

Company number: 2954744

Charity Number: 1040496

Social Action for Health

Report and financial statements
For the year ended 31 March 2024

Contents page

	Page Number
1) Reference and administrative information	3
2) Trustees' Annual Report	
Introduction and Welcome – Chair of Trustees	4
Governance – Strategic Aims - Review of 2023-24 and looking forward to 2024-25	6
Key areas of work and projects over the past year	9
Financial Review	29
Structure, governance and management	32
3) Independent Examiner's Report	35
4) Statement of Financial Activities (incorporating an income and expenditure account)	36
5) Balance Sheet	37
6) Statement of Cash Flows	38
7) Notes to the financial Statements	39

Company number	2954744
Country of incorporation	United Kingdom
Charity number	1040496
Country of registration	England & Wales
Registered office	Brady Arts Centre, 192-196 Hanbury Street, London, E1 5HU

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Emma Backhouse	
Lewis Batkin	
Joseph Coules	Appointed 17 September 2024
Hannah Emmett	Appointed 17 September 2024
Tatyana Karpinskaya	Treasurer
Elaine Londesborough-van Rooyen	Appointed 17 September 2024
Abbas Mirza	Appointed 17 September 2024
Alex Murtough	Deputy Chair
Karin Pappenheim	Chair
Helena Roy	Resigned 17 September 2024
Pooja Shah	
Hannah Stranger-Jones	Resigned 17 September 2024

Key management personnel

Chief Executive	Ceri Durham
Accountants	NFP Accountancy Limited. Appointed 1 October 2021
Bankers	NatWest plc., 403 Bethnal Green Road, London, E2 OAF CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
HR and legal	Mentor, 100 West George Street, Glasgow, G2 1PP
Independent Examiner	Shruti Soni, T/A Charity Accountant, Shruti Soni Ltd, 117a St Johns Hill, Sevenoaks, TN13 3PL

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Introduction: Trustees Annual Report 2024



Above – exercise session on one of our Good Moves courses for people living with long-term health conditions.

It is with great pleasure that the Trustees present their report and the financial statements for the year ended 31 March 2024.

Social Action for Health has worked with multi-ethnic communities in east London for nearly 40 years to address the impact of the health inequalities that are so deeply established within our society. We believe that social inequality and health inequality are linked: poverty, discrimination, prejudice, and inaccessible systems across society are leading to an unequal distribution of good health. Our mission is to support communities most affected by health inequalities and to champion the case for change to bring about a world where unfair and avoidable health inequalities no longer exist.

Evidence of need for our work is stronger than ever. The cost-of-living crisis, increasing rates of child poverty, social factors such as poor housing and barriers to accessing health care, the aftermath of COVID 19, have all been disproportionately impacting the communities we serve. With avoidable health inequalities in many cases, widening, we have compelling evidence that our work continues to be relevant and makes a vital difference to the communities we serve.

This year has been a challenging year for the organisation in a difficult funding and financial environment. In response, we have completed a major organisational restructure to reduce core costs and better position the charity for longer term financial stability and sustainability. In this time of organisational change we have had to make sad farewells to some long-standing staff members, and we thank them for their contributions. At the same time, the reduced core team, alongside our exceptional sessional workers and volunteers, have still managed to achieve so much this year. We are proud to report that recorded participant numbers have remained at consistent levels year on year (2023-2024: 3,525, 2022-2023: 3,423).

Over the last year, we have also developed our impact measures as reflected throughout this report to demonstrate that we are making a significant difference to people we work with. For example, we

now know that in our Good Friends programme, over 90.9% of participants join with low wellbeing using the Short-Warwick Edinburgh Wellbeing Scale. This reduces to 63.6% of participants having low-wellbeing after being supported to us for at least 6 weeks. We are now looking to see how we can continue to track improvement over the longer term.

Finally, the Trustees wish to record our thanks for all those who have supported the charity this year: our funders, staff and volunteers. The achievements set out in this report would not have been possible without that support. In 2026 the charity will celebrate our 40th anniversary, and we look forward to engaging and celebrating this with all our supporters and stakeholders.

Karin Pappenheim, Chair of Trustees

SOCIAL ACTION FOR HEALTH

CHARITABLE OBJECTIVES

As set out in our Governing documents, our Charitable Objectives are:

1. **To preserve and protect the good health** of the public within London and elsewhere within England;
2. **The relief of unemployment** for the benefit of the public in such ways as are thought fit, including assistance to find employment; and
3. **To develop the capacity and skills** of members of socially and economically disadvantaged communities **to enable them better to identify and meet their needs** in order to participate more fully in society.

VISION AND MISSION

A world where unfair and avoidable health inequalities no longer exist.

Our mission is to support and address the priorities of those most affected by health inequalities, and to champion the case for wider structural and societal change.

THEORY OF CHANGE

Poverty, discrimination, prejudice and inaccessible systems across society are leading to an unequal distribution of good health.

The more control people have over their lives, the better their health and wellbeing.

We provide services and support within communities most affected by health inequalities to:

Increase people's ability to **identify personal priorities** and goals

Increase people's **confidence to make decisions** about their health and wellbeing

Increase people's ability to **act on their decisions**

The increased capacity and better health of individuals leads to a reduction in avoidable health inequalities for them and their communities.

Governance

Strategic Aims - Review of 2023-24 and looking forward to 2024-25

Over the past year, we have continued to deliver against our strategy in four delivery areas:

1. Long-term health conditions, including cancer, mental health and long covid,
2. Pregnancy, birth and early-parenthood,
3. Community Research; and
4. Youth health.

“Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity.”

“World Health Organization Constitution Preamble. This is the definition of health which we use in our work.”

Our long-term health conditions work specifically includes people living with cancer, mental health conditions and long-covid. However, this year, long covid has *not* been a strong theme arising from community engagement. Whilst we

must assume long covid will disproportionately affect our participants because of the disproportionate nature of COVID-19 infection and its impact on the communities we serve¹, but this focus will be kept under review. The other themes remain of prevalent concerns within the communities we work with.

Our **core approach remains empowering, not imposing**, which allows us to achieve our strategic aims of supporting people to have better health and wellbeing by identifying their own priorities, by increasing confidence around decisions relating to those priorities, and then acting on their decisions.

Financial and digital engagement has been a key delivery area this year thanks to funding from the Santander Foundation. We have been exploring this through our pregnancy, birth and early-parenthood (Sure STEPS) programme. Having a trained and dedicated team to read letters, open online bank accounts, support people to register for benefits or seek debt advice has worked so well, that we are considering how we can integrate the learnings across all our activities. Further information on this is detailed below in our thematic update below

Following the organisational restructure to consolidate and strengthen the organisation for the future, in March 2024 we held a staff / trustee strategy day to consider what we should stop doing, start doing or continue doing. We did not want to stop doing anything! However, to work within our capacity and resources, we agreed that our focus for the year ahead would be to consolidate work in Tower Hamlets by deepening even further our commitment and relationships with all parts of this diverse community where the charity first began. Looking forward we feel confident that we are well placed to continue **direct provision of health-related services and support** to beneficiaries who are

¹ Office for National Statistics (ONS), released 22 February 2023, ONS website, article, [Updating ethnic and religious contrasts in deaths involving coronavirus \(COVID-19\): 24 January 2020 to 23 November 2022](#)

at the greatest risk of health disadvantage, as well as encourage diverse participation in **health research and community engagement**. Alongside this our aim is to look forward to a time of economic stability and to re-grow incrementally our work across other east London boroughs.

Update on priorities from 2023-24 and looking forward to 2024-25

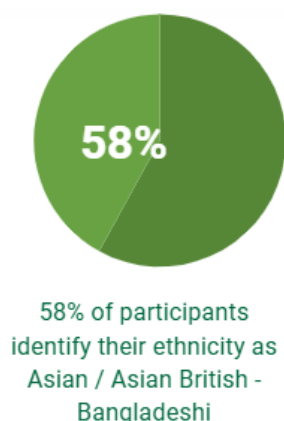
Progress has been made against the priorities set, and these areas remain an ongoing priority to enable us to achieve our strategic aims. Next year, we will be conducting an updated strategy and priority review, especially as we head to 40 years (in 2026) since the charity was founded. For now, work continues to enable the organisation to become more agile, volunteer-and community-oriented in a landscape of constrained funding opportunities and capacity restraints.



*Left:
participants
attending a
cultural walk
and visit to
the National
Gallery*

Priorities	Progress
To embed the new strategy, enabling us to address the needs of those most affected by health inequities	This continues to be successful. We are now strong across the organisation in recognising key areas of delivery and need. Strategy review identified that our key areas are still the correct priorities. To work within our reduced team, we are focussing primarily on Tower Hamlets services, followed by Hackney ensuring our portfolio of work is increasingly embedded deeply in our community and aligned with our strategy. We will consider working across other boroughs, but not at the expense of our current work.
To diversify the groups and communities we work with, and to fully reflect the demographics of east London in our	This continues to be partially successful. We have been able to increase diversity across our beneficiary groups, particularly engaging more

beneficiaries, staff team and Board.	men, more younger people and a more diverse cross-section of communities most affected by health inequalities. However, we have still not fully set up our 'Panel 100' Community Advisory Group because of a lack of capacity and the need to prioritise other delivery / funded work. Also, financial necessity means we have chosen to focus on Tower Hamlets work in the short-medium term. Improving Board Diversity remains a priority.
To continue to improve project management and financial management systems and processes.	This work has continued and we are increasingly using consistent project management, reporting and impact measurement tools across all projects in the organisation.
To measure our impact to be able to better demonstrate and talk about our work.	This has been partially successful. We have introduced much improved mechanisms for capturing data across all projects so enabling the Board to consider organisational progress against high level strategic aims. Additional capacity gained through recruitment of new Board members this year will mean we can establish a new Impact and Strategy Committee to focus on developing this further.
To ensure all staff are accessing opportunities for formal and informal training and learning.	We have continued to make good progress against this priority. As the restructuring settles down, we will seek funding to ensure all staff can receive training and development opportunities across all of our projects and within our core team.
Continue to diversify income streams and increase funding from trusts and foundations.	This remains a priority. We have engaged with a senior fundraiser with expertise in this area to help submit a higher-volume of applications to trusts and foundation funders.
Working towards unrestricted reserves position of £250,000.	The organisation will continue to always to hold minimal reserves of 3 months running and close down costs in line with a wider aim of holding £250,000 as a general position.



Key areas of work and projects over the past year

Long-term Health Conditions:

We know that there are many factors that result in people experiencing long-term health conditions, and that managing them is complex. Understanding and responding to the specific needs of each community that we work with is central to our approach and success. Over the past year we have run four key projects, all taking slightly different approaches but with the common aim of supporting those most at risk of health inequalities and living with long-term health conditions to identify their own priorities and take positive steps to manage their health in line with these.

1. Good Moves

For 24 years, our Good Moves project has helped people in Tower Hamlets manage their long-term health conditions and overall health. This year, 361 people living with Chronic Kidney Disease, High Blood pressure, diabetes and / or heart disease completed our eight-week course, with fantastic improvements in wellbeing. All tutors are trained and qualified in the evidence-based, Stamford model: Chronic Disease Self-Management Program (CDSMP), now run through the Self-Management Resource Centre (www.selfmanagementresource.com). If we are successful obtaining funding for this work next year (it is open to re-tender every three-five years), we will recruit a new cohort of tutors. All tutors must have their own experience of living with long-term health conditions and be from the communities we serve to ensure that courses are peer-led.

A particular focus this year has been to balance our male / female split of participants. We did this by increasing our delivery in local mosques and providing more courses at the evening and the weekend. Courses were run in four community languages (Bengali, Somali, Cantonese and English). Almost 90% of participants described their wellbeing as low at the start of their Good Moves course. This had reduced significantly to just over 25% by the end of the eight weeks. with a reduction shifting from 'Low wellbeing' to 'Moderate wellbeing' or better over the eight-week course.

"I've really enjoyed coming to these sessions, I wish the sessions could continue. I've learned about exercises and diet, good hydration and feel more able to make decisions or ask for other information to manage my conditions. I will continue to use what I've learned here.

Feedback from participant at Lansbury Mosque Good Moves session

Participant Story – Good Moves

"These sessions have had such a positive impact on me that I've begun telling my friends and family about the benefits they can receive if they join. I told them about the Zoom sessions they could attend from home as well as the face-to-face sessions we have".

Mrs Begum, Good Moves attendee, translated by course facilitator

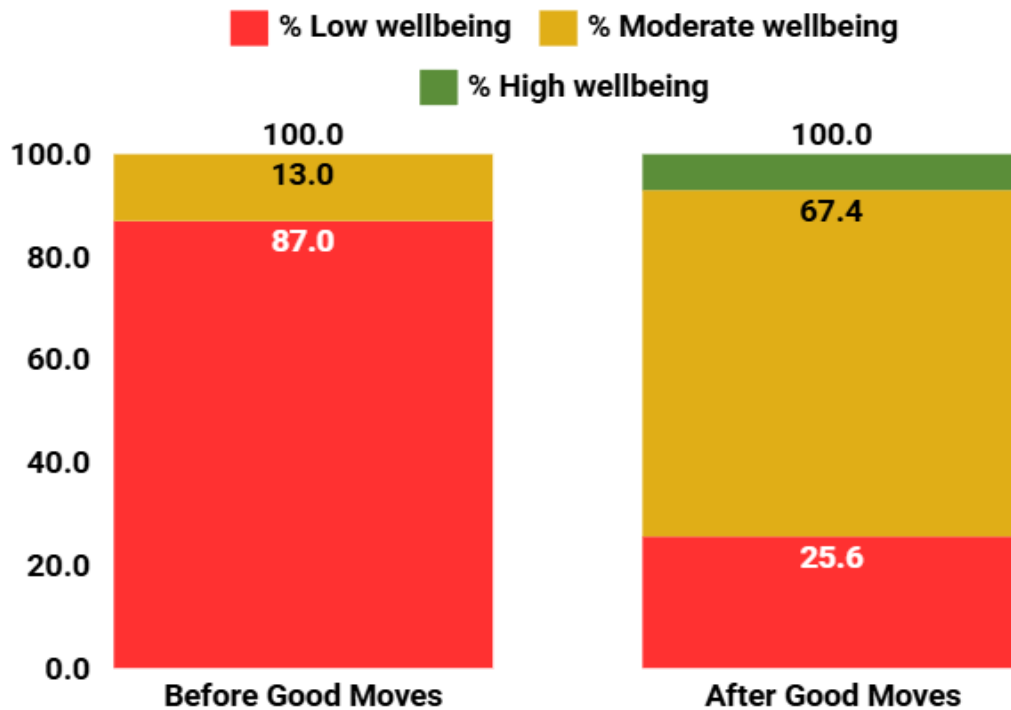
Mrs F Begum is 65 years old. She has twelve children, she currently resides with four of them, including one who struggles with learning difficulties, as well as her son's wife and their children. She lives with high blood pressure, pain, and depression and describes herself as being 'constantly busy' because of her busy household. She was referred to participate in the Good Move program by her GP (social prescriber). She declined at first, saying she was too busy and would not be able to commit herself to an eight-week programme. After having a second conversation with the facilitator directly she agreed to join.

In check in sessions for the first two weeks, she spoke very little and kept many of her thoughts to herself. The facilitator gave her one to one time session after class. This was the first time that Mrs Begum has ever joined a group session. Following encouragement to share ideas and experience on how she is managing her condition, she gradually began to open up more during the check-in session and develop a relationship with her fellow participants.

Slowly, she has been encouraged to deal with the multiple issues she is facing. She wished she had enrolled sooner and has spoken about how much these classes had helped her both mentally and physically. As a result, Mrs Begum has become much stronger, which benefited her entire family.

She has been able to plan and make daily plans to help her improve her physical and mental health because of the action plan, and she has been able to stick to them.

She had been struggling to fall asleep, but our good night sleep method helps her. In order to maintain her fitness and manage pain, she also started controlling her diet and started to increase exercise. She says how much her depression by regularly attending the session and making new friends.



Above: The diagram above shows the poor health of most participants who join our Good Moves programme, and also the benefit to their wellbeing after just eight weeks of attendance. Wellbeing is assessed using the validated Short Warwick-Edinburgh scale.



Left: some participants from the Bangladeshi Association Good Moves course relax at the end of their session

2. Good Friends

Our Good Friends project offers a range of culturally-appropriate, accessible activities throughout the year, which not only offer opportunities for people to come together and meet others from their communities, but also to learn new skills, improve their health and wellbeing outcomes and be part of something positive. Good Friends has supported almost 270 adults this year, a significant increase from the 100 adults we supported last year. In the year ahead, we will be bring the management of some of our other projects, including our men's mental health work under our Good Friends umbrella.



Above: some of our Circus Skills participants showing off their plate-spinning skills!

Below: quote from one of our Good Friends - Circus Skills attendees

“For me, mental and physical health are very, very strongly linked. Once I start feeling depressed, I start to get colds or chest pains. I could visit the GP or go to A&E, ... or, I can come here and walk away feeling amazing!

Even this morning when I came, I was feeling really down and my chest was feeling bad, but by the end of the session, I feel ready to take on the week.”



Above: Our Good Friends - ESOL walking group for Bangladeshi women wanting to learn English setting out on one of their weekly walks

3. **Our Wellbeing for Black, Asian and Minoritised Ethnic Men** project has played a significant part of our project delivery work this year as we explored different, targeted ways to improve the mental health and wellbeing of Black, Asian and Minoritised Ethnic Men.

In response to the large-scale mental health survey of over 1,000 men (see below, page 22), and the findings from our social support group initiatives, we provided two specific groups for men to support mental health and wellbeing:

- 1) Wellbeing Wednesday Exercise Sessions (Tower Hamlets); and
- 2) Black Men's Coffee and Conversation Club (Hackney).

Sessions began in Tower Hamlets with mostly Bengali participants, where this approach proved effective, and enabled us to highlight the relationship between 'wellbeing' and 'mental health' on a spectrum, as well as create a safe space in which men could explore their own relationships with mental health.

As we expanded the groups to Hackney and a majority Black participant group, we found that being more explicit about offering groups to support with mental health was more effective, and introduced a 'Black Men's Coffee and Conversation Club', specifically inviting men to come and talk

about their mental health. This reflects our 'test and learn' approach to running the activities and knowing that one size does not fit all. We listened to the feedback from participants and tailored the offer to include those activities most effective in engaging each community of men around the topic

of mental health and supporting an improvement in mental health and wellbeing.

“When we talked to each other on Wednesday at Brady Centre and laughing during our exercise and discussion, we forgot our anxiety and stress. It is most beautiful moment.”

Left: Quote from 'Wellbeing Wednesday' participant

Anecdotal feedback from local GPs also confirmed that many people come to them with physical health concerns. When tests do not reveal underlying physical causes, people are often offended and / or confused that stress or other mental health difficulties might be a cause. Being able to refer to culturally appropriate social support groups has been very helpful for the GPs, not only for the activity but also because they know the topic of mental health will be broached and explained and explored in a gentle and appropriate way. For this to continue, funding for community based social support activities also must continue as priority and be recognised as a valuable contribution to the health economy.

Below: Men exercising at 'Wellbeing Wednesday' at the Tramshed Community Centre, before relocating to the Brady Centre





Left: fond farewell from our Pembury Group to Dan as he relocated outside of London

Pregnancy, Birth and Early Parenthood including Financial and Digital Wellbeing



Sure STEPS

Support Through Early Parenting Scheme

Sure STEPS is our programme which provides support to parents of children under five, recognizing the preventable health inequalities which exist around pregnancy, birth, and in the 1001 first 'critical days'. We feel strongly that the more we can support mothers during this time, the better they will be able to support themselves and their families, ensuring the best health and life chances possible.

Thanks to sustained funding from the Santander Foundation, this year we have been building on the success of our Sure STEPS programme to move to a physical hub model of provision. Previously, we were running coffee mornings, financial workshops in the community and providing 1-2-1 peer support, but the consistent presence in the community of the physical hub has enabled us to incorporate more practical support (lunch, food bank and baby bank referrals) into our offer. It has also enabled us to expand our volunteering opportunities, particularly people with limited English and who are not confident to provide 1-2-1 support.

We adapted the financial workshop material we were providing previously into three micro sessions (20 minutes each) delivered by two team members (one speaking Bengali and the other, English) in an interactive way whilst the mothers look after the children on the play mats. Once a month, we have more in-depth workshop. We also now have a 'financial and digital corner' where mothers can speak privately about their situation and get personalised support. We finish each hub session with a healthy lunch. This has been particularly welcome in the current cost-of-living crisis, and we know the benefit that comes from having a shared meal especially for stressed mothers in complicated and exhausting circumstances.





Above: 'Financial and Digital Corner' provides information and referrals for all Sure STEPS attendees



Above right: volunteers preparing lunch for attendees at the Sure STEPS hub



Left: new Sure STEPS volunteers proudly display their volunteer badges.

Participant Story – Sure STEPS

“It was important for me to do something different, to get out of the house as I started to feel quite lonely and isolated...

“Nowadays, I am not scared of new challenges though as the programme has given me the confidence and faith to believe in myself.”

Sure STEPS volunteer

[A.] was recruited as a volunteer in February 2023. She describes herself as being a housewife and stay-at-home Mum for years. She has four children and had been looking for opportunities to leave the house, to do something different than just household chores, as her children are now older and do not need around the clock care.” It was important for me to do something different, to get out of the house as I started to feel quite lonely and isolated.”

Her friend told her about volunteering and convinced her to join the peer support training. Once on the training she got really interested in what the programme is doing as she feels it is very important to support others and also found she was being supported herself. “One of the things that was very important for me was that I could speak and practice English (as my husband doesn’t allow it at home).”

Through the programme she has felt increasingly confident and more open to talk to people. Before joining the programme, she found starting a conversation with strangers was impossible. Now she can do it and says: “I am happy to do outreach, happy to meet and greet mums that come to the sessions, and I feel that I am gaining the confidence that I need to build and improve my communication skills”. She feels motivated to be part of the team, feels very welcome and likes the community that the team have created. She describes how her children are very supportive in what she is doing and are happy for her. They have said I have changed in a positive and good way. “They see me smiling more and are happy to see me doing something for myself and going outside of the house.”

She feels like the training and volunteer placement at the weekly hub has given her opportunity to grow and also the confidence that she can now bring into her day-to-day life. “I am looking for more challenges to grow and build my skills. I have looked into learning and in adult education training which I am really happy about.” Not all her family is supportive, but she now feels she has the strength to carry on and stand up for herself.

[A.] describes how she really likes working with children, she used to work as a teaching assistant (years ago) and maybe that is what she would like to go back to in the future. She wants to do more courses, but she feels she needs more help with IT (replying to emails etc.). Nowadays, she is not scared of new challenges though as the programme has given her the confidence and faith to believe in herself.

Youth Engagement

One of our key strategic areas is to grow our work in youth health and engage with a younger cohort. This was only successful to a limited extent this year. We have engaged with younger people through Sure STEPS and at our Men's Mental health events, but have not made as much progress as hoped in this specific area. We did however secure funding for the year 2024-25 to start a gym project in Hackney to enable young men to access the gym for free to improve their physical and mental health.

FREE Gym Sessions

Open to men aged 18 to 25
Led by experienced facilitators
Drop- in and stay for a chat



Mondays 1 pm - 3 pm
Queensbridge Sports and Community Centre
30 Holly St, E8 3XW



For more information call, message 07944 966 141
visit <https://www.safh.org.uk/wellbeing-for-men>,
scan the QR code or just turn up!



Community Research and Engagement

Ensuring involvement of people most affected by health inequalities in academic, medical and health research is a key part of our strategy and one of the ways we champion the case for change. Community Research has been a very important part of our work this year. We have built trusting relationships with researchers and communities and broker mutually beneficial relationships between the two to ensure impactful community research.

“I learnt that I could tell and show people my feels by drawing or even colouring even though I don’t know how to speak English.”

AI Multiply Research Participant
(told to community facilitator / translator)

Community Research highlights this year have included:

- Our large-scale community project with **minoritised ethnic men exploring mental health** (see below)
- Running a series of **community art workshops** to explore how artificial intelligence (AI) might support diagnosis, prevention and outcomes for people living with at least two long-term health conditions and taking multiple medications. Our role as part of the **AI Multiply consortium** is to ensure the voices of patients most at risk of health inequalities and from diverse communities are included in all aspects of the research.
- Continuing our collaboration with Queen Mary University of London including on the **Genes and Health** research study
- Facilitating a range of **focus groups** between health professionals and researchers with the community, exploring topics such as:
 - accessing GP through a translator
 - living with cancer and support post-Cancer for non-English speakers; and
 - sugar and salt in food
 - vaccination awareness and acceptability
- Presenting alongside **Professor Michael Marmott** at a talk about social determinants of health, and presenting our work as a partner of the **HARP Fellowship** programme. Details can be found at harpphd.org
- Working with Lime Green Consultancy to refresh our ethics and costing model to ensure research can be carried out to the standard we expect and bring the benefits we strive for
- Working with Museum of London Archaeology (MOLA) to run a series of workshops with participants exploring awareness of archaeology in communities underrepresented in community initiatives



Left and below: AI Multiply Art workshops. The visual minutes (below) ensured participant discussions were captured and enabled us to revisit themes and make recommendations.



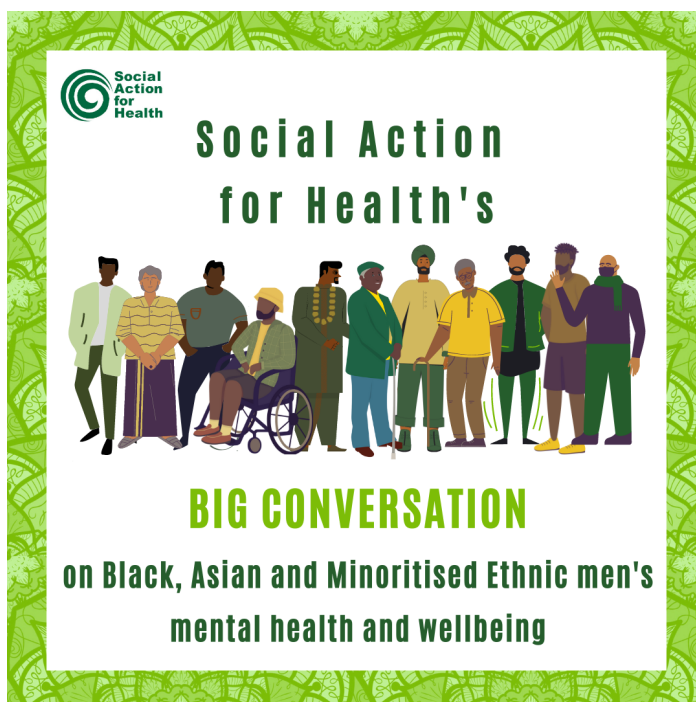
Below and Right Attending DERI at QMUL for AI Multiply online PPIE meeting with our PPIE group in Newcastle



Alongside our academic community research, we were fortunate to have funding to complete our own community research **driven from our community insight on Minoritised Ethnic Men's Mental Health**. Funded by Johnson & Johnson, this funding allowed a large-scale, multi-faceted approach to research and delivering social support groups seeking to support and improve minoritised ethnic men's mental health, whilst learning more about the challenges and realities of this issue. Our work was focused in Tower Hamlets and Hackney and involved engaging with more than 1,000 men on this topic. **The Executive Summary and full report of our research can be found on our website:** www.safh.org.uk/minoritised-ethnic-mens-mental-health

Key themes emerging:

- **Religion and spiritual beliefs:** religion and spiritual beliefs cannot be separated from the conversation around minoritised ethnic men's mental health.
- **Trust:** trust is vital to engage communities around such a sensitive topic. Trust has to be earned and a relational approach is key. Stigma of poor mental health is key.
- **Perception of mental health:** mental health challenges are seen as so much part-and-parcel of everyday life, that many people do not see them as something that could be improved.
- **Options:** availability of varied activities to support people to maintain positive mental health is key. No two experiences are the same.
- **Community:** There is potential for the community to play a big role in helping to support people, although it can also present a barrier.
- **People want to talk about mental health,** but conversations are not normalised and there isn't (yet) the language to discuss this topic openly and fully.



Left: Flyer design used throughout our men's mental health research



Community Research feedback events in Hackney (above) and Tower Hamlets (below) discussing the findings of our men's mental health report, thanking participants for their input and asking if we had it right before using it for our own work and to make recommendations to others.





Left, and below: some of our survey teams out and about in Hackney and Tower Hamlets investigating mental health in minoritised ethnic men. We had detailed conversations with more than 1,00 men from minoritised ethnic backgrounds on this topic.



A key part of our work is engaging in our community to ensure we are responding to community priorities, taking health information out to communities and championing the case for change. There are too many events, strategy meetings and other events to mention but here are some highlights.

Right and below: team members on a sunny day at the QMUL Festival of Communities asking for feedback on health priorities and recruiting people to our programmes



Below: photograph from Parliament TV - CEO Ceri Durham giving evidence at the Parliamentary Inquiry into Men's Health in March 2023



Left: Social Action for Health promoting a Community Health day and sharing vaccination recommendations to local business

Community Health Days

In autumn 2023 NHS England (NHSE) launched a new national Vaccination Strategy covering Covid, flu and routine immunisations. NHSE commissioned Social Action for Health to organise and host a series of three community health days in east London, primarily aimed at the Bangladeshi population, who had had the highest rate of COVID-19 mortality compared to all other ethnic groups during the second wave of the pandemic.

We planned, set up and co-ordinated three days choosing venues and times popular with local communities: East Ham (Newham), Chrisp Street (Tower Hamlets) and Whitechapel (Tower Hamlets). We arranged vaccination teams and other community health teams to take blood pressure and blood sugar readings, as well as provide other health information and referrals.

The events were very popular and effective. We will seek specific funding to be able to hold similar events on an ongoing basis.

Key Figures

Number of attendees	481
Number of Covid vaccines administered	41
Number of Flu vaccines administered	26
Number of blood pressure readings taken	143
Number of blood sugar readings taken	50
Number of NHS App introductions	37

The following key themes emerged from the community teams and participant insight:

- i. **Difficulty of access to GP appointments** – this was discussed time and again across all locations.
- ii. **Community Health Days are popular** - The convenience of being able to accommodate a quick health check in a visible place was seen as an easy and efficient way to monitor health concerns. We noted in particular that the weekday in Chrisp Street library and market was very well received and attended by market stall holders, street cleaners and council staff with a higher percentage of working aged men seen that day. This group commented on how difficult it is for shift workers and those on anti-social hours to access healthcare in standard times.
- iii. **NHS App** - The difficulty of being expected to navigate services through the App with poor digital skills and limited English, was expressed by many.
- iv. **Language Preference** - it was also widely commented from participants that verbal receipt of information from a trusted source, was preferable to poorly translated documents. Very simple information in English with accompanying graphics has more value than poorly translated language in text.



Left: Social Action for Health team with a local Newham Councillor at East Ham library



Above: Members of the public receiving vaccine and health information in Whitechapel library

Below: Social Action for Health team with stall facilitator from Lumi Nova at Chrisp Street library



Left: flyer for our Community Health Day in Chrisp Street, Tower Hamlets

Social Action for Health's
Community Health Day
Stay Well this Winter



Join us at our FREE, fun, interactive day.
Free health checks.
Covid & Flu Vaccination – drop in!
No need to book.

Wednesday 18th October

11:00 AM – 3:00 PM,
Idea Store Chrisp Street,
1 Vesey Path, East India Dock Road,
E14 6BT

FREE fruit and goodie bags






Thank you to all our funders and supporters

We extend our deepest gratitude to all our generous donors and supporters who have funded our work this year, whether financially or in significant pro bono support and capacity. Your contributions have been invaluable in helping us pursue our mission and make a lasting impact in the community.

Every donation and funded opportunity, whether large or small, has played a crucial role in driving our initiatives forward, allowing us to reach more individuals and create positive change. We are inspired by your commitment to our cause and are profoundly thankful for your partnership in this journey. Together, we are making a difference, and we look forward to building on this momentum in the year ahead.

- Bryan Cave Leighton Paisner LLP
- Compass Wellbeing CIC
- Compost London
- East End Community Foundation
- Equality Ltd
- Garfield Weston Foundation
- Harmony Community Projects
- Johnson & Johnson
- London Borough of Tower Hamlets
- Money A&E
- Museum of London Archaeology (MOLA)
- Newcastle University
- NHS England
- NHS North East London ICB
- Octopus Foundation
- Places for People Group Limited
- Queen Mary University of London
- Rooted Finance
- Sports Works
- St Margaret's House
- The Santander Foundation
- Tower Hamlets CVS
- University College London
- University of Birmingham

We have also worked with numerous other organisations, community partners, schools, mosques, GP surgeries, local authorities, healthcare practitioners, academics, volunteers and advisors in different capacities who have hosted us, shared staff resources with us, guided us our work and encouraged us in our mission. Thank you so much.

Financial review

As indicated elsewhere, 2023-24 was a year in which Social Action for Health carried out a significant restructuring in an effort to ensure financial sustainability for the future in an increasingly difficult financial environment.

	Income	Expenditure	Surplus / (Deficit)
Budget 2023-24	£462,501	£700, 207	(£237,706)
Actual 2023-24	£336,938	£573,805	(£236,867)

Even though a very cautious deficit budget had been set for 2023-24 with the intention to rely on reserves to fund projects, the ongoing financial uncertainty of reduced income and requirements for cost-of-living pay increases for staff, led to the trustees making the difficult decision to reduce core headcount and associated costs. Expenditure for 2023-24 was very tightly managed and as people left through natural attrition, they were not replaced in anticipation of the restructuring. Overall, this led to a deficit, which was slightly less than originally planned, and with sufficient reserves to ensure the organisation remained in compliance with its reserves policy throughout.

Despite the upheaval and changes of the restructure, projects were able to continue as planned and the performance of the Charity remained on track. This was only possible because of the dedication, professionalism and passion of staff who continued to put the needs of our participant community first, despite their own uncertainties at this challenging time.

All redundancy and related payments for the restructuring were made in 2023-24 financial year. Redundancy payments totalled £40,110.

Income for 2023-24 was lower than 2022-2023 (2024: £336,938, 2023: £684,273), particularly for restricted funds (2024: £83,888, 2023: £367,638). Restricted income received in prior years enabled us to offer some large-scale projects over the year and revisit our fundraising strategy in light of our new organisational structure. The trustees are confident that the fundraising strategy can continue as planned and have engaged a new senior fundraiser to support with this work.

The Charity remains in a good cash and reserves (unrestricted and restricted) position in 2024-25. The reserves policy remains the same (see below). Post-restructuring the Charity needs to hold lower unrestricted reserves as there is a reduced core team and thus fewer associated liabilities (2024: £100,000, 2023: £137,746). The key financial risk for the year ahead remains the achievability of budgeted income as the year progresses.

During the year there was no non-compliance of Fundraising regulations and codes and Social Action for Health received no complaints relating to its fundraising practice.

Total reserves at March 2024 were £275,196 (2023: £512,063) of which £168,677 was unrestricted (2023: £267,720). This is higher than the minimal amount of £100,000 which the Trustees have identified as the minimum to hold in line with the reserves policy.

Reserves policy

The organisation always aims to hold at least three months of minimal running costs plus redundancy and related costs as unrestricted reserves in the event a closure is required. This amount has been calculated as £100,000 for financial year 2024-25. The trustees have agreed that it will continue to be prudent to continue to aim to hold £250,000 unrestricted funds – as agreed

historically, and representing at least six months of funds - but that provided the minimal amount is held, this will be sufficient to support continuity and sustainability through organisational, economic and political uncertainty. Reserves above £100,000 may be used to ensure continuity of community services and support as reasonably practicable, but in line with previous years, reserves will not be used to subsidise contracted service delivery.

Going concern basis of accounting

Proactive, day-by-day cash flow management alongside contract and resource management ensures that Social Action for Health is a going concern. In the short term, this is supported by good cash reserves, cash flow management based on committed contractual income and risk assessed new income. Cash flow is forecast to remain positive until at least December 2025. Looking further into the future, the plan is for the organisational income and the unrestricted reserves to increase. This will lead to the charity being in a more financially stable and sustainable position and able to take on more projects which respond to community insights in line with organisational strategy.

The trustees have considered the underlying assumptions; the level of confirmed funding agreed at the date of approval of these accounts and assessed the financial position for reasonableness. The trustees have considered whether there are any material uncertainties that may cast doubt on the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

The trustees are satisfied that although funding needs to increase in the year ahead and is likely to be challenging in light of the cost-of-living crisis, falling funding levels and difficulty recruiting a fundraiser, our pattern of work and income combined with plans to restructure the organisation, will ensure that the organisation remains a going concern. These actions combined with continued careful management, mean that there are no such material uncertainties that the charity will not be able to meet its liabilities when they become due.

Income and expenditure management including cash-flow and scrutiny of reserves will be completed monthly by the Treasurer, the Finance and Governance Committee and at quarterly board meetings to ensure that appropriate actions can be taken to manage the finances in the short and longer-term.

Principal risks and uncertainties

The Trustees are satisfied that this process and the operational and governance processes in place, to manage risks are adequate and appropriate and that mitigation measures are being taken as necessary. The key risks and mitigation measures are summarised below.

The Trustees have considered what risks the charity faces and believe these to be principally relating to uncertainty of long-term funding for the organisation and the knock-on consequences this may have, including not having sufficient skills, language and time capacity within the staff team to meet the needs of the communities we serve.

Risks	Mitigations
1. Unable to generate sufficient income to cover desired charitable activities, especially over the longer-term in a competitive and	Mitigation: Continue to operate with a smaller core team and to work with experienced fundraiser to submit high-quality applications for longer-term,

challenging funding environment.	larger-scale funding from trusts and foundations. Continue to pursue contractual income alongside trusts and foundation applications.
2. Personnel risk – key personnel in small core team would leave operating difficulties in the event of death, sudden illness or resignation. Skills, language and time capacity within the staff team are required to meet the needs of the communities we serve.	<p>Mitigation Ensure three-month notice periods for senior managers. Ensure core team members are aware of all processes and operating procedures.</p> <p>HR task group to be established by the Board, together with wider involvement of trustees to support the CEO in finance and operational procedures. Board and CEO will keep staff remuneration under review to ensure paying in line with market rate so that talent can be recruited and retained. Ensure review of work levels and support for staff at all levels.</p> <p>Continue to seek long-term funding which enables recruiting, training and relationship building with community facing staff team and for people from diverse cultural backgrounds to become senior leaders.</p>
3. Trustee and staff skill mix does not reflect balance of community insight and lived experience with professional board and management skills	<p>Mitigation – Board Development is a priority based on regular skills and diversity audits of board and of the staff team. In recruitment, recruit to reflect gaps and train all trustees on obligations. Continue to work towards setting up Community Advisory Group and continually aim to ensure diversity, genuine community engagement, language mix and lived experiences is embedded at all levels of the organisation.</p>
4. Unrestricted reserves fall below reserve policy level	<p>Mitigation - Board has established a Finance and Governance Committee to monitor the financial position with the CEO and Treasurer. Continue with approach of maintaining a very small core team to ensure lowest possible close-down costs combined with fundraising priority as set out above.</p>
5. Safeguarding and health and safety of staff, volunteers and participants.	<p>Mitigation Ensure safeguarding and health and safety is kept front and centre of all project planning. Annual safeguarding training for the entire organisation (including trustees) and ongoing training and monitoring of health and safety obligations and risk assessments in general and as appropriate for projects. Designated Board member responsible for safeguarding. Health and</p>

	Safety and Safeguarding included as standing item at all Board meetings. Respond to risks identified as appropriate.
6. Data Breach and Cyber Security breach	Mitigation Continue to have robust IT and related systems in place and work with suitable external IT advisor. Carry out Data Protection Impact Assessments on all projects and respond to risks identified as needed. Continue to maintain Cyber Essentials certification.

Structure, governance and management

Trustees take overall responsibility for the strategic direction of the organisation as well as ensuring a good legal and good practice framework underpins their role as the employer of staff. The whole board meets at least quarterly and a number of Board Committees / small working groups have been established to enable trustees to contribute skills and knowledge to support the CEO operationally and with specific challenges.

The Board has a Chair, Deputy Chair and Treasurer and have also recently appointed a Board Secretary to support governance and administration of board business. Succession planning is being kept under review and a new group of four trustees has recently been appointed with the intention of serving at least a three year term. This has helped strengthen board capacity and address specific gaps in terms of skills. There is still more to be done to monitor and address the diversity of the Board. The new appointments were specifically recruited to ensure links to Tower Hamlets and surrounding areas, but further work is now required to ensure representation on our Board of the diversity of our local communities and the participants we serve.

Trustees are invited to attend relevant training as well as sharing learning and skills through facilitated sessions and joining external charity governance support organisations. Financial training for trustees continued this year and more training is planned over the year ahead. Additional training will be offered on safeguarding and other areas of interest / good practice as the need arises to ensure the skills of the Board remain relevant and up-to-date.

Ceri Durham remains as CEO to lead a team of staff, sessional staff and volunteers to ensure strategic and business development in line with trustee decision as well as service and operational delivery in line with Social Action for Health's charitable objectives. Legally indemnified HR expertise is provided by Mentor.

The organisation is a charitable company limited by guarantee, incorporated on 19 July 1994 and registered as a charity on 31 August 1994.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in Note 8 to the accounts.

Remuneration policy for key management personnel

We do a market review to set a pay banding for each type of role. The rate employees are paid within this band is based on experience and performance. Trustees approve pay banding and agree remuneration for the CEO.

Appointment of trustees

Trustees are recruited through an advertisement and interview process with the aim of ensuring an effective mix of skills, experience and network connections. There are currently no constitutional provisions for specific trustee appointments.

One new trustee – Tatyana Karpinskaya – was appointed during 2023-24 and appointed as treasurer of Social Action for Health. Four new trustees have been appointed in financial year 2024-25 on 17 September 2024.

Related parties and relationships with other organisations

Social Action for Health has a wide range of stakeholders and partnerships that are detailed in our contracting and subcontracting relationships. We work in several informal partnerships and actively pursue a collaborative way of working with other community-based organisations. However, these are not formally contracted and rely on memorandums of understanding and mutual trust and understanding on both sides. A list of parties who have funded our work is set out below.

Public Benefit

The trustees confirm they have complied with the guidance contained in the Charity Commission's general guidance on public benefit in section 4 of the Charities Act 2011 when reviewing the Charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Statement of responsibilities of the trustees

The trustees (who are also directors of Social Action for Health for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities Statement Of Recommended Practice (SORP)
- Make judgements and estimates that are reasonable and prudent

- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in 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.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2024 was 7. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent Examiner

Shruti Soni was appointed as the charitable company's independent examiner during the year.

The trustees' annual report has been approved by the trustees on 16 December 2024 and signed on their behalf by

A handwritten signature in black ink, reading "Karin Pappenheim", is displayed on a light pink rectangular background.

Karin Pappenheim

Chair

Independent Examiner's Report to the Trustees of Social Action for Health

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 March 2024 which are set out on pages 36 to 48

Respective responsibilities of the Board of Trustees and examiner

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act'). You are satisfied that the accounts of the Company are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the 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 the ICAEW which is one of the listed bodies.

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

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts 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 accounts to be reached.

Shruti Soni

Shruti Soni

Shruti Soni Ltd
117a St Johns Hill
Sevenoaks, TN13 3PL

Date: 16. December. 2024.....

SOCIAL ACTION FOR HEALTH

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating Income and Expenditure Account & Statement of Total Realised Gains and Losses)

For the year ended 31 March 2024

	Note	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
INCOME FROM							
Donations and legacies	2	20,870	56,844	77,714	1,190	364,100	365,290
Charitable activities	3	202,649	27,044	229,693	272,441	3,538	275,979
Investment income: bank interest		3,699	-	3,699	1,653	-	1,653
Other income		25,832	-	25,832	41,351	-	41,351
TOTAL INCOME		253,050	83,888	336,938	316,635	367,638	684,273
EXPENDITURE ON:							
Raising funds	4	12,667	-	12,667	20,166	37,885	58,053
Charitable activities	4						
Consultancy, Management and Training		5,706	-	5,706	3,448	-	3,448
Community Health Research		58,866	22,838	81,704	41,536	11,522	53,060
Long Term Conditions Support		243,227	138,804	382,031	117,946	311,274	429,222
Pregnancy, Birth and Early Parenthood		9,796	35,951	45,747	30,125	9,012	39,137
Youth Health		-	-	-	17,251	10,094	27,345
Financial and Digital Wellbeing		21,831	24,119	45,950	13,703	18,331	32,034
Project Development and New Initiatives		-	-	-	502	-	502
		339,426	221,712	561,138	224,515	360,233	584,748
TOTAL EXPENDITURE		352,093	221,712	573,805	244,683	398,118	642,801
Net income / (expenditure) for the year before transfers		(99,043)	(137,824)	(236,867)	71,952	(30,480)	41,472
NET INCOME/(EXPENDITURE) FOR THE YEAR		(99,043)	(137,824)	(236,867)	71,952	(30,480)	41,472
RECONCILIATION OF FUNDS							
TOTAL FUNDS AT 1 APRIL 2023		267,720	244,343	512,063	195,766	274,823	470,591
TOTAL FUNDS AT 31 MARCH 2024		£ 168,677	£ 106,519	£ 275,196	£ 267,720	£ 244,343	£ 512,063

All income and expenditure has arisen from continuing activities

The annexed notes form part of these financial statements

SOCIAL ACTION FOR HEALTH
(company limited by guarantee number 02954744)

BALANCE SHEET
(company limited by guarantee number 02954744)
As at 31 March 2024

	Notes	£	2024 £	£	2023 £
FIXED ASSETS					
Tangible assets	11		2,328		6,318
CURRENT ASSETS					
Debtors	12	9,023		68,240	
Cash at bank and in hand		317,894		451,288	
		<u>326,917</u>		<u>519,528</u>	
CREDITORS: amounts falling due within one year	13	(54,049)		(13,783)	
NET CURRENT ASSETS			272,868		505,745
NET ASSETS			<u>£ 275,196</u>		<u>£ 512,063</u>
FUNDS					
Restricted funds	14		106,519		244,343
Unrestricted funds	14		168,677		267,720
			<u>£ 275,196</u>		<u>£ 512,063</u>

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

Directors responsibilities:

- (i) The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476;
- (ii) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

They were approved, and authorised for issue, by the Board of Trustees on 16 December 2024 and signed on their behalf by:-



KARIN PAPPENHEIM (Chair)

The annexed notes form part of these financial statements

SOCIAL ACTION FOR HEALTH

STATEMENT OF CASHFLOWS For the year ended 31 March 2024

	2024		2023	
	£	£	£	£
Cash flows from operating activities		(236,867)		41,472
Add back depreciation		3,990		3,990
Net cash provided by / (used in) operating activities				
(Increase)/decrease in debtors	59,217		34,472	
Increase/(decrease) in creditors	<u>40,266</u>		<u>(177,608)</u>	
		99,483		(143,136)
Cash flows from investing activities				
Purchase of fixed assets		-		-
Change in cash and cash equivalents in the year		<u>(133,394)</u>		<u>(97,674)</u>
Cash and cash equivalents at the beginning of the year		451,288		548,962
Cash and cash equivalents at the year end		<u><u>317,894</u></u>		<u><u>451,288</u></u>

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

1. ACCOUNTING POLICIES

Basis of preparation of financial statements

The accounts have been prepared under the historical cost accounting rules, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

Judgements and key sources of estimation uncertainty are detailed in the accounting policies where applicable.

Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

Going concern

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. Key judgements that the charitable company has made which have a significant effect on the accounts include estimating income and expenditure for the next 12 months, in particular the economic impact of the Covid 19 pandemic.

Income

Income is recognised when the charity has entitlement to the funds: this is when any performance conditions attached to the income have been met, it is probable that the income will be received, and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

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

Income is only deferred when: the donor specifies that the grant or donation must only be used in future accounting periods; or for performance related grants, where these are received in advance of the performances or specific event to which they relate.

NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 March 2024

Interest receivable

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

Company status

Social Action for Health is a company limited by guarantee. 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.

Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Irrecoverable VAT is included within expenditure, which is classified under the following activity headings:

Fundraising costs

Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.

Charitable activities

Expenditure on charitable activities includes the costs of delivering services and reading activities undertaken to further the purposes of the charity and their associated support costs.

Other expenditure

Other expenditure represents those items not falling into any other heading.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. Staff costs are stated on the basis of staff time. Support costs which cannot be directly attributed to charitable activities are allocated in proportion to staff costs.

Where information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of the area of literature occupied by each activity.

Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

Tangible fixed assets and depreciation

Tangible fixed assets (excluding investments) are stated at cost less depreciation. The cost of minor additions or those costing less than £1,000 are not capitalised. Other fixed assets with an expected life of more than one year are included at cost and depreciated over four years.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

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

Pensions

The charity operates a defined contributions pension scheme, which is a Group Stakeholder Pension Scheme. During the year, the charity contributed up to 3% of gross pay for all staff. The contributions made during the year are treated as an expense and were £6,506 (2023 - £10,075).

SOCIAL ACTION FOR HEALTH

NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 March 2024

2. DONATIONS AND LEGACIES

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Trusts & foundations	20,500	45,250	65,750	-	364,100	364,100
Local authority and NHS grants	-	10,394	10,394	-	-	-
Corporates	-	1,200	1,200	1,000	-	1,000
Other donations	370	-	370	190	-	190
	<u>£ 20,870</u>	<u>£ 56,844</u>	<u>£ 77,714</u>	<u>£ 1,190</u>	<u>£ 364,100</u>	<u>£ 365,290</u>

3. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Consultancy, Management and Training	35,886	-	35,886	9,001	-	9,001
Long Term Conditions Support	112,249	-	112,249	189,208	3,538	192,746
Community Health Research	53,181	27,044	80,225	63,849	-	63,849
Pregnancy, birth and early parenthood	-	-	-	5,000	-	5,000
Project Development and New Initiatives	1,333	-	1,333	833	-	833
Youth Health	-	-	-	4,550	-	4,550
	<u>£ 202,649</u>	<u>£ 27,044</u>	<u>£ 229,693</u>	<u>£ 272,441</u>	<u>£ 3,538</u>	<u>£ 275,979</u>

SOCIAL ACTION FOR HEALTH

NOTES TO THE FINANCIAL STATEMENTS For the year ended 31 March 2024

4. ANALYSIS OF EXPENDITURE

	Staff costs £	Direct costs £	Support & governance £	Total 2024 £	Total 2023 £
Consultancy, Management and Training	1,665	3,438	603	5,706	3,448
Community Health Research	51,808	11,150	18,746	81,704	53,060
Long Term Conditions Support	261,784	25,522	94,725	382,031	429,222
Pregnancy, Birth and Early Parenthood	27,019	8,951	9,777	45,747	39,137
Youth Health	-	-	-	-	27,345
Project Development and New Initiatives	-	-	-	-	502
Financial and Digital Wellbeing	32,261	2,016	11,673	45,950	32,034
	<u>374,537</u>	<u>51,077</u>	<u>135,524</u>	<u>561,138</u>	<u>584,748</u>
Fundraising	3,175	8,343	1,149	12,667	58,053
Support & governance	49,743	86,930	(136,673)	-	-
	<u>£ 427,455</u>	<u>£ 146,350</u>	<u>£ Nil</u>	<u>£ 573,805</u>	<u>£ 642,801</u>

2023

	Staff costs £	Direct costs £	Support & governance £	Total 2023 £
Consultancy, Management and Training	541	2,457	450	3,448
Community Health Research	27,063	3,469	22,528	53,060
Long Term Conditions Support	210,795	42,957	175,470	429,222
Pregnancy, Birth and Early Parenthood	19,655	3,121	16,361	39,137
Youth Health	13,005	3,514	10,826	27,345
Project Development and New Initiatives	274	-	228	502
Financial and Digital Wellbeing	16,171	2,402	13,461	32,034
	<u>287,504</u>	<u>57,920</u>	<u>239,324</u>	<u>584,748</u>
Fundraising	11,003	37,891	9,159	58,053
Support & governance	121,022	127,461	(248,483)	-
	<u>£ 419,529</u>	<u>£ 223,272</u>	<u>£ Nil</u>	<u>£ 642,801</u>

During the year, the charity has reviewed and updated the naming of its charitable activities to better reflect its work. These accounts are presented on the basis of these reclassifications, and the comparatives have been updated to match.

Of the total expenditure, £352,093 was unrestricted (2023 - £244,683) and £221,712 was restricted (2023 - £398,118).

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

5. NET INCOME / EXPENDITURE FOR THE YEAR

This is stated after charging / crediting:

	2024	2023
	£	£
Independent auditor's / examiner's remuneration:		
Independent examiner's fees	1,200	1,200
Operating lease rentals payable:		
Property	7,540	11,707
Other	-	3,542

6. STAFF COSTS AND NUMBERS

	Total Funds 2024 £	Total Funds 2023 £
Salary costs		
Wages and salaries	358,213	384,198
Social security costs	22,626	25,256
Pension costs	6,506	10,075
Redundancy costs	40,110	-
	£ 427,455	£ 419,529

The average number of employees (head count based on number of staff employed) during the year was 27 (2023 - 28).

The total employee benefits, including pension contributions, of the key management personnel were £65,159 (2023 - £65,510).

During the year, no employee earned more than £60,000 (2023 - the same).

7. PENSION SCHEME

The charitable company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the charitable company in the independently managed NEST pension fund. The pension cost charge represents contributions payable under the scheme by the charitable company to the fund. The charitable company has no liability under the scheme other than for the payment of those contributions.

8. TRUSTEES' REMUNERATION AND EXPENSES

The charity trustees were not paid and did not receive any other benefits from association with the charity in the year (2023 - £nil). No charity trustee received payment for professional or other services supplied to the charity (2023 - £nil).

No expenses were paid to the Trustees (2023 - the same).

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

9. RELATED PARTY TRANSACTIONS

Other than trustees' expenses above, there are no reportable related party transactions to disclose for 2024 (2023 - none).

10. TAXATION

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11. TANGIBLE FIXED ASSETS

	Leasehold improvements	Fixtures and fittings	Office equipment	Total
	£	£	£	£
Cost				
At 1 April 2023	48,934	29,420	34,711	113,065
Disposals	(48,934)	(29,420)	-	(78,354)
At 31 March 2024	-	-	34,711	34,711
Depreciation				
At 1 April 2023	48,934	29,420	28,393	106,747
Charge for the year	-	-	3,990	3,990
On disposals	(48,934)	(29,420)	-	(78,354)
At 31 March 2024	-	-	32,383	32,383
Net book value				
At 31 March 2023	£ Nil	£ Nil	£ 6,318	£ 6,318
At 31 March 2024	£ Nil	£ Nil	£ 2,328	£ 2,328

12. DEBTORS

	2024	2023
	£	£
Due within one year		
Trade debtors	8,023	91,208
- Less provision for bad debts	-	(23,968)
Accrued income	1,000	1,000
	£ 9,023	£ 68,240

NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 March 2024

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	-	1,300
Deferred income	48,068	-
Social security and other taxes	4,467	10,427
Pension	103	-
Accruals	1,411	2,056
	<u>£ 54,049</u>	<u>£ 13,783</u>
<u>Deferred income</u>		
Balance at 1 April 2023	-	140,806
Amount released to incoming resources	-	(140,806)
Amount deferred in the year	48,068	-
	<u>£ 48,068</u>	<u>£ Nil</u>

14. STATEMENT OF FUNDS

	Brought Forward £	Incoming Resources £	Resources Expended	Transfers and investment gains/(losses) £	Carried Forward £
RESTRICTED FUNDS					
Long Term Conditions Support					
Good Friends	4,442	31,594	(26,542)	-	9,494
BAME Mental Health	112,262	-	(112,262)	-	-
Pregnancy, Birth and Early Parenthood					
Sure STEPS	5,970	-	(35,951)	29,981	-
Community Health Research					
AI Multiply	-	27,044	(22,838)	-	4,206
Financial and Digital Wellbeing	121,669	25,250	(24,119)	(29,981)	92,819
	<u>£ 244,343</u>	<u>£ 83,888</u>	<u>£ (221,712)</u>	<u>£ Nil</u>	<u>£ 106,519</u>
SUMMARY OF FUNDS					
General Funds	267,720	253,050	(352,093)	-	168,677
Restricted Funds	244,343	83,888	(221,712)	-	106,519
	<u>£ 512,063</u>	<u>£ 336,938</u>	<u>£ (573,805)</u>	<u>£ Nil</u>	<u>£ 275,196</u>

The transfer of funds relates to the costs of the Sure STEPS project which were charged to the Santander Foundation grant. This grant was originally for the Financial Wellbeing project, however, with the donor's approval, it was repurposed to also fund the Sure STEPS project.

SOCIAL ACTION FOR HEALTH

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

STATEMENT OF FUNDS - 2023

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers and investment gains/(losses) £	Carried Forward £
RESTRICTED FUNDS					
<i>Long Term Conditions Support</i>					
<i>Good Friends</i>	8,504	4,118	(8,180)	-	4,442
<i>My Moves</i>	37,865	3,538	(41,403)	-	-
<i>BAME Mental Health</i>	57,931	129,276	(74,945)	-	112,262
<i>Pregnancy, Birth and Early Parenthood</i>					
<i>Sure STEPS</i>	14,846	-	(8,876)	-	5,970
<i>Community Health Research</i>					
<i>Covid Vaccine Uptake</i>	9,130	15,000	(24,130)	-	-
<i>Financial and Digital Wellbeing</i>	100,000	40,000	(18,331)	-	121,669
<i>Other</i>					
<i>Core and project development</i>	46,547	175,706	(222,253)	-	-
	<u>£ 274,823</u>	<u>£ 367,638</u>	<u>£ (398,118)</u>	<u>£ Nil</u>	<u>£ 244,343</u>
SUMMARY OF FUNDS					
<i>General Funds</i>	195,768	316,635	(244,683)	-	267,720
<i>Restricted Funds</i>	274,823	367,638	(398,118)	-	244,343
	<u>£ 470,591</u>	<u>£ 684,273</u>	<u>£ (642,801)</u>	<u>£ Nil</u>	<u>£ 512,063</u>

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted General Funds £	Restricted Funds £	Total Funds £
Tangible fixed assets	2,328	-	2,328
Net current assets	166,349	106,519	272,868
	<u>£ 168,677</u>	<u>£ 106,519</u>	<u>£ 275,196</u>

NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 March 2024

NOTE 15 ANALYSIS OF NET ASSETS BETWEEN FUNDS CONTINUED - 2023

	<i>Unrestricted General Funds £</i>	<i>Restricted Funds £</i>	<i>Total Funds £</i>
<i>Tangible fixed assets</i>	6,318	-	6,318
<i>Net current assets</i>	261,402	244,343	505,745
	<u>£ 267,720</u>	<u>£ Nil</u>	<u>£ 512,063</u>

16. OPERATING LEASE COMMITMENTS

The charity has a long-term, rolling agreement for hire of rooms at the Brady Arts Centre and is in ongoing discussions with Tower Hamlets local authority about formalising this arrangement. In the meantime, it has no ongoing obligations in this regard.

17. OTHER COMPANY INFORMATION

Social Action for Health is a charitable company limited by guarantee, registered in England with registration number 02954744. Its registered office address is Brady Arts Centre, 192-196 Hanbury Street, London, England, E1 5HU. The accounts are presented in GBP rounded to £1.