I will take away so much from my time working for the BTA and with the tinnitus community, but I believe that we are now in a position where we will be helped by a new perspective and new passion coming in and driving us into a new phase.

I have always seen the BTA as having two key remits: supporting people to manage their tinnitus and pushing for progress towards a cure. Looking at our work from those two perspectives, I am pleased to see that our work has grown enormously in both areas, and I hope you will forgive me mentioning a few of my most rewarding moments.

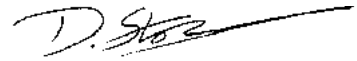
I was immensely proud to see us open our 100th tinnitus support group in 2018. We started to invest in infrastructure to encourage support groups to open in 2012, when there were just over 30 around the UK. I believed that if we put in the resources and support, we could reverse the decline and encourage groups to form and open. We knew that tinnitus could be incredibly isolating and support groups could really help. This was also confirmed during the pandemic, when our fantastic team of staff and volunteers were able to react and move these groups online ensuring that vital support remained available at a time of constant uncertainty.

On the research side, it has been a more challenging journey, but I am very proud of the narrative that we put together on why better management of tinnitus and ultimately a cure is needed, and I am hopeful that this will accelerate the advancement of our knowledge of tinnitus. It started with us looking at the economic cost of tinnitus to the NHS and UK more broadly. We then developed a 'cure map' detailing tinnitus research to date, which was published in the paper "Why is there no cure for tinnitus?". As I understand it, this is one of the most widely read tinnitus papers of all time. It clearly set out what was needed and led us to lobby government for more tinnitus research funding. We are now part of a UK Government working group looking at how this can be achieved, which is the result of our hard work and dedication to the cause.

Returning to this past year, we have once again been working hard to put in place the infrastructure to improve our support to those living with tinnitus. We have our digital project funding from the National Lottery which is helping us develop a new website and chat functionality, (after our current web chat facility reached more people this year than ever before). This will make it easier for people to find the information they need when they need it. We launched our Tinnitus Biobank campaign during Tinnitus Week 2022 and signed up over 4,000 people to support it. We expanded our online conference so that more people from around the world could contribute and benefit to the wealth of knowledge around tinnitus.

Great strides have also been made in making sure the charity is fit for the future. After much consultation, we decided to restructure our fundraising team to focus on generating funding for our support services and ambition for a Tinnitus Biobank. And I would like to thank every staff member of the BTA (past and present) for their support and professionalism whilst we transitioned through that change.

We could not have achieved any of this without the support of people living with tinnitus across the UK and further afield, so thank you!



David Stockdale
Chief Executive



3.1 WHY WE ARE NEEDED AND OUR VISION

The Trustees confirm they have referred to the Charity Commission's general guidance on public benefit when reviewing the British Tinnitus Association's aims and objectives, and in planning future activities and policy for the year.

Why we are needed

One in eight adults[1] in the UK has tinnitus, the sensation of hearing sound in the head and/or ears when there is no corresponding external source. For those most affected, tinnitus can be overwhelming and leave them struggling with day-to-day life, yet the condition is often overlooked and dismissed by many. To everyone living with tinnitus, our message is clear: ***your struggle is our cause***.



We provide a range of services backed up by the most up-to-date research – including support groups, telephone helpline, web chat support and advice and our website – created specifically to help people with tinnitus to manage and live well with their condition.

As a research-led charity, the British Tinnitus Association (BTA) empowers and spurs on the global scientific community to help us understand tinnitus, discover new ways to treat it and ultimately find a cure.

We work with medical professionals to ensure people with tinnitus get the right information and advice. We also build awareness with government bodies and the public to raise funds and provide support.

Our vision

We want "A world where no one suffers from tinnitus." This is a powerful statement and one which we believe is achievable. Whilst progress has been made, there is much work to be done in finding better ways to manage tinnitus – and ultimately a cure.

Our strategy

It is our mission to drive progress towards a cure and deliver excellent support to help people living with tinnitus.

In 2020, we carried out a review of our strategy; adapting our mission and introducing a three-year goal to focus our priorities for the near future. This goal is to be a recognised leader, with worldwide influence, collaborating in tinnitus research and support. The search for a cure and enabling people to live well with tinnitus are at the heart of what we do.

We have identified four strategic priorities areas to achieve this:

Research: cure tinnitus

Support: provide world-class information, advice, and emotional support to the whole tinnitus community

Communications: be the world's most influential tinnitus voice

Fundraising: maximise income opportunities to enable the implementation of the strategy

In this report, we discuss the progress that we have made in 2021/22.

[1] British Tinnitus Association, More people have tinnitus than previously thought, 2021


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Association
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3.2 WHAT WE HAVE ACHIEVED



RESEARCH: INVESTING IN THE SEARCH FOR A CURE

"Tinnitus has changed my personality and a cure would perhaps make me feel like the person I used to be."

We know through reaching out to the tinnitus community that current treatment and management options are not enough for the large majority of people living with tinnitus who long for the return of silence. We want to help to make this dream a reality by driving progress towards a cure for tinnitus through high-quality research.



Understanding tinnitus to cure tinnitus

We are currently in the second year of support for two projects undertaken through our large research grants programme.

King's College London and the University of Nottingham were awarded £125,000 for their study which aims to identify tinnitus biomarkers, using the health and genetics data of twins. Led by Professor Frances Williams at King's College London, and Dr Chris Cederroth at the University of Nottingham and using data from TwinsUK and the Karolinska Institutet's Swedish Tinnitus Outreach Project, the team are looking for biomarkers in the blood that can help to objectively diagnose and/or predict who will develop tinnitus. Several avenues have already been explored, and the research is on-going.

Biomarkers in the blood may not be the only objective indicator of tinnitus and so we have awarded a grant of £118,000 to a team from Macquarie University, Sydney, Australia led by Professor David McAlpine.

The project uses artificial intelligence (AI) to determine whether a person has tinnitus – or not – through examining recordings of their brain waves. This approach also investigates the causes of tinnitus and where changes in the inner ear and hearing brain might be occurring. Findings from the study, yet to be published, have the potential to guide new treatment options for people with tinnitus. Ultimately, such a measure would also be able to confirm that someone's tinnitus is 'cured'.

Further highlighting our collaborative approach, we are jointly funding research with the RNID, led by Dr William Sedley at Newcastle University, that looks at understanding how brain activity changes during the development of tinnitus. The research will provide understanding of the processes that underlie tinnitus, which could lead to more effective treatments. This project began in October 2021.

Despite this relatively small investment in tinnitus research, much more is required for there to be sustained progress towards a cure. To this end, we continued to campaign for increased funding in tinnitus research and ensure the needs of the tinnitus community were not forgotten in these challenging times. The fact that tinnitus has been associated with Covid-19 and is a recognised symptom of Long Covid indicates that the need for tinnitus research funding is greater than ever.

We are a key partner in the Department of Health and Social Care Adult Hearing Loss and Tinnitus Working Group which has been meeting throughout 2021/22. It is the group's responsibility to discuss priorities for future action (including new research), and opportunities for developing the capacity and capability of these research sectors. We are focused on making sure the needs of people with tinnitus are at the forefront of these.

Additionally, we launched the campaign for the establishment of a Tinnitus Biobank, more details of which can be read on page 17.



Learning about tinnitus experiences

People with tinnitus are at the heart of what we do. Understanding their lived experiences and supporting tinnitus management research is particularly important to us as we strive to gain insight into how to help and support people with tinnitus.

We undertook internal and commissioned external research this year and were delighted to be able to present the results at both the British Society of Audiology (BSA) and British Academy of Audiology (BAA) Annual Conferences.

Our poster 'Dispelling myths about Covid-19 and coronavirus vaccines and their impact on tinnitus in the tinnitus community' was presented at the BSA and BAA Conferences and discussed information needs and information seeking behaviours around tinnitus, Covid-19 and coronavirus vaccines.

At the BAA Conference, we presented 'Remote support for people with tinnitus; not just for pandemics?' Based on externally commissioned research, this session discussed the impact of the BTA online support groups and the level of demand for them. It also explored our online tinnitus workshops, which were aimed at those new to tinnitus and unable to access their local tinnitus service due to Covid restrictions. A paper based on the study has been submitted for journal publication.

Clinicians and researchers (De Ridder et al. 2021) recently proposed a new definition for 'tinnitus' and developed a definition for 'Tinnitus Disorder'. People living with tinnitus were not included in developing these definitions. A BTA team, with the aid of our Consultation Group, explored the perspectives of people with lived experience on these definitions and presented a poster at the BAA Conference. With nearly 100 posters submitted, we were delighted when this won Best Research Poster, which is a fantastic achievement and endorsed our stance that it is essential that those with lived experience of tinnitus are included in developing research proposals.

Bringing researchers together

A strong and connected tinnitus research community is vital if we are to progress tinnitus research and find a cure or cures.



Our Tinnitus Researcher Network is a growing community of new and established researchers with an interest in tinnitus. Over the year, a total of 69 researchers from six countries, including Brazil, New Zealand, Spain, Poland and Denmark as well as the UK have met quarterly. These online sessions give researchers the chance to talk about their work and their plans, share information, and explore how to further increase capacity and secure funding.

Our Online Journal Club, which offers researchers, audiologists and hearing care professionals a development opportunity to discuss the latest tinnitus research papers, met three times in the year. A total of 81 people from 11 countries including India, Canada, US, Argentina, South Africa and Germany discussed papers on topics ranging from hearing loss prevalence, health related quality of life in patients with tinnitus, and factors influencing engagement with a digital tinnitus intervention.

A highpoint for many researchers in the tinnitus community is our annual conference, and our online event attracted a strong line up of speakers and a large, engaged audience. Our summary of the event is on page 16.

GIVING THE SUPPORT THAT PEOPLE NEED

During coronavirus lockdowns and restrictions, our staff and volunteers continued to support people living with tinnitus remotely.



Tinnitus Support Team

Our Tinnitus Support Team received 12,755 calls, web chats, emails, and texts in 2021/22, (2020/21: 14,343). In a survey completed by staff following these interactions, they reported that they helped 98% of these and that 83% were satisfied with the help they received (2020/21: 96% and 87% respectively). The reduction in satisfaction rate is being reviewed to identify areas that need revising.

We have also introduced a new out of hours, volunteer-led service called Community Chat, where once a week our volunteers with experience of tinnitus can support others with the condition via our web chat channel.

Some feedback included:

"Hoping I can keep this chat to refer to. Also, you have no idea how this chat has helped my understanding and guidance in links I can check out, I do not know who you are but ... it has been a pleasure to communicate with you. Thank you is not enough."

"I just had help via your chat service and the advisor was brilliant. Thank you."

"Thank you so very much for your kindness and compassion. You will never know how much it means to me"

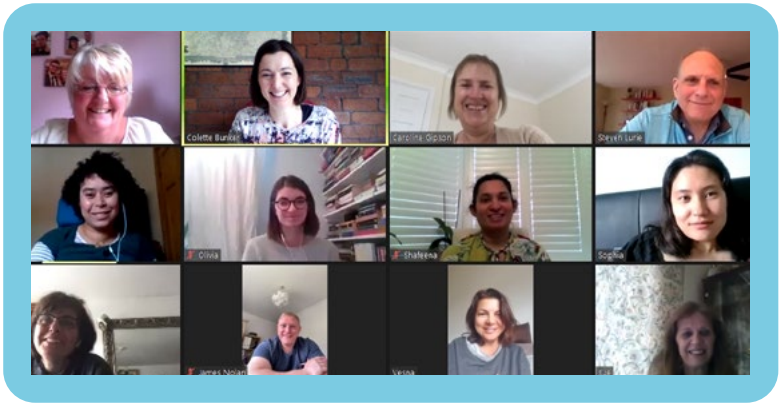
"I was feeling rather desperate when I called the helpline but on hearing your friendly understanding voice, I felt reassured that something could be done to help me. The result was even better than I could have imagined."

Support groups

Despite restrictions on face-to-face meetings for much of the year, the number of support groups grew to 117 (2020/21: 115). Twenty-five of these local groups (2020/21: 21) have been supported by us to run online. Additionally, we host eight BTA online support groups, including new groups for younger people (aged 18-30) and those living with both tinnitus and hyperacusis. An overwhelming 100% of attendees of BTA online groups find them helpful (2020/21: 97%).

"Virtual BTA support group meetings have been a godsend. Without them I would not have made the progress I have achieved so far."

"The meeting was really great to me because it has change [sic] my life a lot meeting with people who experience the same thing as me. To me right now the meeting is one of the most important things [sic] in my life. Thank you for the support."





Online events

In the absence of face-to-face events, this year we continued our programme of workshops and webinars covering topics from supporting a young person with tinnitus, different types of tinnitus to an introduction to mindfulness. Attended by 513 individuals, an increase of 58% on the previous year the 26 (2020/21: 32), online public events received positive feedback, with 94% reporting that they found them helpful.

Some comments included:

"Really helpful. I wasn't expecting it to be as helpful as it was. I feel more in control of my tinnitus already and it's so enlightening. Every GP surgery should recommend this course for sufferers."

"It was a very informative and interesting workshop. All the advice, videos, activities and slide shows were relevant, clear and well-paced. It was also interesting to see the number of different participants with varied T [tinnitus] experiences, ages and backgrounds. Very supportive and thought provoking. Thank you."

"I have never attended a webinar before and I have to admit I was nervous - I suffer from anxiety - and nearly didn't, but thank you, thank you for running it"

"Excellent in every way. Captions worked, all mics worked fine, connection was excellent. I use Zoom and Teams at work and never have such a positive experience in reception and I wear hearing aids too. It was so informative, and Lucy was so good. Thank you!"

Take on Tinnitus

Our online resource Take on Tinnitus continues to be very popular. This free e-learning programme helps people understand about tinnitus and gives simple strategies to manage it through short modules with a range of interactive exercises, video clips and self-tests. This year, there were 3,108 new registrations for the resource (2020/21: 3,514).

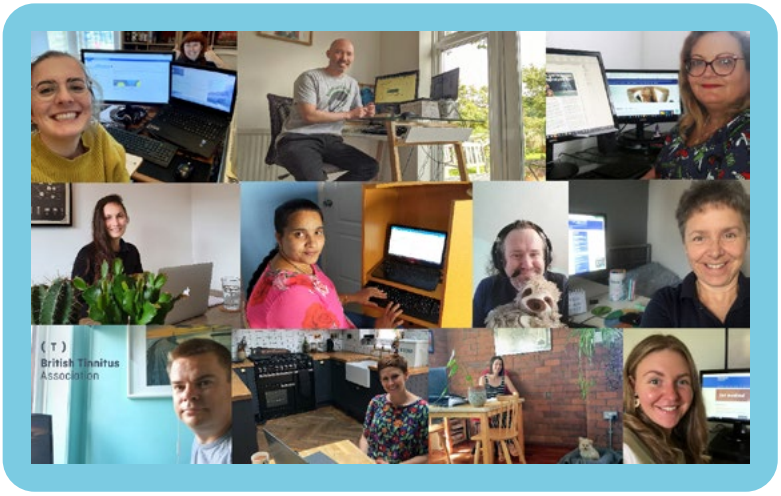
"Take on Tinnitus and the BTA took me from lying in bed - feeling hopeless - to getting me on my feet making me feel like there was a future. It offers a wise, balanced message which encourages you to live your life while being aware of how to manage the condition. It offers an unbelievably valuable service to people who may feel very vulnerable. I don't know what I would have done without it."

Forum

Hosted by Health Unlocked, our forum provides an online peer-to-peer support network. It currently has 3,957 active users, which is up 23% on last year's 3,214 active users.

Illustrative of many such posts on the forum from users who have been supported and reassured by the community is this one:

"I'm lost for words!! Thanks so much for all your replies. It's really helped, and I think I can accept it as normal. Definitely will try to keep calm and do the breathing exercises. So glad I found the forum xx".



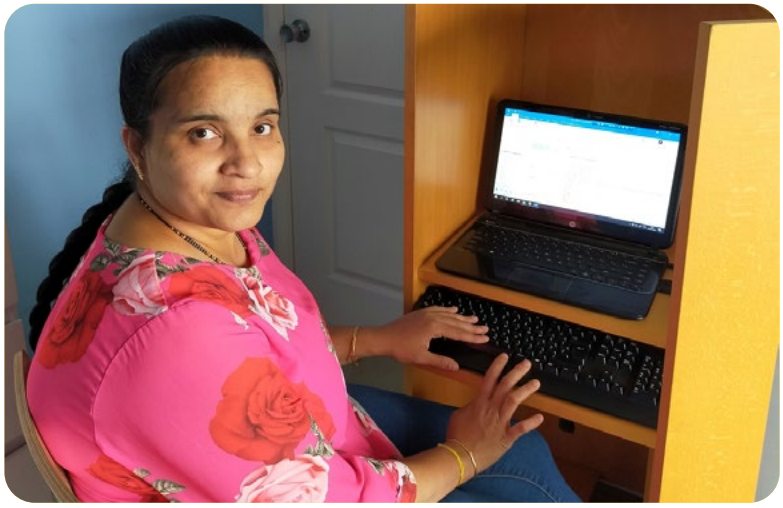


OUR SOCIAL VALUE

As well as monitoring how well the BTA performs as a charity financially, we also assess our social return on investment (SROI). SROI measures the social value of our services to our community.

A recent independent review carried out by Social Value Business looked at the value of our online support groups, support group leader training, public events, membership, SMS and web chat support services, volunteer programme and befriending scheme.

The review found that for every £1 we spend on delivering services, we create £13.71 in social value.



SUPPORTING PROFESSIONALS

As well as supporting people affected by tinnitus, we help professionals make sure they give their patients the best possible support.

The BTA Virtual Conference

Our flagship annual conference was once again held virtually in October 2021. Building on the success of the 2020 conference, we expanded the functionality of the event site to include more opportunities for networking and interaction, and to improve the attendee experience. This allowed us to reach a wider audience, provide flexible on-demand viewing for up to 12 months and increase engagement.

We presented a five-day programme – covering the latest research developments in the field of tinnitus, practical advice for service improvement and specialist sessions – ensuring a rich and diverse representation of tinnitus work from across the world. Delivering 70% more content than in 2020, we provided 17 hours of learning (accredited by the BAA) with leading clinicians and researchers. The virtual format meant that 35% of our speakers were from outside of the UK.

The conference was attended by 308 people from 25 countries, including South Africa, Canada, USA, Chile, Singapore and Switzerland, which was broadly in line with 2020 (306 and 26, respectively). However, we are reaching new audiences, as 41% of attendees had not attended a BTA conference previously. During the live sessions across the five days, attendees submitted 340 questions, a 16% increase on 2020.

90% of attendees found the conference useful, and the same percentage scored their conference experience as excellent. Some comments we received included:

"One of the best, most informative events I have attended EVER over the past 20+ years. Top class presenters, interesting subject matter and very well organised throughout. I cannot praise the organisers and staff enough. Well done!"

"Fantastic presentations with some unique ideas that even as an experienced audiologist I had not considered. So great to be able to access online otherwise would miss out on this."

"I really enjoyed the virtual conference as I have not been able to attend all the live sessions but knowing I can go back and watch the ones I have missed or rewatch some that I felt had real value for me is really great."

"Thank you so much for organising this and making it accessible for people around the world to participate and learn during this pandemic. I really appreciate this virtual platform and the format used for the live Q&A sessions."

Online Journal Club

Our Online Journal Club, which offers audiologists and hearing care professionals a development opportunity to discuss the latest tinnitus research papers, continued to meet on a regular basis.

Professional development

As part of our commitment to improved tinnitus management, our long standing and highly respected Tinnitus Adviser Training course was also moved online. Aimed at audiologists, ENT specialists and other health care professionals, 38 people attended one of the four courses held during the year. Feedback from these courses was universally positive, with 100% of attendees feeling that the event was worthwhile and 100% would recommend the course to a friend or colleague.

Staying connected

We maintained close links with relevant professional organisations, including industry bodies and leading research centres. We have continued memberships with organisations including the Alliance on Hearing Loss, Scottish Tinnitus Advisory Group, the Network for Patients, the Helplines Partnership, the Patient Information Forum, the Fundraising Regulator, Charity Comms, the Charity Finance Group, the British Academy of Audiology, EUTINNET, the UK Hearing Conservation Association, and the British Society of Audiology. Our Chief Executive is a member of the British Society of Audiology's Tinnitus and Hyperacusis Special Interest Group.



RAISING AWARENESS OF TINNITUS



The Sound of Science: Tinnitus Biobank

Tinnitus Week 2022, which occurred between 7-13 February, is one of our key opportunities to raise awareness of tinnitus to a wider audience. This year, we launched our campaign for a Tinnitus Biobank – a research study to help us understand the condition and answer questions that, thanks to chronic underinvestment, remain unanswered.

The campaign included a short animation explaining the need and practicalities of a Tinnitus Biobank which we estimated would cost £4m to establish - 0.53% of the cost of tinnitus to the NHS annually (currently estimated at £750m). Plus, we launched a supporting white paper - 'The Sound of Science: The urgent need for a Tinnitus Biobank', and a special podcast hosted by the BTA which delved into the needs outlined in the paper and the animation. All these activities pointed towards a call to action for the viewer or listener – to sign up to participate and support a Tinnitus Biobank.

We were delighted to find that in the week itself, 3,333 people signed up to participate in the biobank – a number which far exceeded our target of 1,000 (which we had achieved by the end of the first day!).

The media response to our Tinnitus Biobank campaign was incredible. The BTA and tinnitus were talked about and covered in major national media outlets such as the BBC (top story on the website, across multiple national and local radio stations and as part of their BBC Breakfast and The Nine TV shows), The Times, The Independent, The Daily Express, The Evening Standard and the Yorkshire Post.

We also had a great response across our digital platforms – with over 20,000 people viewing our Tinnitus Biobank webpage during the campaign week. The engagement on social media was also remarkably high – including our campaign being shared by Age UK and the Welsh Chief Medical Officer. The hashtag #TinnitusWeek was used over 7,000 times and interacted with 8.6m times and our images and social media accounts were included as one of the top influencers for the week. Additionally, our call-to-action Tinnitus Biobank email was sent to 30k subscribers – 46% of whom opened and engaged with the email.

This high level of media and digital coverage increased the number of people contacting us via our web chat from a daily average of 65 to 183 on 7 February. It also created a spike in membership – with 50 new applications coming in that week alone.

Giving information people can trust

Over the last year, we supplied information to people affected by tinnitus. There were 2.8 million page views of our tinnitus information online, which is lower than last year's 3.6 million views. This was likely due to the previous year being at the heart of the Covid-19 pandemic when people were relying on websites such as ours to provide them with vital information.

However, we have significantly grown the number of people subscribing to our e-newsletter: from 18,712 in March 2021 to 30,497 in March 2022, an increase of 63%.

Our social media following (Facebook, Twitter, Instagram, and LinkedIn) grew by 11% from 45,300 to 50,300. There were 106,850 views of our videos on YouTube during the year, which was down from 238,800 the previous year. Once again this could be attributed to the previous year being the start of the Covid-19 pandemic.



We developed two new information resources for people with tinnitus who also had severe or profound hearing loss. We reviewed 16 tinnitus treatments and provided evidence-based recommendations for or against these – enabling the tinnitus community to make informed decisions about them and, in some cases, avoid potentially harmful supplements.



WHAT OUR COMMUNITY NEEDS AND WANTS

We engage with our community on a regular basis to ensure that the plans and decisions we make and the resources we produce reflect what our community needs and wants.

During the year, we have done this in various ways, including working with our consultation group – made up of 92 people – on new information resources; canvassing opinions on a potential Tinnitus Biobank research project; developing a community call group to support with assessing how we want to transform our brand; working with the developers on a chatbot pilot; and co-producing the response to the Tinnitus and Tinnitus Disorder paper mentioned on page 12.

Our bi-annual survey received over 2,250 responses and covered topics including the impact of tinnitus, satisfaction with tinnitus services, awareness of BTA's research and support, and what our focus should be in the future.

Reaching more people with tinnitus

We have made huge strides in recent years, which we're very proud of, but we know the BTA must evolve if we are to reach even more people living with tinnitus, raise awareness of the condition and support the highest-quality research.

With this in mind, we have been taking stock of how we present and talk about ourselves. We have been consulting our supporters (and people with tinnitus who have never heard of us) through interviews, focus groups and surveys to gauge their thoughts and opinions to improve our communications and shape the future of the BTA.

RAISING MONEY



It has been a challenging year to raise funds, but we have responded positively to the ever changing fundraising environment.

Mass-participation events were still restricted for much of the year and there remained fewer opportunities to encourage in-person donations, as well as reduced opportunities to engage with corporate supporters. The competition for grants and donations from trusts and charitable foundations was fierce and trusts and foundations themselves are facing challenges in maintaining their resources.



Due to the challenging environment, we raised £766k in the year which is a substantial fall from the £1.20m raised in the previous year. Our thanks go to our incredible supporters and fundraising team who worked so hard to raise the money to allow us to continue our work to support people living with tinnitus and to invest in research to find cures. This accounted for much of our total income of £861k (2020/21: £1.36m); the remainder came from trading, events, investments, and bank interest.

Legacies

A proportion of our income (£181k) (2020/21: £0.9m) came from the generous donations of gifts in supporters' Wills (legacies). Many of our research projects that we commission would not be possible without these legacies. As the comparison with last year's figure highlights, legacy income is uncertain. To reduce risk, we put in significant efforts to balance this with fundraising from other sources.

Donating virtually

A big focus over the last year was creating and developing a range of ways that people can support us virtually. This included the BTA Lottery, Facebook fundraisers, seasonal raffles and a Christmas Appeal as well as encouraging sign ups to schemes such as Amazon Smile and EasyFundraising.

Our fantastic fundraisers pushed themselves with challenges, including our largest ever team who participated in the virtual Virgin Money London Marathon, climbing Snowdon to celebrate a 70th birthday, swimming 100 miles, a non-uniform day, a Yorkshire Three Peaks Hiking challenge, 200km cycle, a head shave and much more.

Thanks to the amazing generosity of the tinnitus community, we increased the amount of unrestricted donations from individuals to £152k (2020/21: £129k) a rise of 17% which is a remarkable figure given the pressure on personal finances. Even more remarkable is that the number of regular givers increased by a 194% to 562 (2020/21: 191). We thank everyone for their generosity.

Motivating membership

Our more flexible membership scheme has now been in operation for a full year, and we continue to invest in the promotion of our corporate and individual schemes and increasing engagement with existing members. We recruited 735 new individual members in 2021/22, which is a slight fall compared to 776 last year, but income from individual membership fees increased by 26% to £55k (2020/21: £43k).





We succeeded in growing Corporate Membership numbers by 13% year-on-year and 71 companies and organisations now support us in this way, generating £24k (2020/21: £22k). The pandemic and resulting lack of face-to-face events significantly impacted opportunities to secure additional corporate sponsorship and partnerships, but we are continuing to work with corporate supporters to increase income generation potential in 2022/23.

Grateful for grants

During an uncertain and challenging year, we are incredibly grateful to the trusts, foundations and other grant-giving organisations that have supported us.

Grants have secured the sustainability and growth of our tinnitus support services. This includes developing technology to improve services, and help meet essential running costs.

Despite the increased demand for grant funding across the sector, our grant income was above last year's. However, we expect the situation to remain difficult, and we feel that the restructured team will be well equipped to deal with the challenges.

Funders during the period have included the Woodroffe Benton Foundation, Peter Sowerby Foundation, Hospital Saturday Fund, David Family Foundation, J G Graves Charitable Trust, The Worshipful Company of Grocers and National Lottery Community Fund.

EMBRACING TECHNOLOGY

Digital futureproofing

In February 2020, we were awarded a three-year grant from the National Lottery Community Fund's Digital Fund to help us to become digitally fit for the future. This year, we accessed tailored digital support from industry experts – offered as part of the award – to help with discovering what the tinnitus community needs from us in the way of tinnitus support.

To discover what the community need is, we:

- **Surveyed 840 people from the tinnitus community plus the BTA staff**
- **Held community call groups to define problems and discuss solutions**
- **Trialled a prototype web service and gained live user feedback**
- **Used this knowledge to define the optimal digital channels that our users need and what the BTA staff needed to improve service delivery**

The output of this phase was two-fold – internal and external need.

Internally, we identified that a new CRM (customer relationship management) system was required to streamline our internal processes.

Externally work began on developing a new suite of digital channels – including a new website and e-learning platform - which are best suited to our target audience of people living with tinnitus. These channels are planned to be launched in 2022.



We have a digital working group that leads on areas of development for internal systems, service delivery, web development and e-learning.

3.3 OUR FUTURE PLANS



This last year was filled with uncertainty due to the Covid-19 pandemic. We have dealt with lockdowns, phased returns, lifting of restrictions and 'new normals'. However, we have and are listening to our staff, volunteers, and service users to ensure in this next phase we help and support as many people living with tinnitus as we can.

In 2022/23 we plan to:

Increase our understanding of tinnitus

We are passionate about driving progress in the search for tinnitus cures. We are pressing ahead with plans for the development of a Tinnitus Biobank, which will significantly improve our understanding of the complex condition. We aim to build on the success and backing we received during Tinnitus Week 2022 and push forward with proving the validity of the biobank. We will also maintain our active role in the Department of Health and Social Care's Adult Hearing Loss and Tinnitus Working Group, and we will continue to push for increased funding in tinnitus research.

Improve digital information and support

We will continue our digital transformation journey. We plan to introduce a chatbot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours. We will redevelop our website, as we need an improved online presence which provides clear, informative, and trustworthy information to people at all stages of their tinnitus journey. We will support professionals to increase their knowledge and understanding of tinnitus by launching a learning management system, which will give GPs, audiologists, ENTs, and hearing care specialists access to flexible e-learning opportunities.

Extend our reach

We know that our support is valued and helpful, but we also know that we are not reaching everyone who needs us. Everyone touched by tinnitus needs to know that we are here for them. We will focus on addressing this over the next year, using the feedback from our consultation with current and potential audiences. This will involve looking at how we can improve our brand and communications to extend our impact and make sure that we are more active, synonymous with tinnitus, and immediately relevant and inclusive to all those in the tinnitus community, now and in the future.

Become more diverse and inclusive

We want to best meet the needs of everyone affected by tinnitus, which means that we need to be a fully inclusive charity. We have established an equity, diversity, and inclusion (EDI) staff group which will use the findings of our recent EDI report to identify our short- and long-term EDI goals and ensure that inclusion and diversity is across everything we do.

3.4 STRUCTURE, GOVERNANCE AND MANAGEMENT

The British Tinnitus Association is a registered charity (no. 1011145) and company limited by guarantee, registered in England and Wales (no. 2709302). Its objects and powers are set out in the Memorandum and Articles of Association.

Our Trustees, President, Vice Presidents, Professional Advisers' Committee and Chief Executive of the BTA are listed within the Reference and Administrative section of the accounts.

The Trustees

The Directors of the charitable company ('the Charity') are its Trustees for the purpose of charity law and throughout this report are referred to as 'the Trustees'.

In accordance with the Memorandum and Articles of Association, one-third of the Trustees are subject to retirement by rotation or, if their number is not a multiple of three, then the nearest number rounded up to one-third shall retire from office at the AGM. Retiring members are eligible for re-election for up to three terms.

The BTA monitors the development of Trustees to ensure they are provided with training on their role and responsibilities, directed by Charity Commission guidelines. The Trustees are responsible for setting the strategy and establishing policies; they met six times during 2021/22. There are also three sub-committees, to which the board delegates responsibility, for matters related to finance (which met five times in the year), research (which met three times), and HR (which met three times).

Chief Executive

Authority to conduct the BTA's day-to-day activities is delegated to the Chief Executive, who is responsible for ensuring that the agreed strategy and policies are carried out. A Senior Leadership Team of four senior managers reports to the Chief Executive and meets weekly.

Employees

In 2022, we restructured our fundraising team to be better equipped to deliver on our plans to develop and launch a Tinnitus Biobank. We introduced the role of Director of Fundraising and Communications to oversee the new structure and staff were invited to apply for the new roles internally first.

At the end of 2021/22, the BTA had 24 employees (2020/21: 22). Staff development is considered key to the BTA's success, and a budget is allocated annually for professional training.

As we begin to recruit into the new structure we have reviewed and amended our recruitment process to make it as inclusive as we can, with the aim of encouraging more diverse candidates to apply.

Volunteers

Volunteers continue to be indispensable to the effective provision of our services. We currently have 186 active volunteers across the country. We have grown our volunteer network since the pandemic began, and numbers remain steady, despite the challenging situations many volunteers face.

This year we made a record number of befriending matches, with 68 people receiving one-to-one support from our trained volunteers.

Our volunteers carry out various roles including support group leaders, helpline and web chat advisers, befrienders, and administrative support. To help our volunteers connect with and learn from each other, we have introduced regular online forums for befrienders and support group leaders, with the opportunity to share their experiences and get updates about tinnitus and the BTA.

3.5 OUR FUNDRAISING PRACTICES

Below, we report on our fundraising efforts and the ways in which we make sure that our fundraising complies with regulation and with good practices in our sector.

Fundraising regulation

The British Tinnitus Association is registered with the Fundraising Regulator, and we are committed to the Fundraising Promise and adherence to the Code of Fundraising Practice. There have been no compliance issues related to these standards during the year. We are also regulated by the Gambling Commission.

How we fundraise

We raise funds through voluntary and earned income. Gifts left to us in Wills make up much of the income that we receive. We focus on finding and engaging with donors, funders and partners who can help us reach the income targets we have set for ourselves to meet the needs of the tinnitus community.

In 2021/22, we did not carry out any telephone, face-to-face, or mass-participation fundraising. Instead, we concentrated on virtual fundraising events as well as digital and postal communications to encourage the public to join us in silencing tinnitus. We offer several ways in which our supporters can get involved and help raise the funds we need to support people living with tinnitus and carry out research into a cure. Those opportunities include leaving gifts in Wills, taking part in sponsored challenges, donating in response to our appeals or becoming a member of the BTA.

We also work in partnership with trusts, foundations and companies who give generously to specific areas of our work as an organisation.

Working with third-party fundraisers

We occasionally work with carefully selected professional fundraising consultants to support us with fundraising activity. This year, we worked with consultants to enhance our fundraising capacity and expertise: Capidale supported the development and submission of grant applications; Summit Fundraising advised on major donor giving potential; and Inspired Fundraising provided individual giving support. Think Consulting Solutions Limited provided fundraising growth potential research support.

We ensure that all fundraising activities delivered by contracted fundraising agencies or individuals are monitored through regular meetings and measurement. Agencies are contractually required to ensure all fundraising activity is in accordance with all applicable legal requirements, the BTA's Safeguarding and Data Protection policies, and the relevant codes of practice issued by the Fundraising Regulator. Professional fundraising agencies must have clear, transparent, and up-to-date policies in place to protect vulnerable people and other members of the public from unreasonable behaviour.

Keeping our supporters and their data safe

We take our responsibility to manage our supporters' data very seriously. We take active steps to respect people's privacy and their communication choices, and we are investing in our technology to help us.

In line with the General Data Protection Regulation (GDPR) legislation, we publish our privacy policy. This policy outlines how we manage people's data. We do not swap, sell, or share our supporters' details with other charities or organisations.

Feedback and complaints

Our website clearly outlines our process for complaints, timescales for responses and details of how to escalate an unresolved complaint to the Chief Executive and Trustees. We did not receive any fundraising-related complaints during the year.

3.6 OUR APPROACH TO SAFEGUARDING

We work hard to ensure that we are in the best possible position to safeguard people living with tinnitus, particularly those who may be vulnerable. We have a safeguarding working group, which meets monthly and regularly reviews interactions with those people who use our support services who may be vulnerable. Our safeguarding policy is reviewed annually, and mandatory training undertaken by all staff and volunteers.

3.7 FINANCIAL REVIEW

At the year-end, restricted reserves were £533,304 (2020/21: £522,813) and unrestricted reserves were £522,174 (2020/21: £905,795). The deficit for the year was £373,130 (2020/21: surplus, £223,511), which includes gains on investments of £47,392.

Investment policy

The investment policy of the BTA is to maximise the total return without undue risk and having regard to the operating requirements of the Charity and the reserves policy. In practice, whilst kept under constant review, this means that funds are held in long- and short-term interest-bearing deposit accounts with UK banks and building societies or managed investment funds, seeking to achieve a rate of return taking into account all of the charitable best principles.

Reserves policy

The Trustees operate a policy of retaining sufficient reserves in restricted funds without compromising the availability of those funds. They must be available for the purposes originally intended as and when they are required. The Trustees aim to maintain unrestricted reserves at a level equivalent to no more than a year's unrestricted expenditure and no less than six months. The policy also requires the Charity to hold at least three months of the unrestricted reserves as cash or cash equivalents (investments). It also requires that investments should not constitute more than 50% of the total of cash and cash equivalents. It is their view that, given the elevated level of legacy volatility, it is important to have sufficient reserves to support the Charity whilst it seeks other funding sources.

The current level of unrestricted reserves represents just over six months of unrestricted expenditure, which is in line with the Trustees' reserves policy.

3.8 TRUSTEES' RESPONSIBILITIES STATEMENT

The Trustees (who are also Directors of the BTA for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic 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. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- **select suitable accounting policies and then apply them consistently;**
- **observe the methods and principles in the Charities SORP 2019 (FRS 102);**
- **make judgements and estimates that are reasonable and prudent and**
- **prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.**

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to the Auditors

As far as the trustees are aware:

- **there is no relevant audit information of which the charitable company's auditor is unaware; and**
- **the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.**

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein, in our capacity as company Directors.

On behalf of the Board,



Lynne Gillon
Chair
20 July 2022

4 INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BRITISH TINNITUS ASSOCIATION

Opinion

We have audited the financial statements of the British Tinnitus Association (the 'charitable company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- **give a true and fair view of the state of the charitable company's affairs as of 31 March 2022, and of its 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; and**
- **have been prepared in accordance with the requirements of the Companies Act 2006.**

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 Auditor's 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 Trustees annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinions 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' report (incorporating the strategic report and the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and**
- **the strategic report and the Directors' 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- **adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or**
- **the financial statements are not in agreement with the accounting records and returns; or**
- **certain disclosures of Directors' remuneration specified by law are not made; or**
- **we have not received all the information and explanations we require for our audit.**

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 25, 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 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 auditor's 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The charitable company is subject to laws and regulations that directly and indirectly affect the financial statements. Based on our understanding of the charitable company and the environment it operates within, we determined that the laws and regulations which were most significant included FRS 102 and the Companies Act 2006. We considered the extent to which non-compliance with these laws and regulations might have a material effect on the financial statements, including how fraud might occur. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to the posting of inappropriate journal entries to improve the charity's result for the period, and management bias in key accounting estimates.

Audit procedures performed by the engagement team included:

- **Discussions with management and those responsible for legal compliance procedures within the charitable company to obtain an understanding of the legal and regulatory framework applicable to the charity and how the charity complies with that framework, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;**
- **Reviewing minutes of Trustee meetings;**
- **Identifying and assessing the design effectiveness of controls that management has in place to prevent and detect fraud and non-compliance with laws and regulations;**
- **Challenging assumptions and judgements made by management in their significant accounting estimates.**
- **Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations or posted by senior management.**

A further description of our responsibilities is available on the Financial Reporting Council's website at www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor's-responsibilities-for. This description forms part of our auditor's report.

Use of our 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. Our audit work has been undertaken so that we might state to the charitable company's members those matters 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 anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

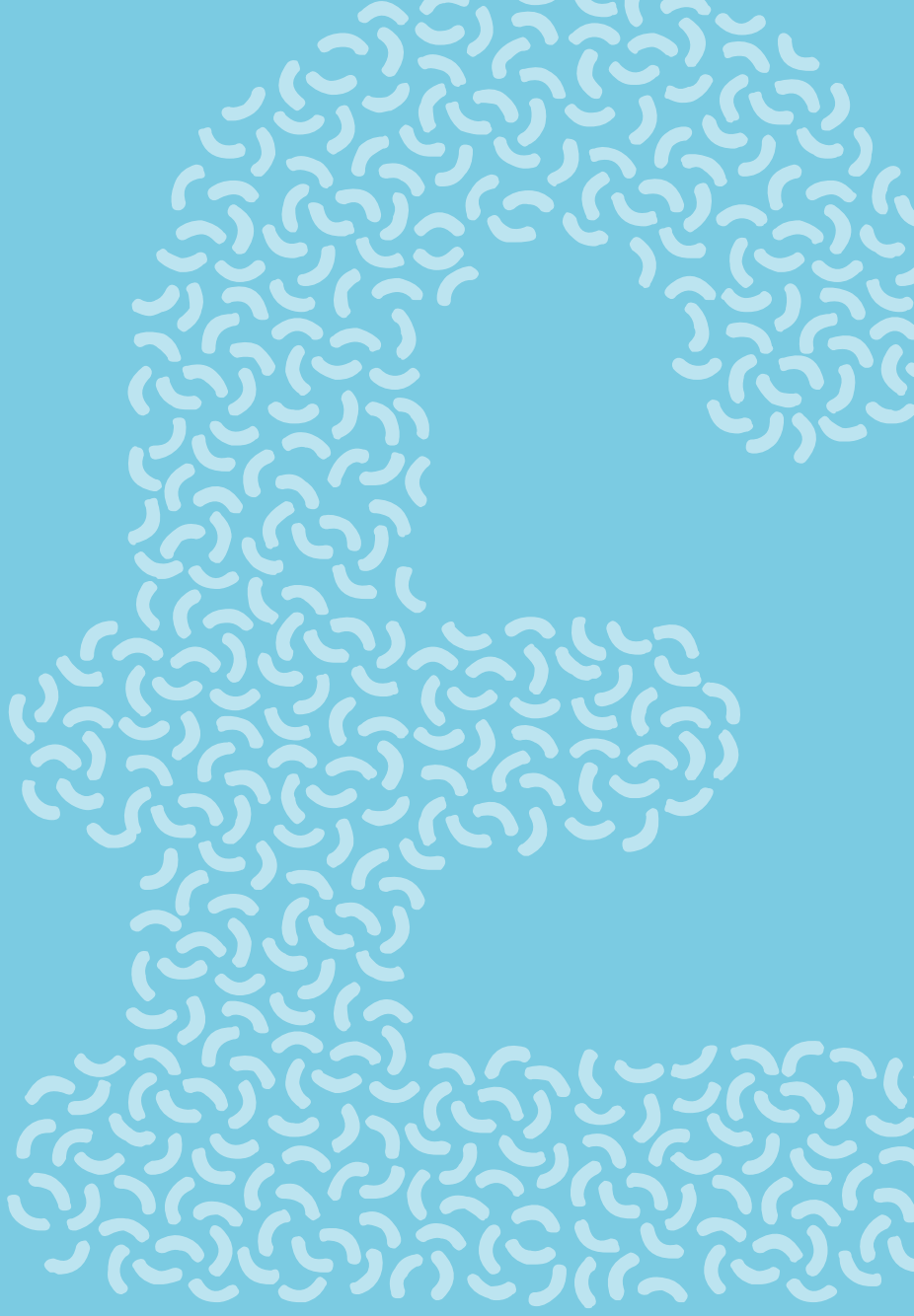
Hawsons

Simon Bladen
Senior Statutory Auditor

For and on behalf Hawsons Chartered Accountants, Statutory Auditor

Pegasus House
463a Glossop Road
Sheffield S10 2QD

28 September 2022



FINANCIAL STATEMENTS

5.1 STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted funds £	Restricted funds £	2022 Total £	2021 Total £
Income					
Donations and legacies	2	336,514	349,923	686,437	1,216,085
Charitable activities	3	144,503	-	144,503	97,430
Other activities	4	17,416	-	17,416	35,905
Investments	5	12,192	-	12,192	7,438
Total income		**510,625**	**349,923**	**860,548**	**1,356,858**
Expenditure					
Raising funds		(289,023)	-	(289,023)	(175,326)
Charitable activities	7	(564,429)	(339,432)	(903,861)	(1,003,650)
Other activities		(88,186)	-	(88,186)	(88,603)
Total expenditure		**(941,638)**	**(339,432)**	**(1,281,070)**	**(1,267,579)**
Net gains on investments	17	47,392	-	47,392	134,232
Net (expenditure)/income		(383,621)	10,491	(373,130)	223,511
Net movement in funds		**(383,621)**	**10,491**	**(373,130)**	**223,511**
Reconciliation of funds					
Total funds brought forward	25	**905,795**	**522,813**	**1,428,608**	**1,205,097**
Total funds carried forward	25	**522,174**	**533,304**	**1,055,478**	**1,428,608**

All income and expenditure derives from continuing activities.
The Statement of Financial Activities includes all gains and losses recognised during the year.

5.2 BALANCE SHEET

Company registration number: 02709302

	Note	2022 £	2021 £
Fixed assets			
Intangible assets	15	25,000	-
Tangible assets	16	-	-
Investments	17	14,952	819,390
		39,952	**819,390**
Current assets			
Stock	18	968	3,135
Debtors	19	130,738	159,448
Cash at bank and in hand		1,303,584	816,069
		1,435,290	**978,652**
Creditors: amounts falling due within one year	20	**(387,337)**	**(222,854)**
Net current assets		1,047,953	755,798
Total assets less current liabilities		**1,087,905**	**1,575,188**
Creditors: amounts falling due after more than one year	21	**(32,427)**	**(146,580)**
Net assets		**1,055,478**	**1,428,608**
Charity funds			
Restricted funds	25	533,304	522,813
Unrestricted funds	25	522,174	905,795
Total Charity funds	25	**1,055,478**	**1,428,608**

The Financial statements were approved and authorised for issue by the Board on 20 July 2022. Signed on behalf of the Board of Trustees



L Gillon, *Chair*
20 July 2022

The notes on pages 33 to 47 form part of these financial statements.

5.3 STATEMENT OF CASH FLOWS

	Note	2022 £	2021 £
Net Cash flow from operating activities	27	**(351,507)**	**420,404**
Cash flow from investing activities			
Payments to acquire intangible assets		(25,000)	-
Payments to acquire investments		(77,981)	(259,342)
Receipts from sales of investments		929,811	24,653
Interest received		217	(519)
Dividends received		11,975	7,957
Net cash flow from investing activities		**839,022**	**(227,251)**
Net increase in cash and cash equivalents		**487,515**	**193,153**
Cash and cash equivalents at 1 April 2021		**816,069**	**622,916**
Cash and cash equivalents at 31 March 2022		**1,303,584**	**816,069**

5.4 NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

a. General information and basis of preparation

The British Tinnitus Association (BTA) is a registered charity and a company limited by guarantee in the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The address of the registered office is given in the Charity information on page 1 of these Financial statements. The nature of the Charity's operations and principal activities are set out in the Trustees' Report.

The Charity constitutes a public benefit entity as defined by FRS 102.The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the Charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

b. Funds

Unrestricted funds 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.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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 aim and use of each restricted fund is set out in the notes to the financial statements.

c. Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

Legacies are recognised at a point that they are quantifiable and there is reasonable certainty that they will be received. On occasion legacies will be notified to the Charity however it is not possible to measure the amount expected to be distributed.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred. Such income is recognised net of VAT.

Investment income is earned through holding assets for investment purposes such as shares and property funds. It includes dividends, interest and rent. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

d. Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably. It is categorised under the following headings:

— Costs of raising funds includes direct costs and appropriate proportion of the support costs of the business.

— Expenditure on charitable activities includes direct costs and appropriate proportion of the support costs of the business.

— Other expenditure represents those items not falling into the categories above.

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grant. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside the control of the charity.

e. Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, administrative costs and payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings, they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises overheads and other overheads have been allocated on the following basis:

The time spent on activities was calculated by reference to a typical four-week period for all staff. Overhead has been attributed based on the hours spent on each area of activity.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The analysis of these costs is included in Note 8.

f. Intangible assets

Intangible fixed assets are stated in the balance sheet at cost less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Other assets: 10% on cost per annum

g. Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The capitalisation policy is to capitalise all individual assets having a cost of £1,000 or greater.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures and fittings: 33% on cost per annum.

h. Investments

Investments are recognised initially at fair value, which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains/(losses) on investments' in the SOFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

i. Stock

Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

j. Provisions

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

k. Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight-line basis over the period of the lease.

l. Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments.

m. Employee remuneration

The Charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

n. Tax

The Charity is an exempt charity within the meaning of Schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

o. Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. Despite the current global impact of Covid-19, the Trustees believe that the expected level of income is sufficient, especially considering the level of reserves held by the Charity, to enable it to continue as a going concern.

2. INCOME FROM DONATIONS AND LEGACIES

	2022 £	2021 £
Gifts and donations	151,583	129,230
Legacies	181,111	949,268
Grants	353,743	137,587
	686,437	**1,216,085**

Within donations and legacies are restricted donations of £680 (2021: £6,453) and restricted legacies of £5,000 (2021: £469,758)

3. INCOME FROM CHARITABLE ACTIVITIES

	2022 £	2021 £
Membership income	79,128	65,971
Meetings and conferences	65,375	31,459
	144,503	**97,430**

4. INCOME FROM OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Sale of goods	16,665	33,231
Advertising and other	751	2,674
	17,416	**35,905**

5. INCOME FROM INVESTMENTS

	2022	2021
	£	£
Dividends and other investment income	11,975	7,957
Interest	217	(519)
	12,192	**7,438**

6. INVESTMENT MANAGEMENT COSTS

	2022	2021
	£	£
Investment manager fees	**6,618**	**4,710**

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES 2022

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	330,397	24,006	354,403
Awareness and events	275,271	21,606	296,877
Project costs including research	250,180	2,401	252,581
	855,848	**48,013**	**903,861**

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES 2021 (continued)

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	209,932	27,893	237,825
Awareness and events	265,042	22,626	287,668
Project costs including research	475,470	2,687	478,157
	950,444	**53,206**	**1,003,650**

8. ALLOCATION OF ALL SUPPORT COSTS 2022

Support cost	Basis of allocation	Raising funds	Charitable Activities	Other activities	Total
			£	£	£
Governance	Time spent	6,798	11,102	1,523	19,423
Premises costs	Floorspace	10,340	14,772	4,431	29,543
Other costs	Time spent	15,497	22,139	6,642	44,278
		32,635	**48,013**	**12,596**	**93,244**

ALLOCATION OF ALL SUPPORT COSTS 2021

Support cost	Basis of allocation	Raising funds	Charitable Activities	Other activities	Total
			£	£	£
Governance	Time spent	506	1,371	211	2,088
Premises costs	Floorspace	10,098	10,098	10,098	30,294
Other costs	Time spent	6,584	41,737	-	48,321
		17,188	**53,206**	**10,309**	**80,703**

The time spent on activities was calculated by reference to a typical four-week period for all staff.

9. GOVERNANCE COSTS

	2022	2021
	£	£
Trustee expenses	1,372	394
Auditor's remuneration (see note 12)	9,270	9,133
Other	8,781	-
	19,423	**9,527**

10. ANALYSIS OF GRANTS

	2022	2021
	£	£
Grants to institutions - Research funding	23,020	279,900

11. NET INCOME FOR THE YEAR

	2022	2021
Net income is stated after crediting/(charging):	£	£
Operating lease rentals	(21,556)	(17,688)
Realised and unrealised gains on investments	47,392	134,232

12. AUDITOR'S REMUNERATION

The Auditor's remuneration for the year is £9,270 (2021: £9,133) and includes costs underprovided last year of £Nil (2021: £2,203).

13. TRUSTEES' AND KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

During the financial year, a leadership group comprising the Heads of Function within the business plus the Chief Executive met regularly. This group represents key management personnel. The total remuneration for six individuals including associated employer's national insurance was £281,389 (2021: £266,459).

The reimbursement of Trustee expenses was as follows:

	2022 Number	2022 £	2021 Number	2021 £
Travel and subsistence	2	264	1	394

14. STAFF COSTS AND EMPLOYEE REMUNERATION

The average monthly number of employees and full-time equivalent (FTE) during the year was as follows:

	2022 Number	2022 FTE	2021 Number	2021 FTE
Raising funds	10	10	6	5
Charitable activities	15	14	16	15
	25	**24**	**22**	**20**

The total staff costs and employee benefits as follows:

	2022 £	2021 £
Wages and salaries	683,524	574,349
Social security	64,543	53,530
Defined contribution pension costs	31,750	27,513
	779,817	**655,392**

Only one employee received total employee benefits (excluding employer pension costs) greater than £60,000 2022: £62,220 (2021: £61,220).

15. INTANGIBLE FIXED ASSETS

	Other intangible assets
	£
Cost or valuation:	
At 1 April 2021	-
Additions	25,000
Carrying value at 31 March 2022	**25,000**

16. TANGIBLE FIXED ASSETS

	Fixtures and fittings
	£
Cost or valuation:	
At 1 April 2021	67,350
Additions	-
At 31 March 2022	**67,350**
Depreciation:	
At 1 April 2021	67,350
Charge for the year	-
At 31 March 2022	**67,350**
Net book value:	
At 31 March 2022 and 31 March 2021	-

17. FIXED ASSET INVESTMENTS

Valuation	Listed Investments £
At 1 April 2021	819,390
Additions	77,981
Disposals	(929,811)
Gains on disposals	47,392
Revaluation	-
At 31 March 2022	**14,952**

Investments at fair value comprise:

	2022 £	2021 £
Equities and managed funds	14,952	751,112
Alternative investments	-	68,278
	14,952	**819,390**

The fair value of listed investments is determined by reference to the quoted price for identical assets in an active market at the balance sheet date.

18. STOCK

	2022 £	2021 £
Goods for resale	968	3,135

19. DEBTORS

	2022 £	2021 £
Trade debtors	2,586	10,163
Other debtors	128,152	149,285
	130,738	**159,448**

20. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	110,486	-
Other tax and social security	16,976	18,004
Grants payable	211,160	152,229
Accruals and deferred income	48,715	52,621
	387,337	**222,854**

21. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2022	2021
	£	£
Grants payable	**32,427**	**146,580**

22. LEASES

Operating leases - lessee

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2022	2021
	£	£
Within one year	18,154	-
Later than one and not later than five years	5,514	-
	23,668	**-**

23. DEFERRED INCOME

	Total
	£
At 1 April 2021	39,770
Additions during the year	76,442
Amounts released to income	(78,587)
At 31 March 2022	37,625

24. CONTINGENT LIABILITIES

There are no contingent liabilities (2021 £: Nil).

25. FUNDS RECONCILIATION

Unrestricted funds

	Balance at 1 April 2021	Income	Expenditure	Gains / (losses)	Balance at 31 March 2022
	£	£	£	£	£
Unrestricted	905,795	510,625	(941,638)	47,392	522,174

Restricted funds

Year ended 31 March 2022	Balance at 1 April 2021	Income	Expenditure	Balance at 31 March 2022
	£	£	£	£
Research projects				
General Research	327,533	5,670	(101,677)	231,526
Biobank project	5,850	-	-	5,850
Other funds				
Big Data Fund	1,766	-	(1,766)	-
Focus on Younger People	5,340	-	(5,340)	-
Tinnitus Support Services	86,067	123,300	(97,320)	112,047
Helpline: specific projects	3,470	-	(3,470)	-
James Ivor Jones Memorial Fund	8,760	10	-	8,770
Shapiro prize	1,900	-	-	1,900
National Lottery Community Fund - Digital project	76,241	155,000	(107,533)	123,708
Daniel Ballinger Memorial fund	210	-	-	210
Support Groups Bedfordshire	2,850	-	-	2,850
Chatbot project	-	65,943	(19,500)	46,443
Other	2,826	-	(2,826)	-
	522,813	**349,923**	**(339,432)**	**533,304**

FUND DESCRIPTIONS

a. Unrestricted funds

Unrestricted funds are those received for the furtherance of the aims and objectives of the BTA but with no additional restriction on how these funds can be applied.

b. Restricted funds

General Research – these are specific or general medical or healthcare research funds made up of legacies and donations specifically for the purpose of commissioning research into tinnitus.

The Supporting Veterans project – funded by the Royal British Legion, this covered research into how tinnitus impacts veterans. This was a three-year project and funded the work of a full-time researcher.

Biobank – creation of a biological database containing data from people with tinnitus.

Big Data Fund – this project considers how statistical analysis of large datasets can reveal insights into tinnitus heterogeneity.

Focus on Younger People (FOYP) – this fund is intended to support younger people with tinnitus.

Tinnitus Support Services (Information Management) – this fund was received to deliver the Charity's Helpline. During the year, further funding has been recognised to develop the Helpline with a view to restructuring and improving the Helpline service including appointing designated Helpline staff and widening the availability of Helpline services.

Helpline: specific projects – this represents funds received from different sources to develop and deliver the Charity's Helpline, both nationally and in nominated regions.

James Ivor Jones Memorial Fund – this fund was created through the fundraising efforts of Mr Jones' family and friends. The funds will be used to support people with chronic tinnitus and to investigate the links between tinnitus and hyperacusis, hypersensitivity, anxiety and depression.

Shapiro prize – a prize of £250 is awarded each year for the published research paper by a UK based author most likely to result in improved treatment or public awareness of tinnitus. The Marie & Jack Shapiro Prize is intended to encourage researchers, public communicators and others to develop an interest in tinnitus and to recognise their efforts.

The National Lottery Community Fund Digital project – to embed digital solutions across the organisation and improve the experience for our supporters, partners and, most importantly, people with tinnitus.

Daniel Ballinger Memorial Fund – this fund was created as a result of a fundraising appeal in memory of Daniel Ballinger. The majority of the fund will be used to fund research into neural plasticity in tinnitus and hearing loss.

Support Groups Bedfordshire – to fund the creation of new tinnitus support groups in this region

Chatbot – a chatbot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours.

Restricted funds

Year ended 31 March 2021	Balance at 1 April 2020	Income	Expenditure	Balance at 31 March 2021
	£	£	£	£
Research projects				
General Research	152,187	474,094	(298,748)	327,533
Supporting Veterans	2,841	-	(2,841)	-
Biobank project	-	5,850	-	5,850
Other funds				
Big Data Fund	5,575	-	(3,809)	1,766
Focus on Younger People	5,479	-	(139)	5,340
Tinnitus Support Services	88,183	63,577	(65,693)	86,067
Helpline-Specific regions	2,950	4,140	(3,620)	3,470
James Ivor Jones Memorial Fund	8,760	-	-	8,760
Shapiro prize	2,150	-	(250)	1,900
National Lottery Community Fund –Digital project	100,000	-	(23,759)	76,241
Musicians Project	32,351	-	(32,351)	-
Chatbot	-	5,000	(5,000)	-
Daniel Ballinger memorial fund	210	-	-	210
Support Groups Bedfordshire	3,000	-	(150)	2,850
Plug 'em Festival Skegness	484	-	(484)	-
Other	2,826	-	-	2,826
	406,996	**552,661**	**(436,844)**	**522,813**

26. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Year ended 31 March 2022

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fixed assets	25,000	-	25,000
Investments	14,952	-	14,952
Cash	494,582	809,002	1,303,584
Other current assets/(liabilities)	(12,360)	(243,271)	(255,631)
Creditors more than one year	-	(32,427)	(32,427)
Total	**522,174**	**533,304**	**1,055,478**

Year ended 31 March 2021

	Unrestricted funds	Restricted funds	Total
	£	£	£
Investments	819,390	-	819,390
Cash	30,652	785,417	816,069
Other current assets/(liabilities)	55,753	(116,024)	(60,271)
Creditors more than one year	-	(146,580)	(146,580)
Total	**905,795**	**522,813**	**1,428,608**

27. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022	2021
	£	£
Net (expenditure)/income for the year	(373,130)	223,511
Dividends received	(11,975)	(7,957)
Interest receivable	(217)	519
Depreciation and impairment of tangible fixed assets	-	-
Realised and unrealised gains on investments	(47,392)	(134,232)
Decrease in stock	2,167	5,434
Decrease in debtors	28,710	103,893
Increase in creditors	50,330	229,236
Net cash flow from operating activities	(351,507)	420,404

28. PENSION AND OTHER POST-RETIREMENT BENEFITS

The charity operates a defined contribution pension plan for its employees. The amount recognised as an expense in the period was £31,750 (2021: £27,513).

29. FINANCIAL COMMITMENTS

There were no financial commitments at the year-end other than operating leases disclosed at Note 22.

30. RELATED PARTY TRANSACTIONS

One of the Trustees, Lucy Handscomb, received fees during the year of £1,330 (2021: £1,790) for lecturing services provided at BTA online supported events.

(T)

British Tinnitus
Association

TINNITUS UK

England & Wales - Charity number 1011145

Accounts

(T)

British Tinnitus
Association

2020/21



ANNUAL REPORT AND ACCOUNTS



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1 REFERENCE AND ADMINISTRATIVE DETAILS

Charity registration number

1011145

Company registration number

02709302

Patron

The Duchess of Devonshire

President

Mr T Kay

Vice Presidents

Mrs A Carlin

Mrs S Grimes

Trustees and Directors

Ms L Gillon, *Chair*

Mr C Warner, *Treasurer*

Mrs L Colenso

Mr J Corcoran, *Co-opted 24 Feb 2021*

Mr S Dodd

Dr A Geraghty

Dr L Handscomb

Mr D J McFerran

Mr S Miller

Professional Advisers' Committee

Dr E Marks, *Chair*

Dr W Sedley, *Vice-Chair*

Mrs C Benton, *Retired 14 Dec 2020*

Dr C Cederroth

Dr E Dickson

Dr A Hall

Dr V Kennedy

Mr J Phillips, *Retired 14 Dec 2020*

Ms S Salvage

Mrs L Sutherland

Ms S Jones, *Appointed 24 Feb 2021*

Chief Executive

Mr D J Stockdale

Registered office

Ground Floor, Unit 5
Acorn Business Park
Woodseats Close
Sheffield
S8 0TB

Auditor

Hawsons
(Chartered Accountants
and Statutory Auditor)
Pegasus House
463a Glossop Road
Sheffield
S10 2QD

Bankers

Unity Trust Bank
4 Brindley Place
Birmingham
B1 2JB

HSBC Bank PLC
2 Fargate,
Sheffield
S1 2HE

Investment managers

Smith and Williamson
25 Moorgate
London
EC2R BAY

The Directors present their report and the audited financial statements of the charity for the year ended 31 March 2021. The Directors have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

2 A MESSAGE FROM OUR CHAIR AND CHIEF EXECUTIVE

The year that everything changed

We began the new financial year in a state of uncertainty, adapting to a new way of working as we all came to terms with the impact of the global coronavirus pandemic and the reality of a national lockdown. It was impossible to anticipate then that a year, and two more lockdowns later, we would all still be living this 'new normal'.

We are incredibly proud of how our staff have responded to such challenging circumstances and what the team has achieved in the last year despite this. Our heartfelt thanks go out to every member of staff and volunteer who pulled together to make sure that there was no disruption to the vital support that people with tinnitus needed.

Covid-19 has brought about significant challenges for the tinnitus community, with nearly half of UK sufferers reporting that the pandemic had made their tinnitus worse. This, alongside reduced access to medical appointments and long waiting times, meant that many were left without hope. With the addition of tinnitus being recognised by NICE as a side effect of Covid-19 and long Covid, the reassurance and support that we offer has never been more necessary.
The team worked hard to raise awareness of the link between tinnitus and Covid-19, generating regional, national, and international coverage for the issue, ensuring that more people know that we're here to help.

This has translated into us supporting more people living with tinnitus than ever before via phone, web chat, email and text, and newly adapted services including online support groups and virtual workshops and webinars.
Over the last year, 1.7m people have accessed our support and information services; a huge increase of 29% compared to last year. A review into the social value of our support services shows that they create a substantial social return on investment of £13.71 for every £1 we spend. This is more than double the average expected return of £6.02 for a voluntary sector organisation.

At the same time as being there for those that needed us, we have pressed ahead with passion in our mission to drive progress towards a cure.
The Trustees made a renewed commitment during the year to establishing a tinnitus biobank to help us move closer to this goal.

We also invested £280,000 in research that will improve our understanding of tinnitus. Our work in campaigning for increased funding in tinnitus research progressed; we are now a key partner in a Department of Health and Social Care working group tasked with addressing research capacity and funding for tinnitus and hearing loss.

Great strides have also been made in making sure the charity is fit for the future. After consultations with our supporters, we have been planning for a digital transformation – which will include a new website, digital support services and training – and improvements to our communications and brand, which we are looking forward to progressing in 2021/22.

Of course, these are just a few highlights, and you can read about many more in the Trustees' Report.
We could not have achieved any of this without the support of people living with tinnitus across the UK and further afield, so thank you!



Lynne Gillon
Chair



David Stockdale
Chief Executive



3.1 WHY WE EXIST AND OUR VISION

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the British Tinnitus Association's aims and objectives, and in planning future activities and policy for the year.

Why we exist

1 in 8 people in the UK have tinnitus, yet the condition is often overlooked and dismissed by many. For those most affected, tinnitus can be overwhelming and leave them struggling with day-to-day life. To everyone living with tinnitus, our message is clear: your struggle is our cause.

As a research-led charity, the British Tinnitus Association (BTA) empowers the global scientific community to help understand tinnitus better, discover new ways to treat it and ultimately find a cure.

We provide a range of services backed up by the most up-to-date research – including support groups, a helpline, and our website – created specifically to help people with tinnitus to manage their condition and lead more fulfilling lives.

We work with medical professionals to ensure people with tinnitus get the right information and advice. We also build awareness with government bodies and the general public to raise funds and provide support.

Our vision

A world where no one suffers from tinnitus.

Our strategy

At the start of the year, we carried out a review of our strategy; adapting our mission and introducing a three-year goal in order to focus our priorities for the near future. It is our mission to drive progress towards a cure and deliver excellent support to help people living with tinnitus. Our three-year goal is to be a recognised leader, with international influence, collaborating in tinnitus research and support. The search for a cure and enabling people to live well with tinnitus are at the heart of what we do.

We have identified four strategic priority areas to achieve this:

Research: cure tinnitus

Support: provide world-class information, advice, and emotional support to the whole tinnitus community

Communications: be the world's most powerful tinnitus voice

Fundraising: maximise income opportunities to enable the implementation of the strategy

In this report, we discuss the headway that we have made in 2020/21.

2020-21 IN NUMBERS



1.7 MILLION
people benefitted
from accessing our support and information services.
A huge increase of 29% compared to last year.

238,800
views of our videos
on YouTube during the year, compared to 40,500 the previous year.



14,343
calls, web chats, emails, and texts
answered by our Tinnitus Support Team: 47% more than last year.

£280,000
invested in tinnitus research
– the highest amount we have ever given, making us one of the largest tinnitus research funders worldwide.

£13.71
created
in social value for every £1 we spend.

3.6 MILLION
page views
of our tinnitus information online, compared to 2.7 million last year.





18,712
subscribers
to our e-newsletter, compared to 4,804 last year.



£1.28 MILLION
raised by our incredible supporters
allowing us to support people with tinnitus and invest in research.



1.4 MILLION
people saw
our Tinnitus Week #ThisIsMySilence campaign, raising essential awareness.

1 Department of Health and Social Care working group
established to address research capacity and funding for tinnitus and hearing loss.

3.2 WHAT WE HAVE ACHIEVED



INVESTING IN RESEARCH

"I am so hopeful that we can find a cure for tinnitus. It would completely transform my life."

We know that current treatment and management options are not enough for many people living with tinnitus, and that they long for tinnitus to be silenced. We want to help to make this a reality by driving progress towards a cure for tinnitus through high-quality research.

Understanding tinnitus in order to cure tinnitus

The Trustees made a renewed commitment during the year to establishing a tinnitus biobank, and planning for this has begun, including reviewing potential partnership opportunities and engaging with consultants to ensure that we are building the biobank from the best possible foundations.

In December 2020, a paper that we co-authored was published which – using data from the UK Biobank – revealed important information about the natural history of tinnitus, how it changes over time and its risk factors. The study provides results that will help to identify potential avenues for tinnitus prevention and treatment. The impact of the publication of our "Why is there no cure for tinnitus?" paper in Frontiers in Neuroscience also continues. The study has reached over 110,000 views, a staggering number for a research paper, which supports how urgent it is that we find a cure.

Two projects, commissioned through our large research projects programme, will help us to increase our understanding of tinnitus so that we can move closer to being able to cure the complex condition. Led by King's College London, the first study aims to identify tinnitus biomarkers – or special molecules – in the blood, using the health and genetics data of twins, that could help to predict who will develop tinnitus. In the second study, researchers at Macquarie University in Australia are using artificial intelligence to objectively determine whether or not a person has tinnitus through examining recordings of their brain waves.

We are also jointly funding research with the RNID, led by Dr William Sedley at Newcastle University, that will look at understanding how brain activity changes during the development of tinnitus. The research will provide a better understanding of the processes that underlie tinnitus, which could lead to more effective treatments.

This year, we announced investments of over £280,000 in tinnitus research. This is the highest amount we have ever given and cements our position as one of the largest tinnitus research funders worldwide.

The impact of Covid-19

During 2020, the global scientific community began working to better understand the impact that Covid-19 was having on various communities, including people living with tinnitus. We supported an important study, led by Dr Eldré Beukes from Anglia Ruskin University, which explored the experiences of people with tinnitus worldwide during the Covid-19 pandemic.

Published in Frontiers in Public Health in November 2020, the study found that nearly half (46%) of those living with tinnitus in the UK reported that their condition had been made worse due to the impact of lockdown and lifestyle changes. The findings highlighted the diverse effects that both internal and external factors have on tinnitus levels, and the implications that this has for tinnitus management.

Tinnitus was also separately recognised by The National Institute for Health and Care Excellence as a side effect of Covid-19 and long Covid.

Learning about tinnitus experiences

Supporting tinnitus management research and understanding the lived experience of people with tinnitus is a key element of tinnitus research. It is essential that – as well as commissioning and supporting research into a cure – we better understand how to help and support people currently living with tinnitus.

This year, funding from the musicians' charity Help Musicians allowed us to learn more about the impact of tinnitus on professional musicians in the UK. In March 2021, we published the "Music to Your Ears" report, which documents the findings of the study, including what support musicians currently receive and what they might need in order to help them manage living with tinnitus. Based on the findings, we developed four recommendations to improve support, management, understanding and education.

Bringing researchers together

We know that in order to evolve tinnitus research, we also need to support the development of the tinnitus research community. This year, we established a UK Tinnitus Researcher Network – a community designed to get researchers with a tinnitus interest together to talk about their work and their future plans and look at increasing collaboration across the sector. The group met in September (15 attendees) and December 2020 (14 attendees) and, going forward, will meet quarterly with a focus on exploring how to further increase capacity, information sharing, and funding potential.





CAMPAIGNING FOR CHANGE

Despite the challenges that the Covid-19 pandemic has thrown our way in 2020/21, we are continuing to campaign for increased funding into tinnitus research.

Campaigning for increased tinnitus research funding

In February 2020, we published our Tinnitus Manifesto, which calls for three steps the Government must take to give people with tinnitus hope for a cure, and an accompanying petition was signed by over 126,201 people. This work generated the first ever debate on tinnitus in the House of Lords and a commitment from the Health Secretary to look at funding for tinnitus research.

Then, just one month later, the true effect of Covid-19 became clear and the UK went into its first lockdown. This changed our immediate priorities for a short period, but campaigning for increased funding in tinnitus research was never far from our minds. As soon as we could, we worked with Sir John Hayes MP – who has tinnitus himself – to keep this issue on the political agenda by engaging with Lord Bethell, the Under Secretary of State at the Department of Health and Social Care.

As a result of this work, in December 2020, the Department of Health and Social Care convened their own roundtable event to discuss issues relating to research on adult hearing loss and tinnitus. The event brought together a wide range of stakeholders and partners working in the sector, as well as people with direct experience of these conditions. We helped to influence the agenda of the event and are now a key partner in the subsequent working group, which will begin to meet in 2021/22. It is the group's responsibility to discuss priorities for future action (including new research), and opportunities for developing the capacity and capability of these research sectors.

GIVING THE SUPPORT THAT PEOPLE NEED

Over the last year, 1.7m people have benefitted from accessing our support and information services; a huge increase of 29% compared to last year.

Due to coronavirus lockdowns and restrictions, we have had to completely transform the way that we support people living with tinnitus. We quickly adapted our services to enable remote delivery, as our staff and volunteers worked from home throughout the year.

Tinnitus Support Team

Our Tinnitus Support Team received 14,343 calls, web chats, emails, and texts in 2020/21, a 47% increase on last year. In a survey completed by staff following these interactions, they reported that they helped 96% of these and that 87% were satisfied with the help they received.

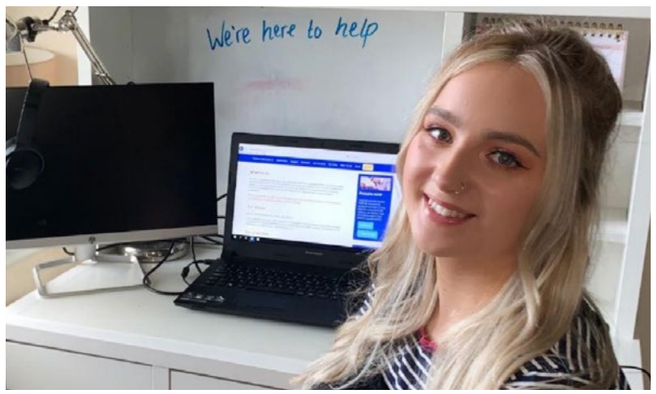
Some feedback included:

"This site is a life saver and I mean that sincerely … your chat and advice has given me some hope."

"I can't thank you enough for being there. I was ready to give up."

"You've been so helpful and very knowledgeable, thank you."

"Thanks a lot for the clear and relevant answers … providing me (as a tinnitus newly-affected person) with first-hand information from the basics to how to practically deal with it."



Support groups

As our 115 support groups around the UK were no longer able to meet face-to-face, we have supported 21 of the local groups to set up online. We launched an additional 10 BTA online support groups, including dedicated groups for musicians – as a direct result of the recommendations from the "Music to your ears" research – young people, and those new to tinnitus support. The BTA online groups supported 297 individuals, with 97% of attendees finding their group helpful.

"This was the first time I have discussed my tinnitus outside of health professionals and it was EXCELLENT, I felt elated and so positive after the session … It was great to hear other people's experiences and things that have helped them."

Online events

In the absence of face-to-face events, this year we have developed a strong programme of workshops and webinars – covering topics from getting the most out of your GP consultation to anxiety management for tinnitus. Attended by 324 individuals, the 32 online public events received overwhelming positive feedback, with 96% reporting that they found them helpful.

Some comments included:

"I have never attended a webinar before and I have to admit I was nervous – I suffer from anxiety – and nearly didn't, but thank you, thank you for running it."

"A superb initiative, well done to all involved!! I'm so glad I participated. It was both interesting and useful."

"Thank you very much for your efforts … for the first time I feel I'm not alone, and for the first time I found a session that tries to help me about this. By saying for the first time, I'm not exaggerating because I'm 28 years old and I have had tinnitus for more than 15 years. I haven't seen any active community like this one. Thank you again."

"Please keep these sessions coming. It can be tough to get clear information and positive advice on tinnitus. Sessions like these really help."

Take on Tinnitus

Our online resource Take on Tinnitus helps with understanding more about tinnitus and gives simple strategies to help with managing it through short modules with a range of interactive exercises, video clips and self-tests. This year, there were 3,514 new registrations for the resource, compared to 1,779 the previous year.

Forum

Hosted by Health Unlocked, our forum provides an online peer-to-peer support network. It currently has 3,214 active users, which is up 9% on last year's 2,955 active users.

OUR SOCIAL VALUE

As well as monitoring how well the BTA performs as a charity financially, we also assess our social return on investment (SROI). SROI is a method that measures the social value of our services for our community.



In 2020, an independent review carried out by the Social Value Business looked at the value of our online support groups, support group leader training, public events, membership, SMS and web chat support services, volunteer programme and befriending scheme.

The review found that for every £1 we spend on delivering services, we create £13.71 in social value (2020: £12.72).

We have identified that our support group leader training programme is the service that provides the highest social return on investment – for every £1 we spend, we create a social value of £21.60. There is a subsequent social value of £17.55 for every £1 that we invest in our online support groups.

SUPPORTING PROFESSIONALS

As well as supporting people affected by tinnitus, we helped professionals to make sure they could give their patients the best possible support.

The BTA Virtual Conference

Our flagship annual conference was held virtually in October 2020. We presented a five-day programme – covering the latest developments in the field of tinnitus, practical advice for service improvement and specialist sessions – ensuring a rich and diverse representation of tinnitus work from across the world.

Presenting up to 10 hours of learning with leading clinicians and researchers, the conference format allowed us to reach a wider audience, provide flexible on-demand viewing for up to 12 months and increase engagement.

The conference was attended by 306 people from 26 countries, including South Africa, Canada, USA, Mexico and South Korea. 35% of attendees had not attended a BTA conference previously. During the live sessions across the five days, attendees submitted 290 questions.

Some comments we received included:

"Really insightful conference and very well delivered. Particularly liked the options to watch recorded sessions if I was unable to make the live version."

"Great to hear from professionals in the field of research as this is one area where people are always eager to learn about and the hope that a cure is on the way."

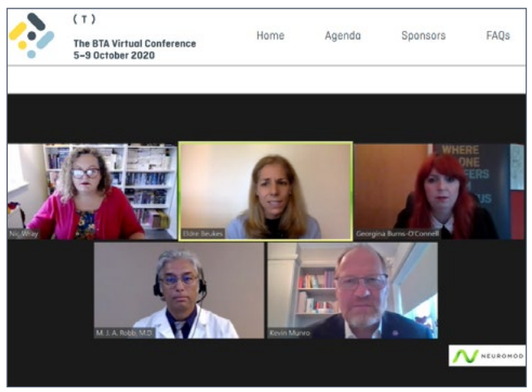
"I was initially dreading to be part of a virtual conference at what I thought 5 days in a row in front of the screen experience. However, presentations have been spaced out so well and it was a very good and easy to follow flow. Thanks."

Online Journal Club

We launched an Online Journal Club, which offers audiologists and hearing care professionals a professional development opportunity to discuss the latest tinnitus research papers.

Staying connected

We maintained close links with relevant professional organisations, including industry bodies and leading research centres. We have continued memberships with organisations including the Alliance on Hearing Loss, Scottish Tinnitus Advisory Group, the Network for Patients, the Helplines Partnership, the Patient Information Forum, the Fundraising Regulator, the British Academy of Audiology, EUTINNET, the UK Hearing Conservation Association, and the British Society of Audiology. Our Chief Executive is a member of the British Society of Audiology's Tinnitus and Hyperacusis Special Interest Group.



RAISING AWARENESS OF TINNITUS

Tinnitus is a condition that is misunderstood by many. It is not commonly talked about, and the impact it can have on people's lives is often trivialised.



Sharing your silence

This Tinnitus Week (1-7 Feb 2021), we wanted to use our annual awareness-raising campaign to change that and make this 'hidden condition' more visible.

And our supporters really helped us to do that! We were humbled by the amount of people who supported our #ThisIsMySilence social media campaign. Hundreds shared a photo and their own words to explain how tinnitus affects them – with over 620 social media mentions for #ThisIsMySilence and an estimated reach of 1.4m. It was incredibly impactful to read everyone's journey with the condition and heartening to hear how many now live well with tinnitus.

A few of our fantastic supporters also shared their stories and expertise with the press – including BBC One's Morning Live, The I, The Sun, The Metro and Yahoo! Style – highlighting the mental health impact of tinnitus, the need for an improved tinnitus patient journey and the link between tinnitus and long Covid.

We launched our new short film, which features the sounds of tinnitus, to help people to understand what it may be like to live with the condition, and to reassure those who think they're facing tinnitus alone that we're here to help. The film has been viewed over 120,000 times across YouTube, Twitter, Facebook, and Instagram.

During the week, we published our "This is my silence: please listen" report, which makes three key calls to action that must be taken to improve the patient journey. We will continue to push for investment in specialist tinnitus services, a standardised treatment model for tinnitus patients and improved tinnitus education for medical professionals.

Giving information people can trust

Over the last year, we gave trustworthy information to more people affected by tinnitus than ever before. There were 3.6 million page views of our tinnitus information online, compared to 2.7 million the previous year. And, we have significantly grown the number of people subscribing to our e-newsletter: from 4,804 in April 2020 to 18,712 in March 2021.

Our social media following (Facebook, Twitter, Instagram, and LinkedIn) grew by 27% from 35,700 to 45,300, and there were 238,800 views of our videos on YouTube during the year, compared to 40,500 the previous year.

We sent out printed publications and information sheets to 483 people to help them to understand more about tinnitus and the techniques that can help to manage it, an increase from 411 in 2019/20. Our information was also distributed to 231 hospitals and 51 health professionals.

We developed new information focusing on the link between tinnitus and Covid-19, including resources and advice for people new to tinnitus and for those whose condition has been exacerbated as a result of the pandemic, and guidance on reported side effects of the Covid-19 vaccines. We also reviewed 15 tinnitus treatments and provided evidence-based recommendations for or against these – enabling the tinnitus community to make informed decisions about them and, in some cases, avoid potentially harmful supplements.





PEOPLE WITH TINNITUS ARE AT THE HEART OF EVERYTHING WE DO

We engage with our community regularly to ensure that the decisions we make and the resources we produce reflect what our community want.

During the year, we have done this in various ways, including working with our consultation group – made up of 83 people affected by tinnitus – on new information leaflets and developing workshops for a "Tinnitus and the arts" research project; developing a community call group to support with assessing how we want to transform digitally in the future; and engaging a lay panel to review the applications to our large research project programme.

Our bi-annual survey received over 2,250 responses and covered topics including the impact of tinnitus, satisfaction with tinnitus services, awareness of BTA's research and support, and what our focus should be in the future.

Reaching more people with tinnitus

We have made huge strides in recent years, which we're very proud of, but we know the BTA must evolve if we are to reach even more people living with tinnitus, raise awareness of the condition and support the highest-quality research.

With this in mind, we have been taking stock of how we present and talk about ourselves. We have been consulting our supporters (and people with tinnitus who have never heard of us) through interviews, focus groups and surveys to get their thoughts and opinions to help us to improve our communications and shape the future of the BTA.

RAISING MONEY

The coronavirus crisis threw the funding landscape into a state of uncertainty in March 2020. This meant that we had to quickly adapt our fundraising plans to account for mass-participation events no longer taking place, there being no opportunity to encourage in-person donations, reduced opportunities to engage with corporate supporters and increased competition for grants.

Despite this and thanks to our amazing supporters, we raised £1.28m in the year (2019/20: £1.20m) to allow us to continue our work to support people living with tinnitus and to invest in research to find cures. This accounted for the vast majority of our total income of £1.36m (2019/20: £1.35m); the remainder came from trading, events, investments and bank interest.

A lasting legacy

A large proportion of our income (£0.9m) (2019/21: £0.7m) came from the generous donations of gifts in supporters' Wills (legacies). The research projects that we commissioned this year would not have been possible without these legacies. As legacy income is unpredictable, we work hard to balance this with fundraising from other sources in order to reduce risk.



Donating virtually

A big focus over the last year was creating and developing a range of ways that people can support us virtually. This included the BTA lottery, Facebook fundraisers, online quizzes, virtual donation boxes and a Christmas raffle.

Our fantastic fundraisers pushed themselves with challenges, including the virtual Virgin Money London Marathon, the BTA team's marathon relay, 100k runs, head shaves, sponsored silences, Three Peaks hiking challenges, virtual cycles and much more.

Thanks to the amazing generosity of the tinnitus community, we increased the amount of unrestricted donations from individuals to £101,930 (2019/20: £72,166), and the number of regular givers by 36% to 191 (2019/20: 140).

Motivating membership

This year, we have made our memberships more flexible, increased the promotion of our corporate and individual schemes and enhanced our relationship with existing members. These improvements have seen promising results in the final quarter of 2020/21. We recruited 776 new individual members in 2020/21, compared to 459 last year, and have generated £43,908 in individual membership fees (2019/20: £42,178).

We succeeded in growing Corporate Membership numbers by 22% year-on-year. That being said, the pandemic and resulting lack of face-to-face events significantly impacted opportunities to secure additional corporate sponsorship and partnerships, but we are continuing to work with corporate supporters to increase income generation potential in 2021/22.



Grateful for grants

We are incredibly grateful to the trusts, foundations and other grant-giving organisations that have supported us during an uncertain and challenging year. Grants have secured the sustainability and growth of our helpline, supported us in developing technology to improve services, and commission medical research, as well as helping to meet essential core running costs. Due to the economic climate and increased demand for grant funding across the sector, we have seen a marked downturn in grant income this year. However, we do expect to see recovery in the coming year and are investing in the team to aid this growth.

Funders during the period have included the Drapers' Charitable Fund, Coronavirus Community Support Fund distributed by the National Lottery Community Fund, the Garfield Weston Foundation, the Hospital Saturday Fund, CAST (Comic Relief and Paul Hamlyn Foundation Tech for Good Programme), the National Lottery Community Fund's Awards for All England, and the Yorkshire Building Society Charitable Foundation.

EMBRACING TECHNOLOGY

The circumstances of this year have forced organisations to become digital-first. We had thankfully already started improving our systems to ensure that we were able to be able to meet evolving expectations, but the pandemic accelerated this activity. Nevertheless, the success of rapidly getting our staff and services up and running to operate remotely when the lockdown began and throughout the year cannot be underestimated. Over the last year, we have been working hard to improve these temporary measures and introduce lots of new ones.

Digital futureproofing

In February 2020, we were awarded a three-year grant from the National Lottery Community Fund's Digital Fund to help us to become digitally fit for the future. This year, we accessed tailored digital support from industry experts – offered as part of the award – to help with starting the digital transition journey. From supporter consultation to prototyping, this helped us to identify what digital improvements we need to make to better support people living with tinnitus across the UK.

We have established a digital working group to lead on areas of development for internal systems, service delivery, web development and e-learning. Planning has begun for each of these areas, and we have recruited a Digital Project Manager to oversee the significant transformation.

3.3 OUR FUTURE PLANS

Despite the uncertainty brought about by the coronavirus pandemic in 2020/21, we are clear about what we want to achieve in 2021/22:



Increase our understanding of tinnitus

Over the next few years, we are passionate about driving progress in the search for tinnitus cures. We are pressing ahead with plans for the development of a tinnitus biobank, which will significantly improve our understanding of the complex condition. Taking an active role in the Department of Health and Social Care's Adult Hearing Loss and Tinnitus Working Group, we will continue to push for increased funding in tinnitus research.

Improve digital information and support

We will continue our digital transformation journey and begin to put the valuable learnings from the last year in place. Throughout the year, we plan to introduce a chat bot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours. We will redevelop our website, as we need a better online presence to be able to provide clear, informative, and trustworthy information to people at all stages of their tinnitus journey. We will support professionals to increase their knowledge and understanding of tinnitus by launching a learning management system, which will give GPs, audiologists, ENTs, and hearing care specialists access to flexible e-learning opportunities.

Extend our reach

We know that our support is valued and helpful, but we also know that we are not reaching everyone who needs us. Everyone touched by tinnitus needs to know that we are here for them. We will focus on addressing this over the next year, using the feedback from our consultation with current and potential audiences. This will involve looking at how we can improve our brand and communications to extend our impact and make sure that we are more active, synonymous with tinnitus, and immediately relevant and inclusive to all those in the tinnitus community, now and in the future.

Become more diverse and inclusive

We want to best meet the needs of everyone affected by tinnitus, which means that we need to be a fully inclusive charity. We have committed to an equity, diversity, and inclusion audit, which will be carried out in early 2021/22. The audit will assess internal diversity, identify training requirements, and make recommendations for future improvement.

3.4 STRUCTURE, GOVERNANCE AND MANAGEMENT

The British Tinnitus Association is a registered charity (no. 1011145) and company limited by guarantee, registered in England and Wales (no. 2709302). Its objects and powers are set out in the Memorandum and Articles of Association.

Our Trustees, President, Vice Presidents, Professional Adviser's Committee and Chief Executive of the BTA are listed within the Reference and Administrative section of the accounts.

The Trustees

The Directors of the charitable company ('the Charity') are its Trustees for the purpose of charity law and throughout this report are referred to as 'the Trustees'.

In accordance with the Memorandum and Articles of Association, one-third of the Trustees are subject to retirement by rotation or, if their number is not a multiple of three, then the nearest number rounded up to one-third shall retire from office at the AGM. Retiring members are eligible for re-election for up to three terms.

The BTA monitors the development of Trustees to ensure they are provided with training on their role and responsibilities, directed by Charity Commission guidelines. The Trustees are responsible for setting the strategy and establishing policies; they met six times during 2020/21. There are also three sub-committees, to which the board delegates responsibility, for matters related to finance (which met five times in the year), research (which met three times), and HR (which met three times).

Chief Executive

Authority to conduct the BTA's day-to-day activities is delegated to the Chief Executive, who is responsible for ensuring that the agreed strategy and policies are carried out.
A Leadership Management Team of five senior managers reports to the Chief Executive and meets weekly.

Employees

In 2020/21, we continued to grow our team with the introduction of new roles: Head of Services, Digital Communications Officer, Membership Administrator and Digital Project Manager.

The BTA has 22 employees (2019/20: 19), of whom 16 are full time and 6 are part time. The BTA total staff represent a full-time equivalent of 19.8 staff (2019/20: 17.9). Staff development is considered key to the BTA's success, and a budget is allocated annually for professional training.

Throughout 2020/21, we have had to change our ways of working significantly to keep our team safe, and implement the tools and technology required to enable them to work remotely during the Covid-19 pandemic. We furloughed 6 staff for short periods during the year, using the UK Government's Job Retention Scheme.

Volunteers

Volunteers continue to be integral to the smooth running of the BTA. We have grown our volunteer network since the pandemic began, and we now have 197 active volunteers across the country, compared to 158 at the end of last year.

Our volunteers carry out various roles including support group leaders, helpline and web chat advisers, befrienders, and admin support.
We have developed new resources for volunteers, which have been made more accessible by the introduction of remote training opportunities. We have delivered 15 training sessions for support group leaders on various topics including fundraising, facilitating challenging members in an online setting, and returning to face-to-face meetings safely.

3.5 OUR FUNDRAISING PRACTICES

Below, we report on our fundraising efforts and the ways in which we make sure that our fundraising complies with regulation and with good practices in our sector.

Fundraising regulation

The British Tinnitus Association is registered with the Fundraising Regulator, and we are committed to the Fundraising Promise and adherence to the Code of Fundraising Practice. There have been no compliance issues related to these standards during the year. We are also regulated by the Gambling Commission.

How we fundraise

We raise funds through voluntary and earned income. Gifts left to us in Wills make up the majority of the income that we receive. We focus on finding and engaging with donors, funders and partners who can help us to reach the income targets that we have set for ourselves in order to meet the needs of the tinnitus community.

In 2020/21, we did not carry out any telephone, face-to-face, or mass-participation fundraising. Instead, we concentrated on virtual fundraising events as well as digital and postal communications to encourage the public to join us in silencing tinnitus. We offer a number of different ways in which our supporters can get involved and help us to raise the funds that we need to support people living with tinnitus and carry out research into a cure. Those opportunities include leaving gifts in Wills, taking part in sponsored challenges, donating in response to our appeals or becoming a member of the BTA.

We also work in partnership with trusts, foundations and companies who give generously to specific areas of our work as an organisation.

Working with third-party fundraisers

We occasionally work with carefully selected professional fundraising consultants to support us with particular fundraising activity.
This year, we worked with consultants to enhance our fundraising capacity and expertise: Capidale supported the development and submission of grant applications; Summit Fundraising advised on major donor giving potential; and Inspired Fundraising provided individual giving support.

We ensure that all fundraising activities delivered by contracted fundraising agencies or individuals are monitored through regular meetings and measurement. Agencies are contractually required to ensure all fundraising activity is in accordance with all applicable legal requirements, the BTA's Safeguarding and Data Protection policies, and the relevant codes of practice issued by the Fundraising Regulator. Professional fundraising agencies must have clear, transparent, and up-to-date policies in place to protect vulnerable people and other members of the public from unreasonable behaviour.

Keeping our supporters and their data safe

We take our responsibility to manage our supporters' data very seriously. We take active steps to respect people's privacy and their communication choices, and we are investing in our technology to help us.

In line with the General Data Protection Regulation (GDPR) legislation, we publish our privacy policy.
This policy outlines how we manage people's data. We do not swap, sell, or share our supporters' details with other charities or organisations.

Feedback and complaints

Our website clearly outlines our process for complaints, timescales for responses and details of how to escalate an unresolved complaint to the Chief Executive and Trustees. We did not receive any fundraising-related complaints during the year.

3.6 OUR APPROACH TO SAFEGUARDING

We work hard to ensure that we are in the best possible position to safeguard people living with tinnitus, particularly those who may be vulnerable. This year, we have formalised this with the development of a safeguarding working group, the revision of our safeguarding policy and updated training for all staff and volunteers.

3.7 FINANCIAL REVIEW

At the year-end, restricted reserves were £522,813 (2019/20: £406,996) and unrestricted reserves were £905,795 (2019/20: £798,101). The surplus for the year was £223,511 (2019/20: £297,649), of which £134,232 arose as a result of gains on investments (60%).

Investment policy

The investment policy of the BTA is to maximise the total return without undue risk and having regard to the operating requirements of the Charity and the reserves policy. In practice, whilst kept under constant review, this means that funds are generally held in long- and short-term interest-bearing deposit accounts with UK banks and building societies or managed investment funds, seeking to achieve the maximum possible rate of return.

Reserves policy

The Trustees operate a policy of retaining sufficient reserves in restricted funds without compromising the availability of those funds. They must be available for the purposes originally intended as and when they are required. The Trustees aim to maintain unrestricted reserves at a level equivalent to no more than a year's unrestricted expenditure and no less than six months. The policy also requires the Charity to hold at least three months of the unrestricted reserves as cash or cash equivalents (investments). It also requires that investments should not constitute more than 50% of the total of cash and cash equivalents. It is their view that, given the high level of legacy volatility, it is important to have sufficient reserves to support the Charity whilst it seeks other funding sources.

The current level of unrestricted reserves is higher than anticipated. This is due to an intentional reduction in expenditure in the year, compared to the budget set, as a result of the unknown impact the pandemic would have on income. The budget set for 2021/22 factors in an increase in expenditure which will reduce unrestricted reserves to between six and nine months budgeted unrestricted costs.

3.8 TRUSTEES' RESPONSIBILITIES STATEMENT

The Trustees (who are also Directors of the BTA for the purposes of company law) are responsible for preparing the Trustees' Annual Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to the Auditors

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein, in our capacity as company Directors.

On behalf of the Board,



Lynne Gillon, Chair
28 July 2021

4 INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BRITISH TINNITUS ASSOCIATION

Opinion

We have audited the financial statements of the British Tinnitus Association (the 'charitable company') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021, and of its 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 Auditor's 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 Trustees annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinions 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' report (incorporating the strategic report and the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the Directors' 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 25, 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 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 auditor's 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 the 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:

The charitable company is subject to laws and regulations that directly and indirectly affect the financial statements. Based on our understanding of the charitable company and the environment it operates within, we determined that the laws and regulations which were most significant included FRS

102 and the Companies Act 2006. We considered the extent to which non-compliance with these laws and regulations might have a material effect on the financial statements, including how fraud might occur. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries to improve the charity's result for the period, and management bias in key accounting estimates.

Audit procedures performed by the engagement team included:

- Discussions with management and those responsible for legal compliance procedures within the charitable company to obtain an understanding of the legal and regulatory framework applicable to the charity and how the charity complies with that framework, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Reviewing minutes of Trustee meetings;
- Identifying and assessing the design effectiveness of controls that management has in place to prevent and detect fraud and non-compliance with laws and regulations;
- Challenging assumptions and judgements made by management in their significant accounting estimates.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations or posted by senior management.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk. This description forms part of our auditor's report.

Use of our 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. Our audit work has been undertaken so that we might state to the charitable company's members those matters 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 anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Simon Bladen
(Senior Statutory Auditor)
1 September 2021

For and on behalf Hawsons Chartered Accountants, Statutory Auditor

Pegasus House
463a Glossop Road
Sheffield
S10 2QD

FINANCIAL STATEMENTS

5.1 STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted funds £	Restricted funds £	2021 Total £	2020 Total £
Income					
Donations and legacies	2	663,424	552,661	1,216,085	1,137,892
Charitable activities	3	97,430	-	97,430	129,425
Other activities	4	35,905	-	35,905	64,018
Investments	5	7,438	-	7,438	15,156
Total income		**804,197**	**552,661**	**1,356,858**	**1,346,491**
Expenditure					
Raising funds		(175,326)	-	(175,326)	(185,956)
Charitable activities	7	(566,806)	(436,844)	(1,003,650)	(749,036)
Other activities		(88,603)	-	(88,603)	(61,466)
Total expenditure		**(830,735)**	**(436,884)**	**(1,267,579)**	**(996,458)**
Net gains/(losses) on investments	16	134,232	-	134,232	(52,384)
Net income		107,694	115,817	223,511	297,649
Net movement in funds		**107,694**	**115,817**	**223,511**	**297,649**
Reconciliation of funds					
Total funds brought forward	24	**798,101**	**406,996**	**1,205,097**	**907,448**
Total funds carried forward	24	**905,795**	**522,813**	**1,428,608**	**1,205,097**

All income and expenditure derive from continuing activities.
The Statement of Financial Activities includes all gains and losses recognised during the year.

5.2 BALANCE SHEET

Company registration number: 02709302

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	15	-	-
Investments	16	819,390	450,469
		819,390	**450,469**
Current assets			
Stock	17	3,135	8,569
Debtors	18	159,448	263,341
Cash at bank and in hand		816,069	622,916
		978,652	**894,826**
Creditors: amounts falling due within one year	**19**	**(222,854)**	**(140,198)**
Net current assets		755,798	754,628
Total assets less current liabilities		**1,575,188**	**1,205,097**
Creditors: amounts falling due after more than one year	**20**	**(146,580)**	**-**
Net assets		**1,428,608**	**1,205,097**
Charity funds			
Restricted funds	24	522,813	406,996
Unrestricted funds	24	905,795	798,101
Total Charity funds	24	**1,428,608**	**1,205,097**

The Financial Statements were approved and authorised for issue by the Board on 28 July 2021
Signed on behalf of the Board of Trustees



L Gillon, Chair
28 July 2021

The notes on pages 33 to 47 form part of these financial statements.

5.3 STATEMENT OF CASH FLOWS

	Note	2021 £	2020 £
Net Cash flow from operating activities	26	**420,404**	**218,368**
Cash flow from investing activities			
Payments to acquire investments		(259,342)	(129,463)
Receipts from sales of investments		24,653	125,987
Interest received		(519)	4,114
Dividends received		7,957	11,042
Net cash flow from investing activities		**(227,251)**	**11,680**
Net increase in cash and cash equivalents		**193,153**	**230,048**
Cash and cash equivalents at 1 April 2020		**622,916**	**392,868**
Cash and cash equivalents at 31 March 2021		**816,069**	**622,916**

5.4 NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A. General information and basis of preparation

The British Tinnitus Association (BTA) is a registered Charity and a company limited by guarantee in the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The address of the registered office is given in the Charity information on page 4 of these Financial Statements. The nature of the Charity's operations and principal activities are set out in the Trustees' Report.

The charity constitutes a public benefit entity as defined by FRS 102.The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The Financial Statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The Financial Statements are prepared in sterling which is the functional currency of the Charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these Financial Statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

B. Funds

Unrestricted funds 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.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the Financial Statements.

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 aim and use of each restricted fund is set out in the notes to the Financial Statements.

C. Income recognition

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing.

No amount is included in the Financial Statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

Legacies are recognised at a point that they are quantifiable and there is reasonable certainty that they will be received. On occasion legacies will be notified to the Charity however it is not possible to measure the amount expected to be distributed.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred. Such income is recognised net of VAT.

Investment income is earned through holding assets for investment purposes such as shares and property funds. It includes dividends, interest, and rent. Where it is not

practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

D. Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds includes direct costs and appropriate proportion of the support costs of the business.
- Expenditure on charitable activities includes direct costs and appropriate proportion of the support costs of the business.
- Other expenditure represents those items not falling into the categories above.

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grant. Where grants are conditional relating to performance then the appropriate proportion of the grant is only accrued as and when performance objectives have been met.

E. Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, administrative costs, and payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings, they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises overheads and other overheads have been allocated on the following basis:

The time spent on activities was calculated by reference to a typical four-week period for all staff. Overhead has been attributed based on the hours spent on each area of activity.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The analysis of these costs is included in Note 8.

F. Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The capitalisation policy is to capitalise all individual assets having a cost of £1,000 or greater.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures and fittings: 33% on cost per annum.

G. Investments

Investments are recognised initially at fair value, which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains / (losses) on investments' in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

H. Stock

Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete, and slow-moving stock where appropriate.

I. Provisions

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

J. Leases

Rentals payable and receivable under operating leases are charged to the SoFA on a straight-line basis over the period of the lease.

K. Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities, or equity instruments.

I. Employee remuneration

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

M. Tax

The Charity is an exempt charity within the meaning of Schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

N. Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. Despite the current global impact of Covid-19, the Trustees believe that the expected level of income is sufficient, especially considering the level of reserves held by the Charity, to enable it to continue as a going concern.

2. INCOME FROM DONATIONS AND LEGACIES

	2021	2020
	£	£
Gifts and donations	129,230	93,117
Legacies	949,268	659,481
Grants	137,587	385,294
	1,216,085	**1,137,892**

Within donations and legacies are restricted donations of £6,453 (2020: £9,321) and restricted legacies of £469,758 (2020: nil).

3. INCOME FROM CHARITABLE ACTIVITIES

	2021	2020
	£	£
Membership income	65,971	65,994
Meetings and conferences	31,459	63,431
	97,430	**129,425**

4. INCOME FROM OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Sale of goods	33,231	61,409
Advertising and other	2,674	2,609
	35,905	**64,018**

5. INCOME FROM INVESTMENTS

	2021	2020
	£	£
Dividends and other investment income	7,957	11,042
Interest	(519)	4,114
	7,438	**15,156**

6. INVESTMENT MANAGEMENT COSTS

	2021	2020
	£	£
Investment manager fees	**4,710**	**4,769**

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES 2021

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	209,932	27,893	237,725
Awareness and events	265,042	22,626	287,668
Project costs including research	457,570	2,687	478,257
	950,444	**53,206**	**1,003,650**

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES 2021 (continued)

ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES 2020

	Activities undertaken directly	Support costs	Total
	£	£	£
Membership and support activities	218,128	23,019	241,147
Awareness and events	265,757	23,019	291,776
Project costs including research	210,998	5,115	216,113
	697,883	**51,153**	**749,036**

8. ALLOCATION OF ALL SUPPORT COSTS 2021

Support cost	Basis of allocation	Raising funds	Charitable Activities	Other activities	Total
			£	£	£
Governance	Time spent	506	1,371	211	2,088
Premises costs	Floorspace	10,098	10,098	10,098	30,294
Other costs	Time spent	6,584	41,737	-	48,321
		17,188	**53,206**	**10,309**	**80,703**

ALLOCATION OF ALL SUPPORT COSTS 2020

Support cost	Basis of allocation	Raising funds	Charitable Activities	Other activities	Total
			£	£	£
Governance	Time spent	551	401	225	1,177
Premises costs	Floorspace	8,662	8,662	8,662	25,986
Other costs	Time spent	5,444	43,090	-	47,534
		14,657	**51,153**	**8,887**	**74,697**

The time spent on activities was calculated by reference to a typical four-week period for all staff.

9. GOVERNANCE COSTS

	2021	2020
	£	£
Trustee expenses	394	5,238
Auditor's remuneration (see note 12)	9,133	7,303
Other	-	6,594
	9,527	**19,135**

10. ANALYSIS OF GRANTS

	2021	2020
	£	£
Grants to institutions-Research funding	279,900	-

11. NET INCOME FOR THE YEAR

Net income is stated after crediting/(charging):	2021	2020
	£	£
Depreciation of tangible fixed assets	-	(2,257)
Operating lease rentals	(17,688)	(16,773)
Realised and unrealised gains/(losses) on investments	134,232	(52,384)

12. AUDITOR'S REMUNERATION

The Auditor's remuneration for the year is £9,133 (2020: £7,303) and includes costs underprovided last year of £2,203.

13. TRUSTEES' AND KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

During the financial year, a leadership group comprising the Heads of Function within the business plus the Chief Executive met regularly. This group represents key management personnel. The total remuneration for six individuals including associated employer's national insurance was £266,459 (2020: £217,888-5 employees).

The reimbursement of Trustee expenses was as follows:

	2021	2021	2020	2020
	Number	£	Number	£
Travel and subsistence	1	394	8	4,156
Accommodation and venue hire	-	-	8	1,082
	1	**394**	**8**	**5,238**

Included in the above are £nil (2020: £1,082) of accommodation and venue costs which have been paid directly to suppliers by the BTA on behalf of Trustees. Other expenses include strategy planning consultancy costs and Trustee recruitment costs.

14. STAFF COSTS AND EMPLOYEE REMUNERATION

The average monthly number of employees and full-time equivalent (FTE) during the year was as follows:

	2021	2021	2020	2020
	Number	FTE	Number	FTE
Raising funds	6	5	6	5
Charitable activities	16	15	14	13
	22	**20**	**19**	**18**

The total staff costs and employee benefits as follows:

	2021	2020
	£	£
Wages and salaries	574,349	505,460
Social security	53,530	47,213
Defined contribution pension costs	27,513	23,967
	655,392	**576,640**

Only one employee received total employee benefits (excluding employer pension costs) greater than £60,000 2021: £61,220 (2020: £62,370).

15. TANGIBLE FIXED ASSETS

	Fixtures and fittings
	£
Cost or valuation:	
At 1 April 2020	67,350
Additions	-
At 31 March 2021	**67,350**
Depreciation:	
At 1 April 2020	67,350
Charge for the year	-
At 31 March 2021	**67,350**
Net book value:	
At 31 March 2021 and 31 March 2020	-

16. FIXED ASSET INVESTMENTS

	Listed Investments
Valuation	£
At 1 April 2020	450,469
Additions	259,342
Disposals	(24,653)
Gains on disposals	1,009
Revaluation	133,223
At 31 March 2021	**819,390**

Investments at fair value comprise:

	2021	2020
	£	£
Equities and managed funds	751,112	364,013
Alternative investments	68,278	86,456
	819,390	**450,469**

The fair value of listed investments is determined by reference to the quoted price for identical assets in an active market at the balance sheet date.

17. STOCK

	2021	2020
	£	£
Goods for resale	3,135	8,569

18. DEBTORS

	2021	2020
	£	£
Trade debtors	10,163	7,873
Other debtors	149,285	255,468
	159,448	**263,341**

19. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Other tax and social security	18,004	11,405
Grants payable	152,229	65,256
Accruals and deferred income	52,621	63,537
	222,854	**140,198**

20. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2021	2020
	£	£
Grants payable	146,580	-

21. LEASES

Operating leases - lessee

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2021	2020
	£	£
Within one year	-	8,668
Later than one and not later than five years	-	263
	-	**8,901**

22. DEFERRED INCOME

	Total
	£
At 1 April 2020	32,305
Additions during the year	73,191
Amounts released to income	(65,726)
At 31 March 2021	39,770

23. CONTINGENT LIABILITIES

There are no contingent liabilities (2020 £: Nil).

24. FUNDS RECONCILIATION

Unrestricted funds

	Balance at 1 April 2020	Income	Expenditure	Gains / (losses)	Balance at 31 March 2021
	£	£	£	£	£
Unrestricted	798,101	804,197	(830,735)	134,232	905,795

Restricted funds

Year ended 31 March 2021	Balance at 1 April 2020	Income	Expenditure	Balance at 31 March 2021
	£	£	£	£
Research projects				
General Research	152,187	474,094	(298,748)	327,533
Supporting Veterans	2,841	-	(2,841)	-
Biobank project	-	5,850	-	5,850
Other funds				
Big Data Fund	5,575	-	(3,809)	1,766
Focus on Younger People	5,479	-	(139)	5,340
Tinnitus Support Services	88,183	63,577	(65,693)	86,067
Helpline-specific projects	2,950	4,140	(3,620)	3,470
James Ivor Jones Memorial Fund	8,760	-	-	8,760
Shapiro prize	2,150	-	(250)	1,900
National Lottery Community Fund - Digital project	100,000	-	(23,759)	76,241
Daniel Ballinger Memorial fund	210	-	-	210
Support Groups-Bedfordshire	3,000	-	(150)	2,850
Musicians Project	32,351	-	(32,351)	-
Chat bot project	-	5,000	(5,000)	-
Plug'em Festival Skegness	484	-	(484)	-
Other	2,826	-	-	2,826
	406,996	**552,661**	**(436,844)**	**522,813**

FUND DESCRIPTIONS

A. Unrestricted funds

Unrestricted funds are those received for the furtherance of the aims and objectives of the BTA but with no additional restriction on how these funds can be applied.

B. Restricted funds

General Medical and Healthcare – These are specific or general medical or healthcare research funds made up of legacies and donations specifically for the purpose of commissioning research into tinnitus.

The Supporting Veterans project – Funded by the Royal British Legion, this covered research into how tinnitus impacts veterans. This was a three-year project and funded the work of a full-time researcher.

Biobank – Creation of a biological database containing data from people with tinnitus.

Big Data Fund – This project considers how statistical analysis of large datasets can reveal insights into tinnitus heterogeneity.

Focus on Younger People (FOYP) – This fund is intended to support younger people with tinnitus.

Tinnitus Support Services (Information Management) – This fund was received to deliver the charity's Helpline. During the year, further funding has been recognised to develop the Helpline with a view to restructuring and improving the Helpline service including appointing designated Helpline staff and widening the availability of Helpline services.

Helpline – This represents funds received from different sources to develop and deliver the charity's Helpline, both nationally and in nominated regions.

James Ivor Jones Memorial Fund – This fund was created through the fundraising efforts of Mr Jones' family and friends. The funds will be used to support people with chronic tinnitus and to investigate the links between tinnitus and hyperacusis, hypersensitivity, anxiety, and depression.

Shapiro prize – A prize of £250 is awarded each year for the published research paper by a UK based author most likely to result in improved treatment or public awareness of tinnitus. The Marie & Jack Shapiro Prize is intended to encourage researchers, public communicators, and others to develop an interest in tinnitus and to recognise their efforts.

The National Lottery Community Fund Digital project – to embed digital solutions across the organisation and improve the experience for our supporters, partners and most importantly people with tinnitus.

Daniel Ballinger Memorial Fund – This fund was created as a result of a fundraising appeal in memory of Daniel Ballinger. The majority of the fund will be used to fund research into neural plasticity in tinnitus and hearing loss.

Support Groups Bedfordshire – To fund the creation of new tinnitus support groups in this region.

The Musicians Project – Funded by Help Musicians, this project studied the impact of tinnitus on professional musicians.

Chat bot – A chat bot which will supplement our existing live web chat function and allow us to support people who need our help outside working hours.

Plug'em Festival Skegness – This was a pilot project to test new approaches to encourage young people aged 18-25 to protect themselves from noise-induced tinnitus when attending festivals and events.

Other projects include specific funding to help children with tinnitus, support groups and the BTA volunteering programme.

Restricted funds

Year ended 31 March 2020	Balance at 1 April 2019	Income	Expenditure	Balance at 31 March 2020
	£	£	£	£
Research projects				
General Research	140,810	7,268	4,109	152,187
Supporting Veterans	4,863	51,193	(53,215)	2,841
Other funds				
Big Data Fund	8,416	-	(2,841)	5,575
Focus on Younger People	5,800	-	(321)	5,479
Tinnitus Support Services	92,585	69,669	(74,071)	88,183
Awards For All Wales	4,248	-	(4,248)	-
Helpline-Specific regions	2,860	1,000	(910)	2,950
Information Days	17,000	7,000	(24,000)	-
James Ivor Jones Memorial Fund	8,731	29	-	8,760
Shapiro prize	2,400	-	(250)	2,150
National Lottery Community Fund –Digital project	-	100,000	-	100,000
Daniel Ballinger memorial fund	210	-	-	210
Plug'em Festival Skegness	1,324	-	(840)	484
Musician's project	-	45,763	(13,412)	32,351
Support Groups-Bedfordshire	-	3,000	-	3,000
Other	2,869	1,059	(1,102)	2,826
	292,116	**285,981**	**(171,101)**	**406,996**

24. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Year ended 31 March 2021

	Unrestricted funds	Restricted funds	Total
	£	£	£
Investments	819,390	-	819,390
Cash	30,652	785,417	816,069
Other current assets / (liabilities)	55,753	(116,024)	(60,271)
Creditors more than one year	-	(146,580)	(146,580)
Total	**905,795**	**522,813**	**1,428,608**

Year ended 31 March 2020

	Unrestricted funds	Restricted funds	Total
	£	£	£
Investments	450,469	-	450,469
Cash	252,483	370,433	622,916
Other current assets	95,149	36,563	131,712
Creditors more than one year	-	-	-
Total	**798,101**	**406,996**	**1,205,097**

25. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021	2020
	£	£
Net income for the year	223,511	297,649
Dividends received	(7,957)	(11,042)
Interest receivable	519	(4,114)
Depreciation and impairment of tangible fixed assets	-	2,257
Realised and unrealised (losses) on investments	(134,232)	52,384
Decrease in stock	5,434	374
Decrease/(Increase) in debtors	103,893	(41,923)
Increase/(Decrease) in creditors	229,236	(77,217)
Net cash flow from operating activities	420,404	218,368

26. PENSION AND OTHER POST-RETIREMENT BENEFITS

The charity operates a defined contribution pension plan for its employees. The amount recognised as an expense in the period was £27,513 (2020: £23,967).

27. FINANCIAL COMMITMENTS

There were no financial commitments at the year-end other than operating leases disclosed at Note 21.

28. RELATED PARTY TRANSACTIONS

One of the Trustees, Lucy Handscomb, received fees during the year of £1,790 (2020: £nil) for lecturing services provided at BTA online supported events. In the previous year, Trustee D McFerran received £2,283 for lecturing services.

(T)

British Tinnitus
Association