THE BLOOD PRESSURE ASSOCIATION

England & Wales · Charity number 1058944

Details

Other names	BLOOD PRESSURE UK, THE BPA
Status	Registered
Legal form	Charitable company
Company number	03251531
Registered	1996-10-30
Register	View on the Charity Commission register

Contact

Address	The Wolfson Institute Of Preventive Charterhouse Square London EC1M 6BQ
Phone	02078826018
Email	info@bloodpressureuk.org
Website	www.bloodpressureuk.org

Activities

Objects: TO ADVANCE EDUCATION ABOUT AND TO PROMOTE A GREATER UNDERSTANDING OF THE CONDITION OF HIGH BLOOD PRESSURE AMONG SUFFERERS,CARERS AND MEDICAL,NURSING AND RELATED PROFESSIONS; TO PROMOTE RESEARCH INTO THE CONDITION OF HIGH BLOOD PRESSURE AND THE PUBLICATION OF THE USEFUL RESULTS THEREOF; AND TO RELIEVE PEOPLE PEOPLE SUFFERING FROM HIGH BLOOD PRESSURE BY PROVIDING ADVICE AND SUPPORT

Activities: (a) Education about and promotion of a greater understanding of the condition of high blood pressure, among sufferers, carers and medical, nursing and related professions;(b) Promotion of research into the condition of high blood pressure and the publication of the useful results of such research; and(c) Relief of people suffering from high blood pressure by providing information & support

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Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£117,033	£182,944	-	-
2023-12-31	£86,369	£176,366	-	-
2022-12-31	£87,713	£177,081	-	-
2021-12-31	£186,256	£181,713	-	-
2020-12-31	£285,357	£173,376	-	-

Trustees

Name	Role	Appointed
Dr Pauline Swift	Chair	2020-12-19
Alex Wooltorton		2025-04-03
Dr Rebecca Suckling		2020-12-19
MR GUY BIGGIN		
Morven Lean		2022-12-12
NIRMALA MARKANDU		
Professor Sir MARK CAULFIELD		

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THE BLOOD PRESSURE ASSOCIATION

England & Wales - Charity number 1058944

Accounts

Charity registration number 1058944 (England and Wales)

Charity registration number SC040230 (Scotland)

Company registration number 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Guy Biggin, Honorary Treasurer Ms Nirmala Markandu Professor Bryan Williams Professor Mark Caulfield Dr Rebecca Suckling Dr Pauline Swift Professor Graham MacGregor Ms Morven Lean
Secretary	Dr Pauline Swift
Chief executive officer	Phil Pyatt
Charity number (England and Wales)	1058944
Charity number (Scotland)	SC040230
Company number	03251531
Registered office	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
Independent examiner	TC Group Star House Star Hill Rochester Kent ME1 1UX

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 16
Statement of Trustees' responsibilities	17
Independent examiner's report	18 - 19
Statement of financial activities	20
Statement of financial position	21 - 22
Notes to the financial statements	23 - 32

THE BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2024. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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) as amended by Update Bulletin 1 (effective 1 January 2019).

Objectives and activities

Policies and objectives

The principal objects of the company are:

(a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;

(b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and

(c) to relieve people suffering from high blood pressure by providing advice and support.

There have been no changes in these objects since the last annual report.

Blood Pressure Association Mission

"To significantly improve the prevention, diagnosis, management and treatment of high blood pressure in order to prevent death and disability from stroke and heart disease".

This is achieved by raising awareness amongst the whole population as well as specific high-risk groups, through the provision of information and support services.

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

Blood Pressure UK is a specialised provider of information, education and support, and features a membership structure.

Becoming a member is a powerful way to support people living with high blood pressure as well as being part of the UK's largest blood pressure charity and playing a key role in helping those affected by this serious condition.

We place great importance on ensuring our specialist advice - whether for members, the media, or the public – is balanced, up-to-date, and impartial. We have also continued to grow our core supporting membership and our e-newsletter, Positive Pressure, not only as a vital revenue stream but as a way to amplify Blood Pressure UK's voice and better represent the views and experiences of people living with high blood pressure.

Blood Pressure UK benefits from a close association with the Office for Health Improvement and Disparities (OHID), NHS England, British & Irish Hypertension Society, the World Hypertension League, and Consensus Action on Salt, Sugar and Health (CASSH) which represent the wider field of high blood pressure, cardiovascular disease, and public health nutrition. We will continue to strengthen our knowledge base through those associations, to ensure that all advice and information we give is accurate and up to date.

2024 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

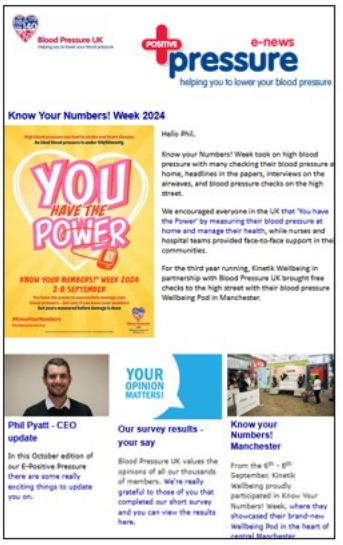
Blood Pressure UK is recognised as a dedicated centre of expertise for blood pressure and, as such, has had the opportunity to respond to research and developments about blood pressure and healthy lifestyles in the media throughout 2024.

A brief selection of stories covered nationally and locally include:

- **Nutrition Insight** – heart health breakthrough – salt reduction
- **Yahoo news** – a condition with no symptoms
- **Daily Star** – Don't go bacon my heart – why it's dangerous to pig out
- **Edinburgh Evening News** – Unknown high blood pressure risk for 82k city adults
- **The Guardian** – Eat less bacon and cheese to cut heart attack risk, Britons urged.

E-POSITIVE PRESSURE MAGAZINE

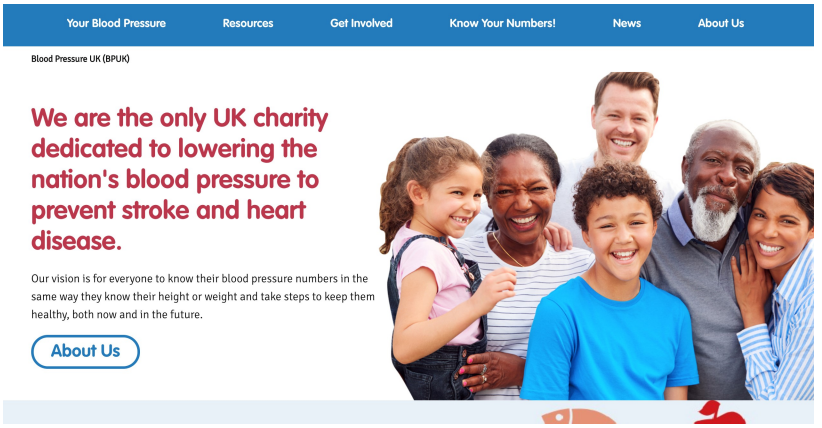
Our E-positive Pressure newsletter is published quarterly, bringing the latest evidence and insightful updates on blood pressure and our charitable work.



WEBSITE

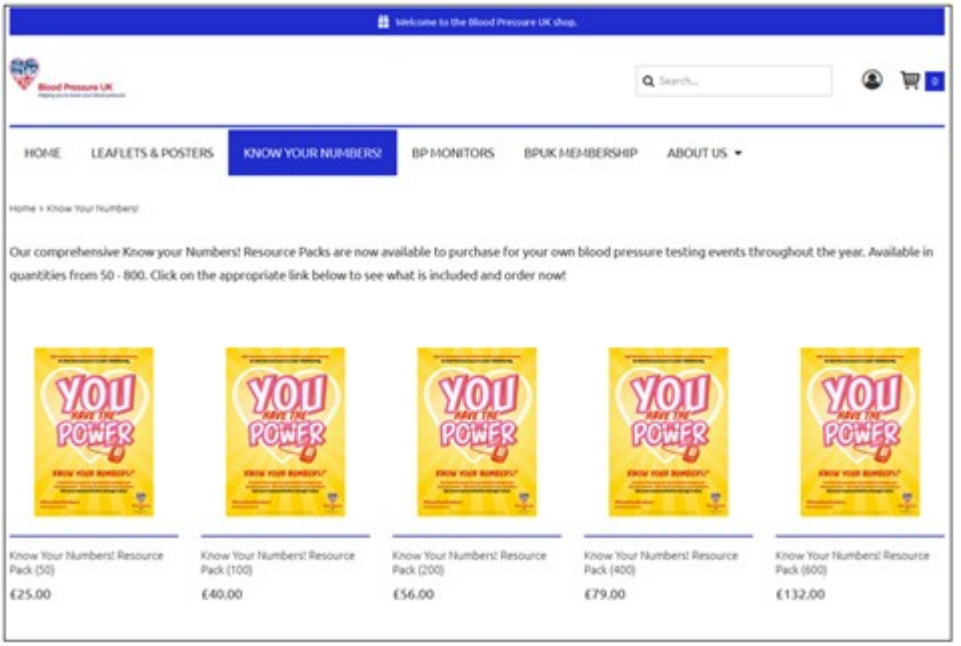
Our website is going from strength to strength with over 2.5 million users over the last 12 months. The website remains a vital resource to promote the work of Blood Pressure UK as well as enabling the reader to:

- Quickly find the information they are looking for
- Access clear, easy-to-understand content
- Get everything they need to manage their blood pressure confidently.



ONLINE SHOP

Our online shop continues to grow, making it easier for people to find and order resources and information – both from the general public and health professionals.



Through the shop you can purchase:

- Informative leaflets
- Awareness Posters
- Resources for year-round Know Your Numbers! events
- Blood Pressure UK membership.

All proceeds cover the costs of production as well as Blood Pressure UK's charitable activities.

HELPLINE

Our helpline remained open to the public, providing support and answering questions about blood pressure. Our Hypertension Nurse Specialist, Nirmala, offered reassurance and expert advice, helping to put people's minds at ease.

Many thanks for your fast reply, much appreciated.
Enquiry to the Helpline

PATIENT PANEL

Or Patient Panel had several new members signing up in 2024 – taking its number to just under 40 – which has the aim of helping to shape Blood Pressure UK's charitable activity. We are currently seeking more members and funding to develop this further.

An example of some of the studies we have shared for Patient Panel input include:

Association of Anaesthetists (AA) and the British and Irish Hypertension Society (BIHS) - review
"The measurement of adult blood pressure and management of hypertension before elective surgery".

Department of Cardiovascular Sciences, University of Leicester - the use of remote monitoring of blood pressure at home and to understand how healthcare services that use remote blood pressure monitoring can be effectively implemented for patient and health service benefits.

Each Patient Panel member was invited to complete a survey to share their interests and suggest topics they would like the charity to focus on

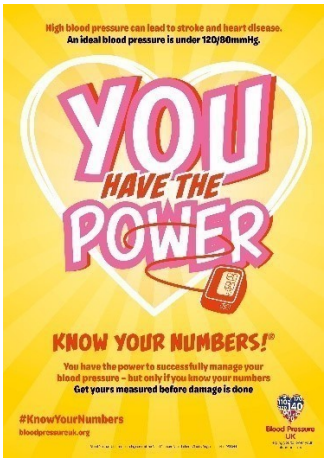
For 2024, the key areas of interest include:

- Helping to reach more people unaware that they have high blood pressure
- Advice about diet in reducing blood pressure
- Advice about exercise in reducing blood pressure
- Their experience of treatment, such as whether they have had enough support from Blood Pressure UK and their healthcare professionals to manage side effects
- Experience with GPs, pharmacists, and other health professionals, such as whether they felt they could have been supported more to manage their health at home
- Getting involved in case studies
- Knowing how they can support Blood Pressure UK and spread the word.

Throughout 2025, the staff and trustees along with the Patient Panel will be working closely to help shape the future of the charity.

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

Following the success of the virtual *Know Your Numbers! Week campaign*, we decided to keep the nation checking their blood pressure at home for Know Your Numbers! Week 2024.



For over two decades, *Know Your Numbers! Week* has empowered all adults across the UK to check their blood pressure numbers, and in its 24th year, we proudly continued to lead the nation's flagship blood pressure testing and awareness campaign.

For 2024, we once again brought the campaign online, promoting home blood pressure monitoring and healthy habits from the comfort of home. We distributed packs to our community partners who ran small local events, along with roadshows through our corporate partner Kinetik Wellbeing in Manchester. We also provided the nation with the resources to not only to check their blood pressure, but to get it under control.

In addition to monitoring blood pressure, we placed special emphasis on reducing salt intake – a major factor in high blood pressure - and encouraged healthy lifestyle choices. It was another successful year, delivering impact at a time when it was truly needed.

Our theme for 2024, '**You Have the Power**', encouraged individuals to take control of their health: "Have the power to successfully manage your blood pressure by knowing your numbers."

This powerful message resonated across the country, creating a vital opportunity to improve blood pressure control now and into the future. Home monitoring remained a key part of that message - providing a simple, accessible way to stay on top of your health.

Participants were encouraged not only to "know their numbers," but also to make positive lifestyle changes – eating more fruit and vegetables, reducing salt, and becoming more active.

We also invited our members, supporters, and the wider public to get involved as Pressure Partners, Patient Ambassadors, or to host Pressure Stations – where people could get free blood pressure checks in community settings. Everyone was encouraged to help spread the word about the importance of home monitoring.

In total, **759 participants registered** to take part – up from 585 in 2023 – a clear sign of growing engagement and momentum.

Out of the **759** participants:

- **659** were organisations/workplaces and
- **100** were individuals/general public.

Some of our Pressure Partners in 2024 included Avanti West Coast, Boots, B&M Stores, The British Army, Department of Work and Pensions, Hilton Hotels, Taylor Wimpey, Holly Health, Mitie, Natural England, NHS England, Royal Mail, Stroke Association, and Tesco.

OUR CORPORATE PARTNERS

Kinetik Wellbeing Roadshows in partnership with Blood Pressure UK

In partnership with Blood Pressure UK, roadshows were held in Market Street, Manchester during Know Your Numbers! Week. In total, hundreds of Blood pressure checks were taken, and each person was given a Blood Pressure UK pack consisting of leaflets with useful advice and guidance.

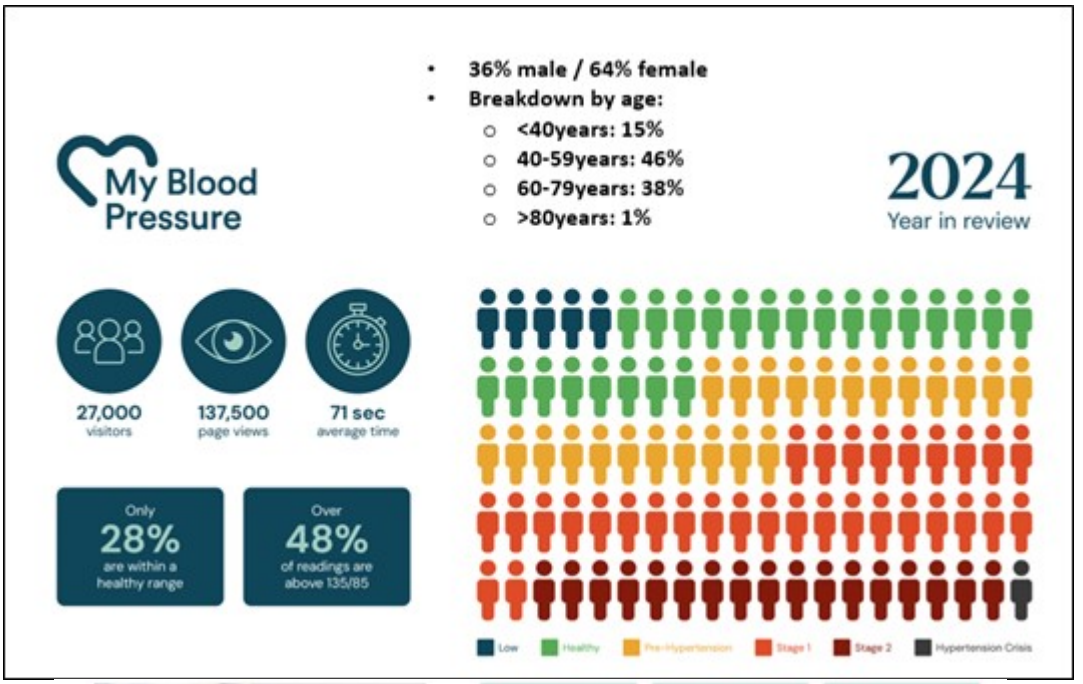
My Blood Pressure – **www.mybloodpressure.co.uk**

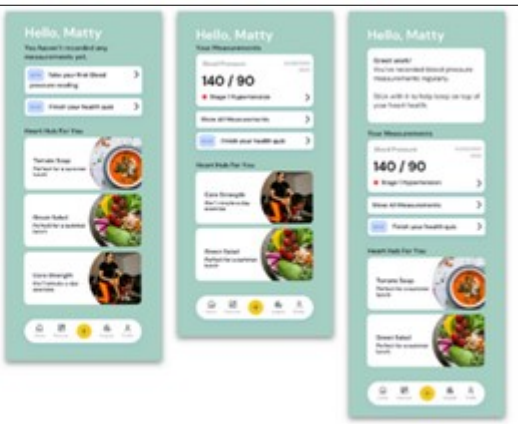
Mybloodpressure.co.uk was launched by Kinetik Wellbeing and supported by Blood Pressure UK in collaboration with British and Irish Hypertension Society and LoSalt.

My Blood Pressure was developed as a free personalised blood pressure companion. Users can take their unique blood pressure readings and enter them in the tool. This offers a comprehensive platform to track, analyse, and gain valuable insights into their blood pressure.

My Blood Pressure also provides personalised clinical advice provided by hypertension experts. This helps people to make informed lifestyle changes and take proactive steps towards achieving healthier blood pressure levels.

Some key metrics in 2024:





Lo Salt

For over 10 years, Blood Pressure UK has worked in partnership with LoSalt to help lower the nations salt intake by offering a low sodium alternative.

Through their Season with Sense brand, Blood Pressure UK was able to provide low salt recipes to its members and the wider general public. These were included in the E-Positive Pressure newsletter, and via our social media channels.

Campaign Collaborator

Blood Pressure UK are the only UK charity dedicated to lowering the nation's blood pressure to prevent heart disease and stroke. Their vision is for everyone to know their blood pressure numbers (in the same way they know their weight or height) and take steps to keep them healthy, both for now and in the future.

This vision is embodied by Blood Pressure UK's annual 'Know Your Numbers!®', its flagship campaign, which encourages all UK adults to get a blood pressure check. The highlight of the campaign is 'Know Your Numbers! ® Week', the UK's biggest blood pressure testing and awareness event. It takes place every September and since its launch in 2001, 'Know your Numbers!® Week' has ensured more than 1.5million people have had their blood pressure checked.

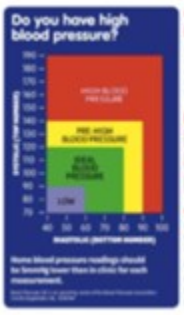
Blood Pressure UK
Helping you to lower your blood pressure

High blood pressure, also known as hypertension, is one of the biggest causes of heart attack and stroke in the UK today. More than one in four adults in the UK have high blood pressure regardless of their age.

Salt is the biggest source of sodium in our diets and it's this sodium that can cause high blood pressure. With small changes to our diet, we can modify our salt intake, which is why working with Blood Pressure UK is crucial for the Season With Sense campaign – working together to educate people on the role sodium has to play in their diet.

HOME BLOOD PRESSURE MONITORING HUB

In 2020, we created a collection of home monitoring resources which we made available to view and download in our new home monitoring hub. These resources were used again in 2024 and participants who signed up to be a Pressure Partner or a Patient Ambassador during Know Your Numbers! Week 2024 received these resources via a home monitoring toolkit sent via email from Blood Pressure UK. We also promoted our home monitoring hub throughout the week. We received lots of great feedback on our resources which included a guide to checking your blood pressure at home, a set of testing guidelines for home monitoring for the general public, a home monitoring record card to record your blood pressure numbers on, and video explaining how to measure your blood pressure and what blood pressure numbers mean.



We also included our Lifestyle tips poster, our KYN information leaflet and our A5 how to measure your blood pressure at home booklet, along with short snippets of our video, so they can be shared on social media and relevant websites.

- *Whilst there is a wide range of home blood pressure monitors available it is important to be sure that the blood pressure monitor you choose is accurate and the right cost for you. Remember to choose one with an upper cuff which is the right size for your arm and make sure it is UK approved ideally by the (BIHS) British and Irish Hypertension Society.*

PUBLIC OPINION SURVEY – Know your Numbers! Week

Blood Pressure UK also carried out a public opinion survey to over 2,000 demographically representative members of the UK population to ascertain their views on their salt intake - a major contributor to high blood pressure.

Key findings highlighted:

- Just under 4 million adults living in the UK aged 18-64 could be living daily with undiagnosed high blood pressure as one in ten of the UK population has never had their blood pressure checked
- Given salt intake is a major cause of high blood pressure, one in five Brits (20%) surveyed consumed nearly double (11.8g) the NHS's recommended amount of salt (6g) in their diet
- Despite nearly (87.5%) of the population knowing that salt intake affects blood pressure, over two-fifths (42.5%) of Brits have never made any changes to their diet to reduce salt intake
- Furthermore, whilst nearly 65% of the population claim to be confident in their ability to identify foods high in salt, with bacon and ham being ranked in the poll as the saltiest category (42.3%), respondents were less knowledgeable about how salty cheese is (5.4%).

MEDIA

A national press release was issued to the media to launch 'the week' (Monday 2nd September) based on the survey findings and highlighting the percentage of people in that specific country/region with undiagnosed high blood pressure'. In addition, local press releases targeting 17 major UK cities and 12 regions were issued.

Overall, the *Know Your Numbers! Week* 2024 campaign received widespread media coverage, including

The Guardian online	BBC Radio Norfolk
The Guardian print	World Health On Radio – content sent to 98 radio stations and broadcast to 6.5m listeners
The Sun online	Yahoo News
The Daily Star print	Edinburgh Evening News
London Live TV	Belfast Newsletter
Tyne Tees TV	Sheffield Star
UCB Radio	London Daily News
BBC Radio Manchester	Yorkshire Evening Post
BBC Radio Solent	Training Matters – pharmacy press
BBC Radio Norfolk	

During the week, there were **157** pieces of coverage were generated. This included:

- 5 x National newspapers (online and print):
  - The Mirror (online)
  - The Sun (online)
  - The Scottish Sun (online)
  - The Guardian (online and print)
  - The Edinburgh Evening News (print)

- 47 x Regional Press
- 96 x Internet / online
- 1 x TV
- 8 x Radio

Estimated reach was more than 63 million impacts.

Total monetary value of the coverage was £501,854.15

SOCIAL MEDIA - X (formerly Twitter)

At the end of September 2024, we had 3,879 followers across our social media platforms

There was lots of activity on both X (formerly twitter) and Facebook with health professionals, and researchers getting involved, as well as those who simply wanted to Know Their Numbers!

We also launched our new Instagram page during *Know Your Numbers! Week.*

We received online support from individuals, our 'Pressure Partners', health professionals, GP surgeries, pharmacies, gyms, care homes, local councils, and libraries to name a few - plus, support from NHS Clinical Commissioning Groups and Trusts, local councils, Non-Governmental Organisations and charities including the British Heart Foundation, the British and Irish Hypertension Society, Stroke Association, NHS, NHS England, the May Measurement Month organisation, Public Health England and from leading researchers. GPs and pharmacists shared the message and posted videos.

We also received support from high-profile decision-makers such as Professor Jamie Waterall, National Lead for Cardiovascular Disease Prevention at PHE, and Dr Shahed Ahmed, National Clinical Director for Cardiovascular Disease Prevention at NHS England.

By encouraging thousands of people each year to get their blood pressure checked, *Know your Numbers! Week* reaches those who often are completely unaware that they have, or could be at risk of developing, high blood pressure. The ongoing success of Blood Pressure UK and *Know your Numbers! Week* relies on the participation of hundreds of health professionals who spread the message of the importance of getting blood pressure checks and the support of funders and sponsors. We would like to thank everyone who helped to make Know your Numbers! Week 2024 a success.

CORPORATE WEBINARS

We hosted a series of webinars reaching people in the workplace, explaining why it is important to Know Your Numbers! which included organisations in the voluntary, private sector and public sector.

Feedback from a corporate organisation:

"Thank you for delivering a fantastic informative session."

"Really useful information and thank you for sharing the slides which I'll now share with attendees."

SUMMARY

The wide level of participation in the *Know your Numbers! Week* event, and our survey and research findings clearly demonstrate the vital role that Blood Pressure UK has in the prevention and detection of high blood pressure. Over 1.5 million people have received free blood pressure checks and information thanks to annual *Know your Numbers! Week* events over the past twenty-four years. They are the lucky ones who now know what their blood pressure is and steps they may need to take to lower it. With the help of our partners, funders and sponsors we, at Blood Pressure UK, aim to keep up this momentum to reach millions more in our fight to reduce strokes, heart attacks and heart disease caused by high blood pressure.

Investment policy and performance
The Trustees are empowered by the Memorandum of Association to invest the funds not required for immediate working purposes in such a manner as may be thought fit. During the year, the Trustees invested such funds in interest bearing deposit accounts earning returns at commercial rates of interest.

Financial review
For the tenth year in a row the charity substantially tried to cut its deficits alongside trying to build membership and investing in legacy building to encourage increased income in future years.

Funds Incoming
The charity received £117,033 from trusts and foundations and from individuals generally. The overall trend in income was upwards, caused principally by a significant legacy. The charity has two commercial partners.

Funds Expended
Staff costs are low, and spending was maintained at a similar level to the previous year in other areas, as the charity maintained its commitment to deliver services to its beneficiaries. Only unrestricted funds were received during the year; therefore, the charity opened the year with no restricted fund brought forward and closed the year with only unrestricted fund balances carried forward.

Sources of funding
Funding was achieved in 2024 through a number of different sources;

- Sales revenues
- Unrestricted voluntary income (donations from the corporate sector, legacies and private individuals).

Reserves policy
The Trustees aim to maintain a level of unrestricted reserves which ensures that there are adequate funds to meet current and known future liabilities. The Trustees consider that holding unrestricted free reserves (including designated funds which are reviewed on an annual basis) equivalent to between six and twelve months operating costs, given the current economic climate, is the minimum required to provide sufficient resources to respond to unexpected adverse changes in the company's funding or activities, which equates to approx. £230,000 based on current costs.

Public benefit

The charity's objectives are the provision of information and support to those affected by hypertension (high blood pressure), which it does by raising awareness among the whole population, as well as specific target groups at particular risk of the condition, through the provision of information and support services. In addition to providing services for the general public, Blood Pressure UK provides additional resources for those particularly likely to develop the condition, for example, the over 50s and those from a South Asian or African-Caribbean background.

In considering the charity's aims and objectives the Trustees confirm that they have had due regard to the Charity Commission's guidance on the public benefit requirement of the charity's work; that the charity does no harm or detriment in carrying out its charitable objectives and that the charity provides clear and identifiable benefits to the public in its activities, which in 2024 were:

- A national home blood pressure testing event *'Know Your Numbers! Week*, which provided free home blood pressure resources free of charge for anyone across the UK. It helped to tackle health inequalities by reaching vast numbers of people who may not otherwise access blood pressure checks
- A media and social media campaign to raise awareness of the health effects of high blood pressure
- The provision of expert and up to date information on all aspects of high blood pressure via the charity's website (including free downloads)
- Updates on the latest news and developments in blood pressure in regular electronic newsletters available to anyone who chooses to sign up to the free service
- The provision of a range of free printed booklets and leaflets on all aspects of high blood pressure, including core materials translated into 32 languages, for people with high blood pressure
- The provision of the charity's helpline, opened up to all members of the public, staffed by a registered hypertension nurse, which offered free information, support and advice to hundreds of people concerned about or affected by hypertension
- The provision of an email response service, which provided written information in response to written queries in more detail

The Trustees therefore believe that the charity is carrying out its objectives in a way which benefits the public by helping to raise awareness about the condition (all either free of charge or at nominal cost to beneficiaries).

Structure, governance and management

Constitution

The company is registered as a charitable company and is constituted under a Memorandum of Association dated 18 September 1996. It is registered as a charity number 1059844.

Method of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Trustees meet three times a year; one meeting being the annual general meeting of the company. At the annual general meeting, one third of the trustees are subject to retirement by rotation. New Trustees may be appointed on the recommendation of the Trustee Board or on proper notice of a nomination being given by a Trustee. In addition, Trustees may be recruited through the company's website and by advertising in relevant publications, including national newspapers. A minimum of three Trustees should remain in office at any given time but there is no maximum limit.

Policies adopted for the induction and training of Trustees

New prospective Trustees are invited to meet the staff. They are also included on the BPA's mailing list for governance, the magazine and receive regular updates on the charity's work from the Chief Executive Officer. Trustee Subcommittees (involving Trustees and other stakeholders) are as follows: finance group: Chaired by the Treasurer Guy Biggin.

Organisational structure and decision making

The Board of Trustees are responsible for the management of the company. They delegate the general management and administration of the company to the Chief Executive Officer, who, with the department staff, ensure that the company is run efficiently.

Risk management

The Trustees periodically examine the major risks to which the company is exposed, concentrating on areas of potential highest impact including:

- Failure of funding
- External environment
- Governance incl. General Data Protection Regulation
- Reputation with emphasis on the charity's national blood testing event *Know your Numbers!®*

All areas within the charity's risk policy are regularly evaluated by lead individuals. This helps drive review of the policy and the risk register is updated for trustee meetings. The Trustees are satisfied that the system in place is appropriate for managing the company's exposure to the major risks identified.

Related party relationships

There are no related party transactions in the year ended 31st December 2024.

Independent examination of accounts
As per the statutory requirements an Independent Examination will be done.

The Trustees' report was approved by the Board of Trustees.

.....
Dr. Pauline Swift
Trustee
Dated: .....

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

I report to the Trustees on my examination of the financial statements of The Blood Pressure Association (the Company) for the year ended 31 December 2024.

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements 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 financial statements 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 financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ACCA, 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 and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 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.

Sally Meah, FCCA
On behalf of TC Group

Star House
Star Hill
Rochester
Kent
ME1 1UX

Dated: .....

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Income and endowments from:			
Donations and legacies	**2**	70,653	18,983
Charitable activities	**3**	29,753	31,736
Other income	**4**	16,627	35,650
Total income		117,033	86,369
Expenditure on:			
Charitable activities	**5**	182,944	176,366
Total expenditure		182,944	176,366
Net expenditure and movement in funds		(65,911)	(89,997)
Reconciliation of funds:			
Fund balances at 1 January 2024		298,798	388,795
Fund balances at 31 December 2024		232,887	298,798

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	**11**		195		-
Current assets					
Debtors	**12**	4,099		3,553	
Cash at bank and in hand		233,361		309,404	
		237,460		312,957	
Creditors: amounts falling due within one year	**13**	(4,768)		(14,159)	
Net current assets			232,692		298,798
Total assets less current liabilities			232,887		298,798
Net assets excluding pension liability			232,887		298,798
The funds of the Company					
Unrestricted funds			232,887		298,798
			232,887		298,798

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2024.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on .....

.....
Dr Pauline Swift
Trustee

Company registration number 03251531 (England and Wales)

1 Accounting policies

Charity information

The Blood Pressure Association is a private company limited by guarantee incorporated in England and Wales. The registered office is The Wolfson Institute of Preventive Medicine, Charterhouse Square, London, EC1M 6BQ.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Company's [governing document], the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "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). The Company is a Public Benefit Entity as defined by FRS 102.

The Company has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Company.

1 Accounting policies **(Continued)**

1.4 Income

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

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

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. ln accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

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

lncome tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1 Accounting policies (Continued)

1.5 Expenditure

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

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

All assets costing more than £250 are capitalised.

1.7 Financial instruments

The Company has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Company's balance sheet when the Company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

2 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	49,653	18,804
Legacies receivable	20,000	179
Grants	1,000	-
	70,653	18,983

3 Income from charitable activities

	Fundraising 2024	Membership 2024	Total 2024	Fundraising 2023	Membership 2023	Total 2023
	£	£	£	£	£	£
Sales within charitable activities	8,002	21,751	29,753	7,961	23,775	31,736
Analysis by fund						
Unrestricted funds	8,002	21,751	29,753	7,961	23,775	31,736

4 Other income

	Unrestricted funds 2024	Unrestricted funds 2023
	£	£
Other income	16,627	34,166
Gift aid	-	1,484
	16,627	35,650

5 Charitable activities

	Information & support 2024	Raising awareness 2024	Membership 2024	Total 2024	Information & support 2023	Raising awareness 2023	Membership 2023	Total 2023
	£	£	£	£	£	£	£	£
Other costs	2,769	-	7,081	9,850	1,510	25	15,985	17,520
Legal and professional fees	16,229	597	-	16,826	13,938	2,962	-	16,900
	18,998	597	7,081	26,676	15,448	2,987	15,985	34,420
Share of support costs (see note 6)	69,130	13,826	70,667	153,623	62,645	12,529	64,036	139,210
Share of governance costs (see note 6)	1,190	238	1,217	2,645	1,231	246	1,259	2,736
	89,318	14,661	78,965	182,944	79,324	15,762	81,280	176,366

6 Support costs

	Support costs	**Governance costs**	**2024**	Support costs	Governance costs	2023
	£	**£**	**£**	£	£	£
Staff costs	123,992	-	123,992	103,031	-	103,031
Depreciation	98	-	98	5,630	-	5,630
Premises costs	1,581	-	1,581	1,592	-	1,592
Office costs	3,102	-	3,102	3,035	-	3,035
Hotels	170	-	170	-	-	-
Accountancy	15,460	-	15,460	13,773	-	13,773
Irrecoverable VAT	3,888	-	3,888	5,238	-	5,238
Other costs	3,729	-	3,729	4,262	-	4,262
Bad debt provision	(370)	-	(370)	430	-	430
Subsistence	83	-	83	195	-	195
Consultancy fees	1,890	-	1,890	2,240	-	2,240
Independent examination fees	-	2,645	2,645	-	2,520	2,520
	153,623	2,645	156,268	139,426	2,520	141,946
Analysed between						
Charitable activities	153,623	2,645	156,268	139,210	2,736	141,946

Governance costs includes payments to the examiner of £2,645 (2023 - £2,520) for completion of the independent examination and year end accounts.

7 Net movement in funds

	2024	**2023**
	£	**£**
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	2,645	2,520
Depreciation of owned tangible fixed assets	98	5,630

8 Trustees

One of the trustees was paid a freelance fee as the charity’s hypertension nurse to answer questions through the helpline. None of the other Trustees (or any persons connected with them) received any remuneration or benefits from the Company during the year.

9 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	3	3

Employment costs	2024 £	2023 £
Wages and salaries	113,505	94,105
Social security costs	5,512	4,221
Other pension costs	4,975	4,705
	123,992	103,031

The key management personnel of the charity comprises, the Chief Executive Officer and Senior Management Team. The total employee benefits of the key management personnel of the Charity were £55,702 (2023 - £54,080).

There were no employees whose annual remuneration was more than £60,000.

10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

11 Tangible fixed assets

	Computer equipment
	£
Cost	
At 1 January 2024	26,105
Additions	293
At 31 December 2024	26,398
Depreciation and impairment	
At 1 January 2024	26,105
Depreciation charged in the year	98
At 31 December 2024	26,203
Carrying amount	
At 31 December 2024	195

12 Debtors

	2024	2023
Amounts falling due within one year:	£	£
Trade debtors	1,201	702
Other debtors	1,097	-
Prepayments and accrued income	1,801	2,851
	4,099	3,553

13 Creditors: amounts falling due within one year

	2024	2023
	£	£
Other taxation and social security	-	393
Trade creditors	529	2,866
Other creditors	402	-
Accruals and deferred income	3,837	10,900
	4,768	14,159

14 Retirement benefit schemes

	2024	2023
Defined contribution schemes	**£**	**£**
Charge to profit or loss in respect of defined contribution schemes	4,975	4,705

The Company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Company in an independently administered fund.

15 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
General funds	298,798	117,033	(182,944)	232,887

Previous year:	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
General funds	388,795	86,369	(176,366)	298,798

16 Related party transactions

There are no related party transactions in the current year.

THE BLOOD PRESSURE ASSOCIATION

England & Wales - Charity number 1058944

Accounts

Charity registration number 1058944 (England and Wales)

Charity registration number SC040230 (Scotland)

Company registration number 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Guy Biggin, Honorary Treasurer Ms Nirmala Markandu Professor Bryan Williams Professor Mark Caulfield Dr Rebecca Suckling Dr Pauline Swift Professor Graham MacGregor Morven Lean
Secretary	Professor Graham MacGregor
Chief executive officer	Phil Pyatt
Charity number (England and Wales)	1058944
Charity number (Scotland)	SC040230
Company number	03251531
Registered office	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
Independent examiner	TC Group Star House Star Hill Rochester Kent ME1 1UX

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 16
Statement of Trustees' responsibilities	17
Independent examiner's report	18 - 19
Statement of financial activities	20
Statement of financial position	21 - 22
Notes to the financial statements	23 - 31

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2023. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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) as amended by Update Bulletin 1 (effective 1 January 2019).

Objectives and activities

Policies and objectives

The principal objects of the company are:

(a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;

(b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and

(c) to relieve people suffering from high blood pressure by providing advice and support.

There have been no changes in these objects since the last annual report.

Blood Pressure Association Mission

"To significantly improve the prevention, diagnosis, management and treatment of high blood pressure in order to prevent death and disability from stroke and heart disease".

This is achieved by raising awareness amongst the whole population as well as specific target groups of risk factors for the condition through the provision of information and support services.

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

Blood Pressure UK is a specialised provider of information, education and support, and features a membership structure. Membership is a great way to make a difference to the lives of people living with high blood pressure, making one an important part of the UK's largest blood pressure charity, helping people with this serious condition. A particular importance has been placed on ensuring our specialist advice, to both members, the media and the public, is balanced, current and objective. We have also continued to develop our core supporting membership and our magazine and e-newsletter Positive Pressure as both a revenue stream and to strengthen the influence and reach of Blood Pressure UK in representing the views and experiences of high blood pressure patients.

Blood Pressure UK benefits from a close association with Public Health England (PHE), NHS England, British & Irish Hypertension Society, the World Hypertension League, and Consensus Action on Salt, Sugar and Health which represent the wider field of high blood pressure, cardiovascular disease, and public health nutrition, we will continue to strengthen our knowledge base through those associations, to ensure that all advice and information we give is accurate and up to date.

2023 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

Blood Pressure UK is recognised as a dedicated centre of expertise for blood pressure, and as such has had the opportunity to respond to research and developments about blood pressure and healthy lifestyles in the media throughout 2023.

A brief selection of stories covered:

- **Daily Express** – smoked salmon could increase your risk of high blood pressure
- **Nursing in Practice** – nurse led project tackles high blood pressure amongst black community
- **i-news** – tips to prevent high blood pressure
- **BBC News** – hidden high blood pressure in young people revealed
- **Independent Pharmacist** – the secret killer

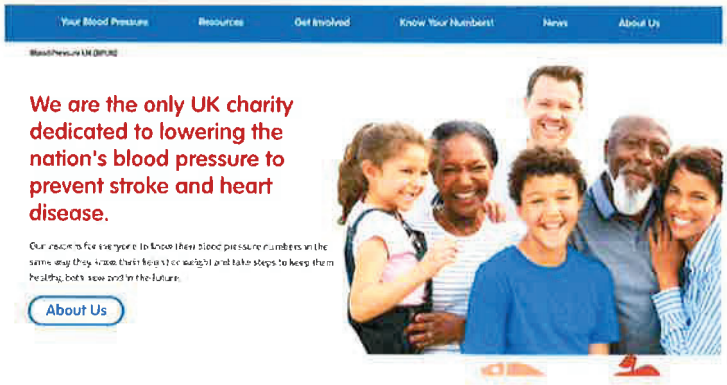
E-POSITIVE PRESSURE MAGAZINE

Our E-positive Pressure newsletter four times throughout the year, with the latest in evidence, guidance and interesting information related to blood pressure and our charitable activities.

WEBSITE

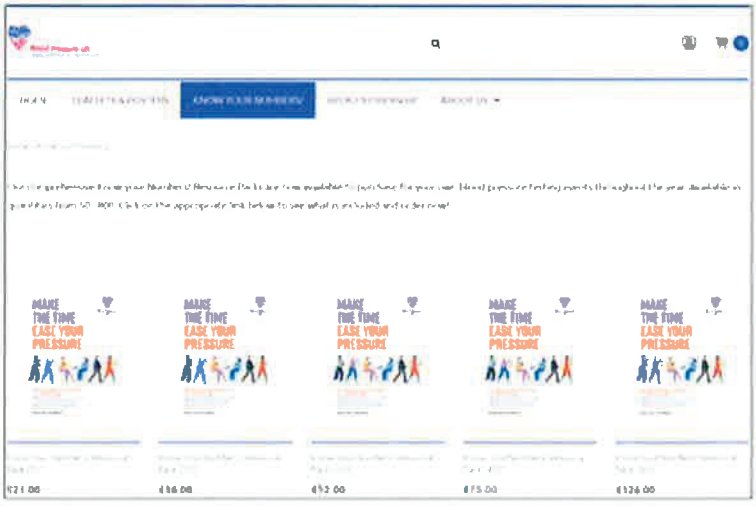
Our new website is going from strength to strength with over 2 million users over the last 12 months. The website remains an amazing resource to promote the work of Blood Pressure UK including:

- Find what they're looking for easily
- Read easy-to-understand, simple information
- Find all they need to know about managing their blood pressure



ONLINE SHOP

Our online shop is continuing to grow, making it easier for people to find and order resources and information both from the general public and health professionals.



Through the shop you can purchase:

- Leaflets
- Posters
- Know Your Numbers Week! packs
- Blood Pressure UK membership

All proceeds cover the costs of production and Blood Pressure UK's charitable activity.

HELPLINE

Our helpline continued to be open to the public to answer questions about blood pressure. Our Hypertension Nurse Specialist, Nirmala, put people's minds at rest.

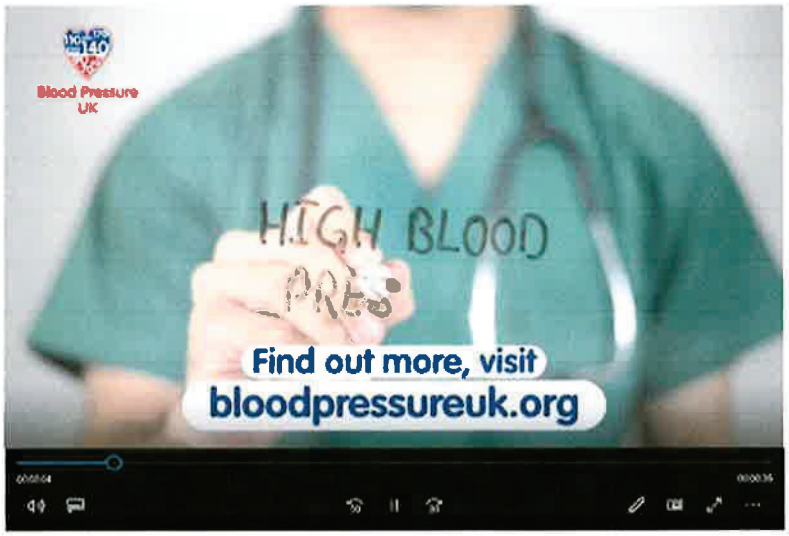
A message we received to our helpdesk:

I am really pleased there is a dedicated charity serving people with blood pressure issues. It was a real eye opener coming across your website. I wish I had seen it or known about it before! My Mum suffered from very high blood pressure, up until her death from haemorrhagic stroke in May this year. She had a TIA in February 2020, but since then, had suffered from worsening blood pressure symptoms, dizziness, nausea, confusion, slurred speech, extreme fatigue and I was beginning to see changes in her cognitive ability. I feel over these 3 years, until her death, she received little to no help or advice from the NHS locally (she lived in rural Scotland), and never again met with a specialist after her stroke emergency in 2020. Had I known about your charity, I would have been there showing her the information you have so well written and presented, easy to read and understand. To be perfectly honest, I am ashamed to say that until her death, I had no idea about the link between blood pressure and stroke. Honestly, I am not sure she knew this either, and wasn't made aware of it. She took her blood pressure every day and if it was sky high, she would go to the GP. I wasn't aware how little time we would have with her living with this condition. I regret this so much, as she left us very suddenly, and we were all unable to say goodbye. I hope that the charity does manage to provide people like my Mum with some information and knowledge to support them dealing with this debilitating condition. I feel it is something that people shrug off, like it's nothing. It's not nothing! On her death certificate, the second cause of death was "essential hypertension" - until then, I had no idea this could have been considered a life threatening illness and I am angry with myself for not finding out more. Maybe we were all too scared. Thank you anyway for being there for future people suffering from this condition.

Blood Pressure UK Member

NEW VIDEO

Blood Pressure UK developed a new video to go on its YouTube channel which was promoted on social media for Know your Numbers! Week.



SHARE THE PRESSURE

Blood Pressure UK were part of an innovative new project led by the Race Equality Foundation together with Smart Health Solutions and Younger Lives and funded by the Burdett Trust.

The project involved developing and piloting a nurse-led motivational change model for managing high blood pressure. It targeted Black Caribbean and African communities living in Bromley, Bexley, Greenwich, Lewisham, Southwark and Lambeth in South East London and was delivered initially through GP practices in the South East London Integrated Care System.

The existing Heart Age tool www.sharethepressure.com was adapted to make it more appropriate for the target group, and then, more than 600 practitioners were trained, including nurses and pharmacists, about high blood pressure, and in using the Heart Age tool.

Sixteen decision making and hypertension training programmes were delivered, including 11 live webinars, two podcasts, two quizzes and training to practitioners using the health and wellbeing bus.
Participants knowledge of, and confidence discussing, blood pressure topics, increased thanks to training. Following their training, nine out of 10 rated the likelihood of using their knowledge at work as four or five out of five.

PATIENT PANEL

Or new Patient Panel had several new members signing up in 2023 which has the aim of helping to shape Blood Pressure UK's charitable activity. We are currently seeking more members and funding to develop this further. At present we have 24 panel members signed up.

Each interested Patient Panel member was asked to complete a survey to highlight their areas of interest and areas they would like the charity to explore.

The main areas of interest in 2023 continue to be:

- Helping to reach more people unaware that they have high blood pressure
- Advice about diet in reducing blood pressure
- Advice about exercise in reducing blood pressure
- Your experience of treatment, such as whether you have enough support from us and your healthcare professionals to manage side effects
- Experience with GPs, pharmacists, and other health professionals, such as whether you felt you could have been supported more to manage your health at home
- Getting involved in case studies
- Knowing how I can support Blood Pressure UK more and spread the word.

In 2024, the staff and trustees along with the Patient Panel will be working closely to help shape the future of the charity.

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

Following the success of our first virtual Know Your Numbers! Week, we decided to keep the nation checking their blood pressure at home for Know Your Numbers! Week 2023.

For over twenty years Know Your Numbers! Week has encouraged all adults in the UK to find out their blood pressure numbers, and our aim was to continue to do that for our 23rd Know Your Numbers! Week, maintaining our status as the UK's flagship blood pressure testing and awareness campaign. We took the campaign online for a fourth year, encouraging home blood pressure monitoring and being healthy at home, distributing packs to our community partners to run small local events, along with roadshows in three major cities through our corporate partner Kinetik Wellbeing in Leeds, Manchester and Kent. We provided the nation with the resources not only to check their blood pressure, but to get it under control. As well as keeping an eye on your blood pressure, it's especially important to eat less salt as salt directly raises your blood pressure. It was a great to see the increased enthusiasm and support for our new format Know Your Numbers! Week. It continued to be great success at a time when it was needed most.

Our theme for 2023 was 'your blood pressure is important no matter your age, and we asked people to 'Make time, ease your pressure' providing a golden opportunity to improve blood pressure control now and in the future. Home monitoring continues to provide a simple solution to blood pressure management. Individuals and health organisations spread our theme and simple message among their friends, followers and communities: By buying or borrowing a home blood pressure monitor, you can ensure you don't forget the forgotten pandemic of high blood pressure and make this year again the year of home monitoring.

People were again encouraged to check their blood pressure and to "know their numbers" but were also exposed to lifestyle education, encouraging them to increase their consumption of fruit and vegetables, cut down on their salt intake and to do more physical activity.

Our members, supporters and the general public were invited to join as Pressure Partners, Patient Ambassadors, and also to run a small number of Pressure Stations where appropriate whereby the general public in a variety of settings could get a free blood pressure check. All Groups were encouraged to help spread the message of the importance of checking your blood pressure at home. **585** participants registered to take part, up from **447** in 2022.

Out of the **585** participants:

- **550** were organisations/workplaces and
- **30** were individuals/general public.

Some of our Pressure Partners in 2023 included Kinetik Wellbeing, Lloyds Direct, BT Group, Boots, IKEA, Department of Work and Pensions, Kellogg's, Guys & St Thomas NHS Foundation Trust, Royal Mail and Tesco.

KNOW YOR NUMBERS! – SOUTH WEST

The NHS in the South West ran a campaign in the region from September 2023 for 12 months using Know your Numbers! branding and Blood Pressure UK collateral on things from leaflets to livery on the side of buses.

KNOW YOUR NUMBERS!

OUR CORPORATE PARTNERS

Kinetik Wellbeing Roadshows in part association with Blood Pressure UK

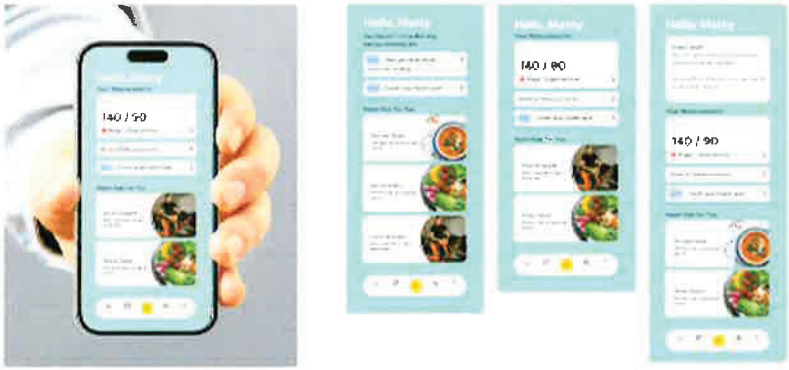
In part association with Blood Pressure UK, there were three roadshows held in shopping centres in England during Know Your Numbers! Week in Leeds, Manchester, and Kent. In total, hundreds of Blood pressure checks were taken, with each person given a Blood Pressure UK pack of leaflets with advice and guidance.

My Blood Pressure – www.mybloodpressure.co.uk

Mybloodpressure.co.uk was launched by Kinetik Wellbeing and supported by Blood Pressure UK with collaboration with British and Irish Hypertension Society and LoSalt.

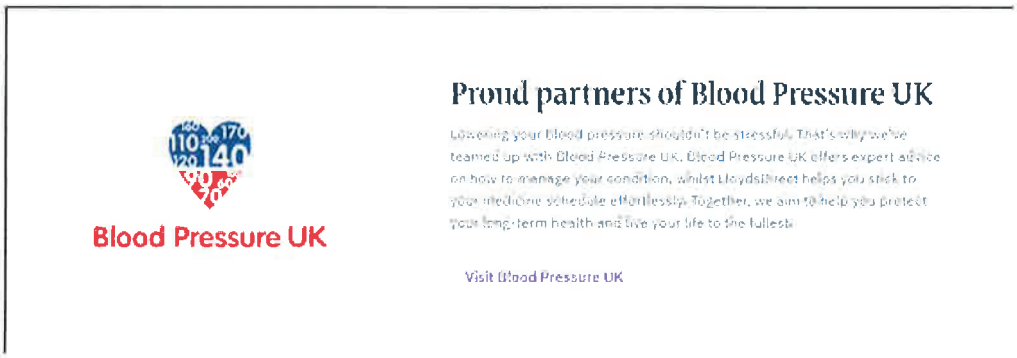
My Blood Pressure was developed as a free personalised blood pressure companion. Users can take their unique blood pressure readings and enter them in the tool which offers them comprehensive tools to track, analyse, and gain valuable insights into their blood pressure.

My Blood Pressure provides personalised clinical advice provided by hypertension experts, which helps people to make informed lifestyle changes and take proactive steps towards achieving healthier blood pressure levels.



Lloyds Direct

Blood Pressure UK continued their partnership with Lloyds Direct, the online prescription service to encourage people to make sure they continue to take their blood pressure medication and reorder their repeat prescriptions in good time.



Lo Salt

For over 10 years Blood Pressure UK have worked in partnership with Lo Salt to help lower the nations salt intake by offering a low sodium alternative.

Through their Season with Sense brand, Blood Pressure UK were able to provide low salt recipes to its members and the wider general public which were included in our E-Positive Pressure newsletter, and also through our social media channels.

HOME BLOOD PRESSURE MONITORING HUB

In 2020, we created a collection of home monitoring resources which we made available to view and download in our new home monitoring hub. These resources were used again in 2023 and participants who signed up to be a Pressure Partner or a Patient Ambassador during Know Your Numbers! Week 2023 received these resources via a home monitoring toolkit sent by email from Blood Pressure UK., which since 2020 has replaced sending Know Your Numbers! resources packs to all participants of KYN Week. We also promoted our home monitoring hub throughout the week. We received lots of great feedback on our resources which included a guide to checking your blood pressure at home, a set of testing guidelines for home monitoring for the general public, a home monitoring record card to record your blood pressure numbers on, and video explaining how to measure your blood pressure and what the numbers mean.

We also included our Lifestyle tips poster, our KYN information leaflet and our A5 how to measure your blood pressure at home booklet along with short snippets of our video, so they can be shared on social media and websites.

The guidelines included:

- Whilst there is a wide range of home blood pressure monitors available, it is important to be sure that the blood pressure monitor you choose is accurate and the right cost for you. Remember to choose one with an upper cuff which is the right size for your arm and make sure it's UK approved.

PUBLIC OPINION SURVEY – Know your Numbers! Week

Blood Pressure UK also carried out a public opinion survey to over 1,000 demographically representative members of the UK population aged 30-50 to ascertain their views on what health conditions they most fear, whether they know their blood pressure numbers, what conditions high blood pressure can cause, and if they are aware that salt can raise blood pressure.

Here are some key findings:

- Cancer, Heart Attacks, Alzeimers and Stroke were the conditions people most feared
- On the whole, it was important to people to know their blood pressure numbers
- 63% of those surveyed didn't know their blood pressure numbers
- Of those that did know their blood pressure numbers, the majority of these were taken over the last 24 months
- 72% generally agreed that blood pressure is not only a concern for older people i.e. those aged over 50
- People generally knew that high blood pressure could lead to Stroke and Heart Attack
- The majority of those surveyed aged 30-50 were aware that the amount of salt in your diet could contribute to raising your blood pressure.

MEDIA

We issued a national press release to the media to launch the week (Monday 4th September) based on the survey and highlighting the percentage of people in that specific country/region with undiagnosed high blood pressure', as well as local press releases in 17 major UK cities and 12 regional press releases for regional and local media.

Overall, our Know Your Numbers! Week 2023 campaign received good media coverage. Our campaign featured in:

The Times - print	BBC Derby
The Times online	BBC West Midland
The Daily Express - print	BBC Coventry and Warwickshire (West Midlands)
The Daily Express - online	BBC Sheffield
The Daily Mirror - online	BBC Leeds - 1
The Sun - online	BBC Leeds - 2
The Daily Record – one of Scotland's biggest newspapers	BBC 3 Counties -plus across the East region
Belfast Live - Northern Ireland's biggest news site reaching 49% of the entire online population	BBC West Midlands
Wales online – Wales' biggest news site	UCB1 Radio – Talking Point Show
Stoke On Trent Live	BBC Radio Norwich
BBC Morning Live TV	UK Health Radio

During the week, we received **299** pieces of coverage. This included:

- 9 x National newspapers
- 32 x Regional
- 4 x Consumer magazine
- 149 x Internet / online
- 2 x TV
- 103 x Radio

Estimated reach was more than 119 million impacts.
Total monetary value of the coverage was £3,800,000

SOCIAL MEDIA - X (formerly Twitter)

The tweets were seen over 57,400 times during the week and 59,700 times during the month of September, with **53 tweets, 48,000 profile visits, 550 mentions and 76 new followers during September.**

Our hashtag # KnowYourNumbers trended on X (formerly Twitter) again for the first time since 2020 for three consecutive days.

There was lots of activity on X (formerly Twitter) and Facebook with health professionals, and researchers getting involved, as well as those who simply want to Know Their Numbers!

We received online support from individuals, our 'Pressure Partners', health professionals, GP surgeries, pharmacies, gyms, care homes, local councils, and libraries to name a few. Plus, support from NHS Clinical Commissioning Groups and Trusts, local councils, Non-Governmental Organisations and charities including the British Heart Foundation, the British and Irish Hypertension Society, Stroke Association, NHS, NHS England, the May Measurement Month organisation, Public Health England and from leading researchers. GPs and pharmacists shared the message and put out videos.

We also received support from high-profile decision-makers such as Professor Jamie Waterall, National Lead for Cardiovascular Disease Prevention at PHE, and Dr Shahed Ahmed, National Clinical Director for Cardiovascular Disease Prevention at NHS England.

By encouraging thousands of people each year to get their blood pressure checked, Know your Numbers! Week reaches those who often are completely unaware that they have, or could be at risk of developing, high blood pressure. The ongoing success of Blood Pressure UK and Know your Numbers! Week relies on the participation of hundreds of health professionals who spread the message of the importance of getting blood pressure checks and the support of funders and sponsors. We would like to thank everyone who helped to make Know your Numbers! Week 2023 a success.

WEBINARS

We hosted a series of webinars reaching people in the workplace, and regional NHS Prevent teams explaining why it's important to Know Your Numbers!. These included some voluntary organisations, organisations in the private sector and the Home Office.

SUMMARY

The wide level of participation in the Know your Numbers! Week event, and our survey and research findings, clearly demonstrate the vital role that the Blood Pressure UK has in the prevention and detection of high blood pressure. Over 1.5 million people have received free blood pressure checks and information thanks to annual Know your Numbers! Week events over the past twenty-three years. They are the lucky ones, who now know what their blood pressure is and steps they may need to take to lower it. With the help of our partners, funders and sponsors we at Blood Pressure UK aim to keep up this momentum to reach millions more in our fight to reduce strokes, heart attacks and heart disease caused by high blood pressure.

Investment policy and performance
The Trustees are empowered by the Memorandum of Association to invest the funds not required for immediate working purposes in such a manner as may be thought fit. During the year, the Trustees invested such funds in interest bearing deposit accounts earning returns at commercial rates of interest.

Financial review
For the tenth year in a row the charity substantially tried to cut its deficits alongside trying to build membership and investing in legacy building to encourage increased income in future years.

Funds Incoming
The charity received £86,369 from trusts and foundations and from individuals generally. The charity has three commercial partners.

Funds Expended
Spending was maintained at a similar level to the previous year in other areas, as the charity maintained its commitment to deliver services to its beneficiaries. Only unrestricted funds were received during the year; therefore, the charity opened the year with no restricted fund carried forward and closed the year with only unrestricted fund balances carried forward.

Sources of funding
Funding was achieved in 2023 through a number of different sources;

- Sales revenues
- Unrestricted voluntary income (donations from the corporate sector, legacies and private individuals).

Reserves policy
The Trustees aim to maintain a level of unrestricted reserves which ensures that there are adequate funds to meet current and known future liabilities. The Trustees consider that holding unrestricted free reserves (including designated funds which are reviewed on an annual basis) equivalent to between six and twelve months operating costs, given the current economic climate, is the minimum required to provide sufficient resources to respond to unexpected adverse changes in the company's funding or activities, which equates to approx. £200,000 based on current costs.

Public benefit
The charity's objects are the provision of information and support to those affected by hypertension (high blood pressure), which it does by raising awareness among the whole population, as well as specific target groups at particular risk of the condition, through the provision of information and support services. In addition to providing services for the general public, Blood Pressure UK provides additional resources for those particularly likely to develop the condition, for example, the over 50s and those from a South Asian or African-Caribbean background.

In considering the charity's aims and objectives the Trustees confirm that they have had due regard to the Charity Commission's guidance on the public benefit requirement of the charity's work; that the charity does no harm or detriment in carrying out its charitable objectives and that the charity provides clear and identifiable benefits to the public in its activities, which in 2023 were:

- A national home blood pressure testing event 'Know Your Numbers! Week, which provided free home blood pressure resources free of charge for anyone across the UK. It helped to tackle health inequalities by reaching vast numbers of people who may not otherwise access blood pressure checks.
- A media and social media campaign to raise awareness of the health effects of high blood pressure.
- The provision of expert and up to date information on all aspects of high blood pressure via the charity's website (including free downloads).
- Updates on the latest news and developments in blood pressure in regular electronic newsletters available to anyone who chooses to sign up to the free service.
- The provision of a range of free printed booklets and leaflets on all aspects of high blood pressure, including core materials translated into 32 languages, for people with high blood pressure.
- The provision of the charity's information line, opened up to all members of the public, staffed by a registered nurse, which offered free information, support and advice to hundreds of callers concerned about or affected by hypertension.
- The provision of an email response service, which provided written information in response to written queries in more detail.

The Trustees therefore believe that the charity is carrying out its objects in a way which benefits the public by helping to raise awareness about the condition (all either free of charge or at nominal cost to beneficiaries).

Structure, governance and management

Constitution

The company is registered as a charitable company and is constituted under a Memorandum of Association dated 18 September 1996. It is registered as a charity number 1059844.

Method of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Trustees meet three times a year; one meeting being the annual general meeting of the company. At the annual general meeting, one third of the trustees are subject to retirement by rotation. New Trustees may be appointed on the recommendation of the Trustee Board or on proper notice of a nomination being given by a Trustee. In addition, Trustees may be recruited through the company's website and by advertising in relevant publications, including national newspapers. A minimum of three Trustees should remain in office at any given time but there is no maximum limit.

Organisational structure and decision making

The Board of Trustees are responsible for the management of the company. They delegate the general management and administration of the company to the Chief Executive Officer, who, with the department staff, ensure that the company is run efficiently.

Risk management

The Trustees periodically examine the major risks to which the company is exposed, concentrating on areas of potential highest impact including:

- Failure of funding
- External environment
- Governance incl. General Data Protection Regulation
- Reputation with emphasis on the charity's national blood testing event *Know your Numbers!®*
- Covid-19

All areas within the charity's risk policy are regularly evaluated by lead individuals. This helps drive review of the policy and the risk register is updated for trustee meetings. The Trustees are satisfied that the system in place is appropriate for managing the company's exposure to the major risks identified.

Policies adopted for the induction and training of Trustees

New prospective Trustees are invited to meet the staff. They are also included on the BPA's mailing list for governance, the magazine and receive regular updates on the charity's work from the Chief Executive Officer. Trustee Subcommittees (involving Trustees and other stakeholders) are as follows: Information User Group and Healthcare Advisory Panel, chaired by Professor Graham MacGregor.

Related party relationships

There are no related party transactions in the year ended 31st December 2023.

Independent examination of accounts

As per the statutory requirements an Independent Examination will be done.

The Trustees' report was approved by the Board of Trustees.

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Dr. Pauline Swift

Trustee

Dated: 21/08/2024.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

I report to the Trustees on my examination of the financial statements of The Blood Pressure Association (the Company) for the year ended 31 December 2023.

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements 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 financial statements 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 financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ACCA, 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 and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 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.

Sally Meah, FCCA
On behalf of TC Group

Star House
Star Hill
Rochester
Kent
ME1 1UX

Dated: 4/9/2024

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Income and endowments from:			
Donations and legacies	2	18,983	40,694
Charitable activities	3	31,736	26,253
Other income	4	35,650	20,766
Total income		86,369	87,713
Charitable activities	5	176,366	177,081
Net expenditure and movement in funds		(89,997)	(89,368)
Reconciliation of funds:			
Fund balances at 1 January 2023		388,795	478,163
Fund balances at 31 December 2023		298,798	388,795

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2023

	Notes	2023		2022	
		£	£	£	£
Fixed assets					
Tangible assets	**10**		-		5,630
Current assets					
Debtors	**11**	3,553		3,502	
Cash at bank and in hand		309,404		386,844	
		312,957		390,346	
Creditors: amounts falling due within one year	**12**	14,159		7,181	
Net current assets			298,798		383,165
Total assets less current liabilities			298,798		388,795
The funds of the Company					
Unrestricted funds			298,798		388,795
			298,798		388,795

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2023.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on 21/08/2024

.....

Dr Pauline Swift

Trustee

Company registration number 03251531 (England and Wales)

1 Accounting policies

Charity information

The Blood Pressure Association is a private company limited by guarantee incorporated in England and Wales. The registered office is The Wolfson Institute of Preventive Medicine, Charterhouse Square, London, EC1M 6BQ.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Company's [governing document], the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The Company is a Public Benefit Entity as defined by FRS 102.

The Company has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Company.

1 Accounting policies **(Continued)**

1.4 Income

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

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

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

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

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1 Accounting policies **(Continued)**

1.5 Expenditure

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

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

All assets costing more than £250 are capitalised.

1.7 Financial instruments

The Company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Company's balance sheet when the Company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 **Accounting policies** **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

2 **Income from donations and legacies**

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Donations and gifts	18,804	37,903
Legacies receivable	179	2,791
	18,983	40,694

3 Income from charitable activities

	Fundraising 2023	Membership 2023	Total 2023	Fundraising 2022	Membership 2022	Total 2022
	£	£	£	£	£	£
Sales within charitable activities	7,961	23,775	31,736	3,160	23,093	26,253
Analysis by fund						
Unrestricted funds	7,961	23,775	31,736	3,160	23,093	26,253

4 Other income

	Unrestricted funds 2023	Unrestricted funds 2022
	£	£
Other income	34,166	20,757
Sales of Christmas Cards	-	9
Gift aid	1,484	-
	35,650	20,766

5 Charitable activities

	Information & support 2023	Raising awareness 2023	Membership 2023	Total 2023	Information & support 2022	Raising awareness 2022	Membership 2022	Total 2022
	£	£	£	£	£	£	£	£
Other costs	1,510	25	15,985	17,520	655	63	13,822	14,540
Legal and professional fees	13,938	2,962	-	16,900	24,149	6,360	-	30,509
	15,448	2,987	15,985	34,420	24,804	6,423	13,822	45,049
Share of support costs (see note 6)	62,645	12,529	64,036	139,210	58,393	11,679	59,690	129,762
Share of governance costs (see note 6)	1,231	246	1,259	2,736	1,022	204	1,044	2,270
	79,324	15,762	81,280	176,366	84,219	18,306	74,556	177,081

6 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Staff costs	103,031	-	103,031	92,889	-	92,889
Premises costs	1,592	-	1,592	1,831	-	1,831
Office costs	3,035	-	3,035	3,003	-	3,003
Hotels	-	-	-	109	-	109
Accountancy	13,557	-	13,557	14,360	-	14,360
Irrecoverable VAT	5,238	-	5,238	4,004	-	4,004
Other costs	9,892	-	9,892	13,566	-	13,566
Bad debt provision	430	-	430	-	-	-
Subsistence	195	-	195	-	-	-
Consultancy fees	2,240	-	2,240	-	-	-
Independent examination fees	-	2,736	2,736	-	2,270	2,270
	139,210	2,736	141,946	129,762	2,270	132,032
Analysed between						
Charitable activities	139,210	2,736	141,946	129,762	2,270	132,032

Governance costs includes payments to the examiner of £2,736 (2022- £2,270) for completion of the independent examination.

7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Company during the year.

8 Employees

The average monthly number of employees during the year was:

2023 Number	2022 Number
3	2

8 Employees (Continued)

Employment costs	2023	2022
	£	£
Wages and salaries	94,105	84,092
Social security costs	4,221	4,592
Other pension costs	4,705	4,205
	103,031	92,889

The key management personnel of the charity comprises, the Chief Executive Officer and Senior Management Team. The total employee benefits of the key management personnel of the Charity were £54,080 (2022 - £54,080).

There were no employees whose annual remuneration was more than £60,000.

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

10 Tangible fixed assets

	Computer equipment
	£
Cost	
At 1 January 2023	26,435
Disposals	(330)
At 31 December 2023	26,105
Depreciation and impairment	
At 1 January 2023	20,805
Depreciation charged in the year	5,630
Eliminated in respect of disposals	(330)
At 31 December 2023	26,105
Carrying amount	
At 31 December 2022	5,630

11 Debtors

Amounts falling due within one year:	2023 £	2022 £
Trade debtors	702	458
Other debtors	-	827
Prepayments and accrued income	2,851	2,217
	3,553	3,502

12 Creditors: amounts falling due within one year

	2023 £	2022 £
Other taxation and social security	393	35
Trade creditors	2,866	2,495
Accruals and deferred income	10,900	4,651
	14,159	7,181

13 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
General funds	388,795	86,369	(176,366)	298,798

Previous year:	At 1 January 2022	Incoming resources	Resources expended	At 31 December 2022
	£	£	£	£
General funds	478,163	87,713	(177,081)	388,795

14 Related party transactions

There are no related party transactions in the current year.

THE BLOOD PRESSURE ASSOCIATION

England & Wales - Charity number 1058944

Accounts

Charity registration number 1058944 (England and Wales)

Charity registration number SC040230 (Scotland)

Company registration number 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Guy Biggin, Honorary Treasurer Ms Nirmala Markandu Professor Bryan Williams Professor Mark Caulfield Dr Rebecca Suckling Dr Pauline Swift Professor Graham MacGregor Morven Isobel Flower Anderson Lean (Appointed 12 December 2022)
Secretary	Professor Graham MacGregor
Chief executive officer	Phil Pyatt
Charity number (England and Wales)	1058944
Charity number (Scotland)	SC040230
Company number	03251531
Registered office	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
Independent examiner	Crossley Financial Accounting Star House Star Hill Rochester Kent ME1 1UX

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 15
Statement of Trustees' responsibilities	16
Independent examiner's report	17
Statement of financial activities	18
Statement of financial position	19
Notes to the financial statements	20 - 26

THE BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2022

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2022. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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) as amended by Update Bulletin 1 (effective 1 January 2019).

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Company's Constitution, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "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).

Objectives and activities

Policies and objectives

The principal objects of the company are:

(a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;

(b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and

(c) to relieve people suffering from high blood pressure by providing advice and support.

There have been no changes in these objects since the last annual report.

Blood Pressure Association Mission

"To significantly improve the prevention, diagnosis, management and treatment of high blood pressure in order to prevent death and disability from stroke and heart disease".

This is achieved by raising awareness amongst the whole population as well as specific target groups of risk factors for the condition through the provision of information and support services.

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

Blood Pressure UK is a specialised provider of information, education and support, and features a membership structure. Membership is a great way to make a difference to the lives of people living with high blood pressure, making one an important part of the UK's largest blood pressure charity, helping people with this serious condition. A particular importance has been placed on ensuring our specialist advice, to both members, the media and the public, is balanced, current and objective. We have also continued to develop our core supporting membership and our magazine and e-newsletter Positive Pressure as both a revenue stream and to strengthen the influence and reach of Blood Pressure UK in representing the views and experiences of high blood pressure patients.

Blood Pressure UK benefits from a close association with Public Health England (PHE), NHS England, British & Irish Hypertension Society, the World Hypertension League, and Consensus Action on Salt, Sugar and Health which represent the wider field of high blood pressure, cardiovascular disease, and public health nutrition, we will continue to strengthen our knowledge base through those associations, to ensure that all advice and information we give is accurate and up to date.

2022 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

Blood Pressure UK is recognised as a dedicated centre of expertise for blood pressure, and as such has had the opportunity to respond to research and developments about blood pressure and healthy lifestyles in the media throughout 2022.

A brief selection of stories covered:

- Which? Magazine article - about blood pressure
- Time and Star – Heyes family sudden death and raising awareness of Blood Pressure
- Daily Express - High blood pressure warning: Frozen pizza packs 'extraordinary amounts of sodium'
- Daily Express - Blood pressure warning: The 'healthy' food that may boost your reading
- Telegraph – Why people faint and how you can stop it

POSITIVE PRESSURE MAGAZINE

Our magazine went to thousands of our members in July and December 2022, plus our E-positive Pressure newsletter four more times throughout the year, with the latest in evidence, guidance and interesting information related to blood pressure and our charitable activities.

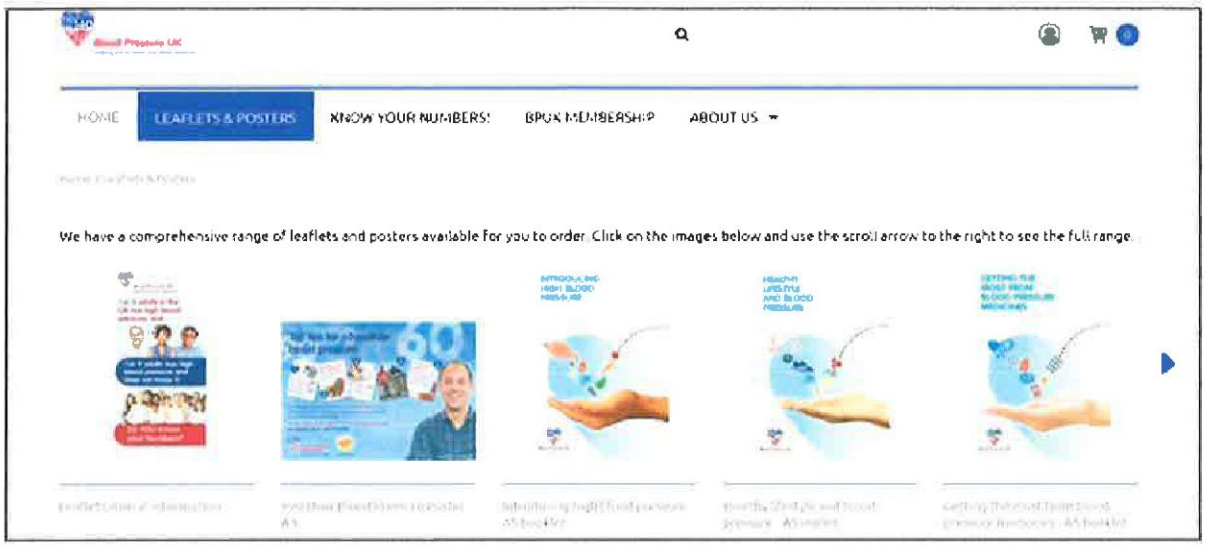
WEBSITE

Our new website is going from strength to strength with over 1.5 million users over the last 12 months. The website remains an amazing resource to promote the work of Blood Pressure UK including:

- Find what they're looking for easily
- Read easy-to-understand, simple information
- Find all they need to know about managing their blood pressure

ONLINE SHOP

Our online shop is continuing to grow, making it easier for people to find and order resources and information both from the general public and health professionals.



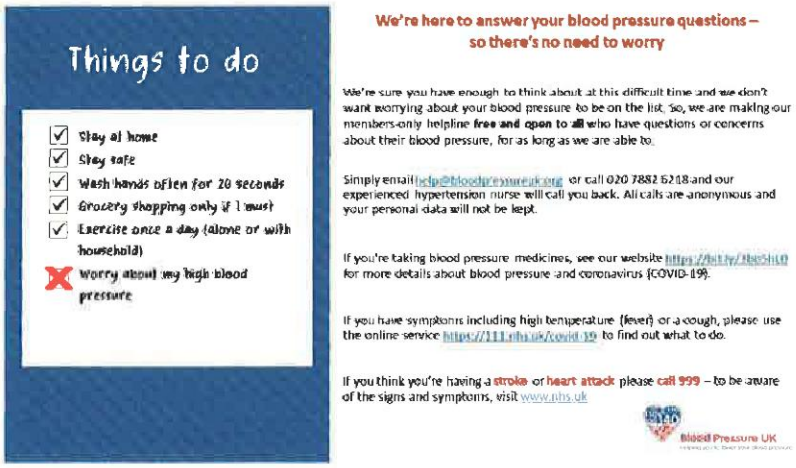
Through the shop you can purchase:

- Leaflets
- Posters
- Know Your Numbers Week! packs
- Blood Pressure UK membership

All proceeds cover the costs of production and Blood Pressure UK's charitable activity.

HELPLINE

Our helpline continued to be open to the public to answer questions about blood pressure. Our Hypertension Nurse Specialist, Nirmala, put people's minds at rest.



A message we received to our helpdesk:

I've just watched your excellent video & want to say a massive thank you for giving out these details. My blood pressure monitor asks me for 2 measurements in the morning & 2 in the evening which I've been doing for a month now, but I get very anxious if it's elevated, so I feel it's now pointless.

However, having now seen your advice my intention is to take it monthly when I take all my other body measurements.

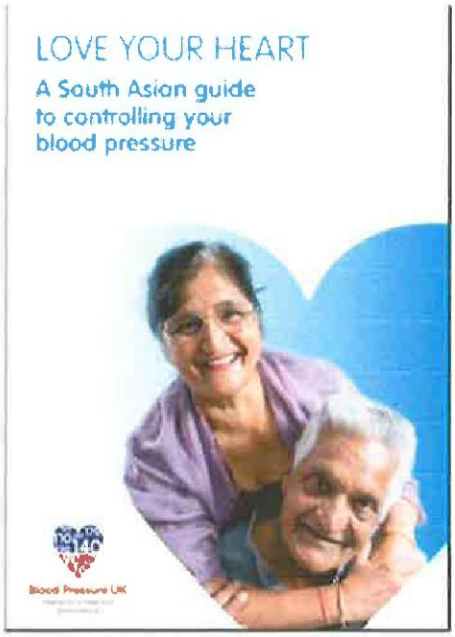
Thank you so much.

My kindest regards,
Blood Pressure UK Member

SOUTH ASIAN LEAFLET

Blood Pressure UK has developed a revised South Asian leaflet. This leaflet has been translated into all the main language within the South Asian community including - Bengali, Gujarati, Hindi, Punjabi and Urdu. It offers advice and guidance on high blood pressure - how to prevent it and bring it down with specific emphasis on the lifestyle advice for the South Asian community.

Example of some of the content of the new South Asian leaflet:



PATIENT PANEL

In Summer/Autumn 2021 we started to receive applications for our new Patient Panel with new members signing up throughout 2022, which has the aim of helping to shape Blood Pressure UK's charitable activity. We continue to have a really encouraging response, with a good spread of ages and geographical locations across the UK.

Each interested Patient Panel member was asked to complete a survey to highlight their areas of interest and areas they would like the charity to explore.

The main areas of interest in 2022 continue to be:
Helping to reach more people unaware that they have high blood pressure

- Advice about diet in reducing blood pressure
- Advice about exercise in reducing blood pressure
- Your experience of treatment, such as whether you have enough support from us and your healthcare professionals to manage side effects
- Experience with GPs, pharmacists, and other health professionals, such as whether you felt you could have been supported more to manage your health at home
- Getting involved in case studies
- Knowing how I can support Blood Pressure UK more and spread the word

In 2023, the staff and trustees along with the Patient Panel will be working closely to help shape the future of the charity.

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

Following the success of our first virtual Know Your Numbers! Week, we decided to keep the nation checking their blood pressure at home for Know Your Numbers! Week 2022.

For twenty years Know Your Numbers! Week has encouraged all adults in the UK to find out their blood pressure numbers, and our aim was to continue to do that for our 22nd Know Your Numbers! Week, maintaining our status as the UK's flagship blood pressure testing and awareness campaign. We took the campaign online for a third year and will keep this format for the foreseeable future, encouraging home blood pressure monitoring and being healthy at home, distributing packs to our community partners to run small local events, along with roadshows in five major cities through our corporate partner Kinetik Wellbeing in Leeds, Manchester, Liverpool, Birmingham and East London. We provided the nation with the resources not only to check their blood pressure, but to get it under control. As well as keeping an eye on your blood pressure, it's especially important to eat less salt as salt directly raises your blood pressure. It was a great to see the increased enthusiasm and support for our new format Know Your Numbers! Week. It continued to be great success at a time when it was needed most.

Our theme for 2022 was Measure. Modify. Manage and we asked people to take the 'Measure It' challenge providing a golden opportunity to improve blood pressure control now and in the future. Home monitoring continues to provide a simple solution to blood pressure management. Individuals and health organisations spread our theme and simple message among their friends, followers and communities: By buying or borrowing a home blood pressure monitor, you can ensure you don't forget the forgotten pandemic of high blood pressure and make this year again the year of home monitoring.

People were again encouraged to check their blood pressure and to "know their numbers" but were also exposed to lifestyle education, encouraging them to increase their consumption of fruit and vegetables, cut down on their salt intake and to do more physical activity.

Organisations that would have taken part as Pressure Stations in previous years, where the public could go and get a free blood pressure check, were again invited to join as Pressure Partners in 2022. Our members, supporters and the general public were invited to join as Patient Ambassadors. Both Groups were encouraged to help spread the message of the importance of checking your blood pressure at home. **447** participants registered to take part, up from **315** in 2021. Out of the **447** participants:

- **431** were organisations/workplaces and
- **16** were individuals/general public

Some of our Pressure Partners in 2022 included Kinetik Wellbeing, Lloyds Direct, BT, The Metropolitan Police, Ministry of Defence and Sainsbury's.

OUR CORPORATE PARTNERS

Kinetik Wellbeing Roadshows in part association with Blood Pressure UK

In part association with Blood Pressure UK, there were five roadshows held across five cities in England during Know Your Numbers! Week in Leeds, Manchester, Liverpool, Birmingham, and London. In total, 2,903 Blood pressure checks were taken, with each person given a Blood Pressure UK pack of leaflets with advice and guidance.

Lloyds Direct

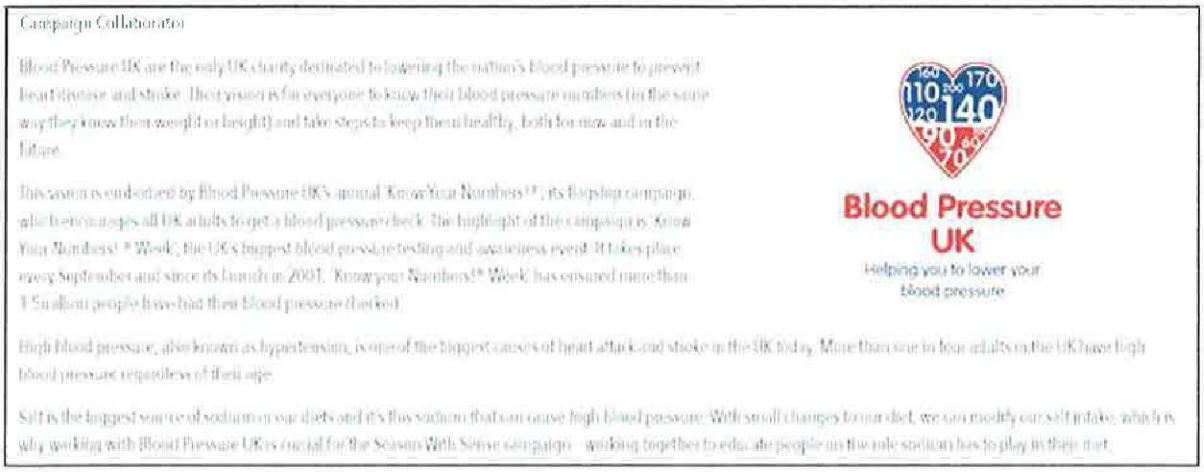
Blood Pressure UK worked for the first time in partnership with Lloyds Direct, the online prescription service to encourage people to make sure they continue to take their blood pressure medication and reorder their repeat prescriptions in good time.

Blood Pressure UK also included 20,000 leaflets in Lloyds Direct prescription boxes in May 2022, offering advice and guidance on blood pressure to its users.

Lo Salt

For over 10 years Blood Pressure UK have worked in partnership with Lo Salt to help lower the nations salt intake by offering a low sodium alternative.

Through their Season with Sense brand, Blood Pressure UK were able to provide low salt recipes to its members and the wider general public which were included in our Positive Pressure magazine both on and offline, and also through our social media channels.



HOME BLOOD PRESSURE MONITORING HUB

In 2020, we created a collection of home monitoring resources which we made available to view and download in our new home monitoring hub. These resources were used again in 2022 and participants who signed up to be a Pressure Partner or a Patient Ambassador during Know Your Numbers! Week 2022 received these resources via a home monitoring toolkit sent by email from Blood Pressure UK. We also promoted our home monitoring hub throughout the week. We received lots of great feedback on our resources which included a guide to checking your blood pressure at home, a set of testing guidelines for home monitoring for the general public, a home monitoring record card to record your blood pressure numbers on, and video explaining how to measure your blood pressure and what the numbers mean.

We also included our Lifestyle tips poster, our KYN information leaflet and our A5 how to measure your blood pressure at home booklet along with short snippets of our video, so they can be shared on social media and websites.

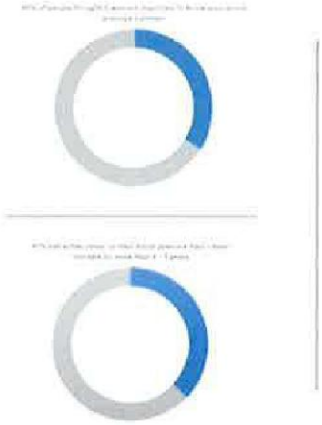
The guidelines included:

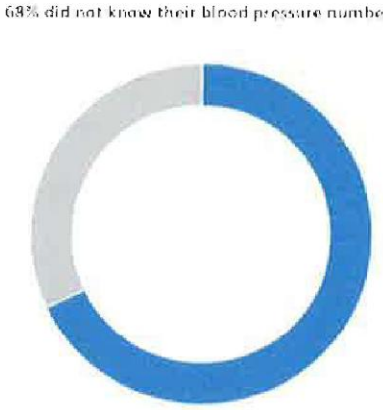
- Whilst there is a wide range of home blood pressure monitors available, it is important to be sure that the blood pressure monitor you choose is accurate and the right cost for you. Remember to choose one with an upper cuff which is the right size for your arm and make sure it's UK approved.

PUBLIC OPINION SURVEY - KYN

Blood Pressure UK also carried out a public opinion survey to over 2,000 demographically representative members of the UK population to ascertain their views on whether they know their blood pressure numbers, when was the last time they got their blood pressure checked, and how important if at all, is it to know your blood pressure numbers. This was to encourage people to make blood pressure a health priority.

High blood pressure is a leading cause of strokes and heart attacks. One in three people now have high blood pressure and the results from the public opinion survey showed that given home monitoring is strongly backed up by the evidence, our campaign is clearly much needed. Here are some key findings:





MEDIA

We issued a national press release to the media to launch the week (Monday 5th September) based on the survey and highlighting the percentage of people in that specific country/region with undiagnosed high blood pressure', as well as local press releases in 17 major UK cities and 12 regional press releases for regional and local media.

Overall, our Know Your Numbers! Week 2022 campaign received good media coverage in light of Her Majesty Queen Elizabeth's passing during Know Your Numbers! Week. This was generated by the Press Office with opportunities to see/hear our messages across press, TV, radio and online. Our campaign featured in:

London Live TV – interview with our Chair, Graham MacGregor
BBC Radio Leeds – interview with our Chair, Graham MacGregor
BBC Radio Manchester – interview with our Chair, Graham MacGregor
The Mirror – double page blood pressure feature – linking to KYNW
The Daily Express – double page blood pressure feature – linking to KYNW
J Life
The Express Online – national story covering BPUK's poll / news release and roadshow
Liverpool Express – regional story covering BPUK's poll / news release and promoting the roadshow
BBC Radio Merseyside – promoting the roadshow
BBC Radio Merseyside – interview with our Chair, Graham MacGregor –blood pressure/ KYN campaign
BBC Radio West Midlands – interview with our Chair, Graham MacGregor promoting roadshow
BBC Radio Sheffield – interview with our Chair, Graham MacGregor –blood pressure and the KYN campaign

During the week, we received **137** pieces of coverage. This included:

- 3 x National newspapers
- 33 x Regional
- 7 x Consumer magazine
- 69 x Internet / online
- 3 x TV
- 22 x Radio

Estimated reach was more than 30 million impacts.
Total monetary value of the coverage was £2,412.793.

SOCIAL MEDIA

Twitter

The tweets were seen over 51,400 times during the week, with 84 tweets, 41,100 profile visits, 369 mentions and 128 new followers during September 2022.

There was lots of activity on twitter and Facebook with health professionals, and researchers getting involved, as well as those who simply want to Know Their Numbers!

We received online support from individuals, our 'Pressure Partners', health professionals, GP surgeries, pharmacies, gyms, care homes, local councils, and libraries to name a few. Plus, support from NHS Clinical Commissioning Groups and Trusts, local councils, Non-Governmental Organisations and charities including the British Heart Foundation, the British and Irish Hypertension Society, Stroke Association, NHS, NHS England, the May Measurement Month organisation, Public Health England and from leading researchers. GPs and pharmacists shared the message and put out videos.

We also received support from high-profile decision-makers such as Professor Jamie Waterall, National Lead for Cardiovascular Disease Prevention at PHE, and Dr Shahed Ahmed, National Clinical Director for Cardiovascular Disease Prevention at NHS England.

By encouraging free blood pressure checks to thousands of people each year, Know your Numbers! Week reaches those who often are completely unaware that they have, or could be at risk of developing, high blood pressure. The ongoing success of Blood Pressure UK and Know your Numbers! Week relies on the participation of hundreds of health professionals who spread the message of the importance of getting blood pressure checks and the support of funders and sponsors. We would like to thank everyone who helped to make Know your Numbers! Week 2022 a success.

WEBINARS

We hosted a series of webinars reaching people in the workplace, and regional NHS Prevent teams explaining why it's important to Know Your Numbers!.

SUMMARY

The wide level of participation in the Know your Numbers! Week event, and our survey and research findings, clearly demonstrate the vital role that the Blood Pressure UK has in the prevention and detection of high blood pressure. More than 1.5 million people have received free blood pressure checks and information thanks to annual Know your Numbers! Week events over the past twenty-two years. They are the lucky ones, who now know what their blood pressure is and steps they may need to take to lower it. With the help of our partners, funders and sponsors we at Blood Pressure UK aim to keep up this momentum to reach millions more in our fight to reduce strokes, heart attacks and heart disease caused by high blood pressure.

Investment policy and performance

The Trustees are empowered by the Memorandum of Association to invest the funds not required for immediate working purposes in such a manner as may be thought fit. During the year, the Trustees invested such funds in interest bearing deposit accounts earning returns at commercial rates of interest.

Financial review

For the tenth year in a row the charity substantially tried to cut its deficits alongside trying to build membership and investing in legacy building to encourage increased income in future years.

Funds Incoming

The charity received £40,694 from trusts and foundations and from individuals generally. The charity has two commercial partnerships, an increase from one in 2021.

Funds Expended

Staff costs have increased in 2022 due to the charity employing a 4 day a week CEO. Previously, this role was pro-bono. In other areas spending was maintained at a similar level to the previous year as the charity maintained its commitment to deliver services to its beneficiaries. Income is lower in 2022 due to a reduction in legacy income on previous years, but the charity has seen an increase in income from trusts and foundations and the recruitment of an additional commercial partner. Only unrestricted funds were received during the year, therefore the charity opened the year with no restricted fund carried forward and closed the year with only unrestricted fund balances carried forward.

Sources of funding

Funding was achieved in 2022 through a number of different sources;

- Sales revenues
- Unrestricted voluntary income (donations from the corporate sector, legacies and private individuals)
- Charitable trusts and foundations

Reserves policy

The Trustees aim to maintain a level of unrestricted reserves which ensures that there are adequate funds to meet current and known future liabilities. The Trustees consider that holding unrestricted free reserves (including designated funds which are reviewed on an annual basis) equivalent to between six and twelve months operating costs, given the current economic climate, is the minimum required to provide sufficient resources to respond to unexpected adverse changes in the company's funding or activities, which equates to approx. £350,000 based on current costs.

Public benefit

The charity's objects are the provision of information and support to those affected by hypertension (high blood pressure), which it does by raising awareness among the whole population, as well as specific target groups at particular risk of the condition, through the provision of information and support services. In addition to providing services for the general public, Blood Pressure UK provides additional resources for those particularly likely to develop the condition, for example, the over 50s and those from a South Asian or African-Caribbean background.

In considering the charity's aims and objectives the Trustees confirm that they have had due regard to the Charity Commission's guidance on the public benefit requirement of the charity's work; that the charity does no harm or detriment in carrying out its charitable objectives and that the charity provides clear and identifiable benefits to the public in its activities, which in 2022 were:

- A national home blood pressure testing event 'Know Your Numbers! Week, which provided free home blood pressure resources free of charge for anyone across the UK. It helped to tackle health inequalities by reaching vast numbers of people who may not otherwise access blood pressure checks.
- A media and social media campaign to raise awareness of the health effects of high blood pressure
- The provision of expert and up to date information on all aspects of high blood pressure via the charity's website (including free downloads).
- The production of two high quality editions of Positive Pressure, the magazine sent to supporters of the charity, including those who are not internet enabled, including evidence-based guidance on Covid-19
- Updates on the latest news and developments in blood pressure and Covid-19 in regular electronic newsletters available to anyone who chooses to sign up to the free service
- The provision of a range of free printed booklets and leaflets on all aspects of high blood pressure, including core materials translated into 32 languages, for people with high blood pressure and a new leaflet targeted at the South Asian community which was translated into Bengali, Gujarati, Hindi, Punjabi and Urdu.
- The provision of the charity's information line, opened up to all members of the public, staffed by a registered nurse, which offered free information, support and advice to hundreds of callers concerned about or affected by hypertension
- The provision of an email response service, which provided written information in response to written queries in more detail

The Trustees therefore believe that the charity is carrying out its objects in a way which benefits the public by helping to raise awareness about the condition (all either free of charge or at nominal cost to beneficiaries).

Structure, governance and management

Constitution

The company is registered as a charitable company and is constituted under a Memorandum of Association dated 18 September 1996. It is registered as a charity number 1059844.

Method of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Trustees meet three times a year; one meeting being the annual general meeting of the company. At the annual general meeting, one third of the trustees are subject to retirement by rotation. New Trustees may be appointed on the recommendation of the Trustee Board or on proper notice of a nomination being given by a Trustee. In addition, Trustees may be recruited through the company's website and by advertising in relevant publications, including national newspapers. A minimum of three Trustees should remain in office at any given time but there is no maximum limit.

Organisational structure and decision making

The Board of Trustees are responsible for the management of the company. They delegate the general management and administration of the company to the Chief Executive Officer, who, with the department staff, ensure that the company is run efficiently.

Risk management

The Trustees periodically examine the major risks to which the company is exposed, concentrating on areas of potential highest impact including:

- Failure of funding
- External environment
- Governance incl. General Data Protection Regulation
- Reputation with emphasis on the charity's national blood testing event *Know your Numbers!®*
- Covid-19

All areas within the charity's risk policy are regularly evaluated by lead individuals. This helps drive review of the policy and the risk register is updated for trustee meetings. The Trustees are satisfied that the system in place is appropriate for managing the company's exposure to the major risks identified.

Policies adopted for the induction and training of Trustees

New prospective Trustees are invited to meet the staff. They are also included on the BPA's mailing list for governance, the magazine and receive regular updates on the charity's work from the Chief Executive Officer. Trustee Subcommittees (involving Trustees and other stakeholders) are as follows: Information User Group and Healthcare Advisory Panel, chaired by Professor Graham MacGregor.

Related party relationships

There are no related party transactions in the year ended 31st December 2022.

Independent examination of accounts
As per the statutory requirements an Independent Examination will be done.

The Trustees' report was approved by the Board of Trustees.

.....

Professor Graham MacGregor
Trustee
Dated: 9/8/2023

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2022

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

I report to the Trustees on my examination of the financial statements of The Blood Pressure Association (the Company) for the year ended 31 December 2022.

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements 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 financial statements 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 financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ACCA, 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 and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 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.

Sally Meah BA Hons FCCA
Crossley Financial Accounting

Star House
Star Hill
Rochester
Kent
ME1 1UX

Dated: 16 August 2023

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Income and endowments from:			
Donations and legacies	**2**	40,694	114,322
Charitable activities	**3**	26,253	24,056
Other income	**4**	20,766	47,879
Total income		87,713	186,257
Expenditure on:			
Charitable activities	**5**	177,081	181,714
Net (expenditure)/income for the year/ Net movement in funds		(89,368)	4,543
Fund balances at 1 January 2022		478,163	472,923
Fund balances at 31 December 2022		388,795	477,466

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	9		5,630		14,441
Current assets					
Debtors	10	3,502		2,716	
Cash at bank and in hand		386,844		468,287	
		390,346		471,003	
Creditors: amounts falling due within one year	11	(7,181)		(7,978)	
Net current assets			383,165		463,025
Total assets less current liabilities			388,795		477,466
Income funds					
Unrestricted funds			388,795		477,466
			388,795		477,466

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on 7/3/2023

.....

Professor Graham MacGregor
Trustee

Company registration number 03251531

1 Accounting policies

Charity information

The Blood Pressure Association is a private company limited by guarantee incorporated in England and Wales. The registered office is The Wolfson Institute of Preventive Medicine, Charterhouse Square, London, EC1M 6BQ.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Company's [governing document], the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The Company is a Public Benefit Entity as defined by FRS 102.

The Company has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Company.

1 Accounting policies **(Continued)**

1.4 Income

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

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

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

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

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.5 Expenditure

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

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

1 Accounting policies **(Continued)**

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

All assets costing more than £250 are capitalised.

1.7 Financial instruments

The Company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Company's balance sheet when the Company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

2 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Donations and gifts	37,903	7,635
Legacies receivable	2,791	106,687
	40,694	114,322

3 Charitable activities

	Fundraising	Membership	Total 2022	Fundraising	Membership	Total 2021
	2022	**2022**		**2021**	**2021**	
	£	**£**	**£**	**£**	**£**	**£**
Sales within charitable activities	3,160	23,093	26,253	881	23,175	24,056

4 Other income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Other income	20,757	17,534
Gift Aid	-	1,060
Sales of Christmas Cards.	9	118
Gifts in kind	-	29,167
	20,766	47,879

5 Charitable activities

	Fundraising 2022 £	Information & support 2022 £	Raising awareness 2022 £	Membership 2022 £	Total 2022 £	Total 2021 £
Other costs	-	655	63	13,822	14,540	1,122
Legal and professional fees	-	24,149	6,360	-	30,509	50,059
	-	24,804	6,423	13,822	45,049	51,181
Share of support costs (see note 6)	129,762	-	-	-	129,762	127,752
Share of governance costs (see note 6)	2,270	-	-	-	2,270	2,781
	132,032	24,804	6,423	13,822	177,081	181,714

For the year ended 31 December 2021

	Fundraising £	Information & support £	Raising awareness £	Membership £	Total 2021 £
Other costs	88	359	201	474	1,122
Legal and professional fees	-	1,171	21,976	26,912	50,059
	88	1,530	22,177	27,386	51,181
Share of support costs (see note 6)	127,752	-	-	-	127,752
Share of governance costs (see note 6)	2,781	-	-	-	2,781
	130,621	1,530	22,177	27,386	181,714
Analysis by fund					
Unrestricted funds	130,621	1,530	22,177	27,386	181,714

6 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Staff costs	92,889	-	92,889	61,110	-	61,110
Gift in kind	-	-	-	29,167	-	29,167
Premises costs	1,831	-	1,831	1,697	-	1,697
Office costs	3,003	-	3,003	2,890	-	2,890
Hotels	109	-	109	-	-	-
Accountancy	14,360	-	14,360	13,827	-	13,827
Irrecoverable VAT	4,004	-	4,004	6,659	-	6,659
Other costs	13,566	-	13,566	12,402	-	12,402
Independent examination fees	-	2,270	2,270	-	2,781	2,781
	129,762	2,270	132,032	127,752	2,781	130,533
Analysed between						
Charitable activities	129,762	2,270	132,032	127,752	2,781	130,533

Governance costs includes payments to the examiner of £2,270 (2021- £2,781) for completion of the independent examination.

7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Company during the year.

8 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	2	1

Employment costs	2022 £	2021 £
Wages and salaries	84,092	52,894
Social security costs	4,592	5,571
Other pension costs	4,205	2,645
	92,889	61,110

The key management personnel of the charity comprises, the Chief Executive Officer and Senior Management Team. The total employee benefits of the key management personnel of the Charity were £nil (2021 - £14,864).

8 Employees **(Continued)**

There were no employees whose annual remuneration was more than £60,000.

9 Tangible fixed assets

	Computer equipment
	£
Cost	
At 1 January 2022	26,435
At 31 December 2022	26,435
Depreciation and impairment	
At 1 January 2022	11,994
Depreciation charged in the year	8,811
At 31 December 2022	20,805
Carrying amount	
At 31 December 2022	5,630
At 31 December 2021	14,441

10 Debtors

	2022	2021
Amounts falling due within one year:	£	£
Trade debtors	458	256
Other debtors	827	340
Prepayments and accrued income	2,217	2,120
	3,502	2,716

11 Creditors: amounts falling due within one year

	2022	2021
	£	£
Other taxation and social security	35	2,133
Trade creditors	2,495	1,012
Accruals and deferred income	4,651	4,833
	7,181	7,978

12 Related party transactions

There are no related party transactions in the current year.

THE BLOOD PRESSURE ASSOCIATION

England & Wales - Charity number 1058944

Accounts

Charity registration number 1058944 (England and Wales)

Charity registration number SC040230 (Scotland)

Company registration number 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr Guy Biggin, Honorary Treasurer Professor Gareth Beevers Ms Nirmala Markandu Professor Bryan Williams Professor Mark Caulfield Dr Rebecca Suckling Dr Pauline Swift Professor Graham MacGregor
Secretary	Professor Graham MacGregor
Chief executive officer	Katharine Jenner Phil Pyatt
Charity number (England and Wales)	1058944
Charity number (Scotland)	SC040230
Company number	03251531
Registered office	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
Independent examiner	Crossley Financial Accounting Star House Star Hill Rochester Kent ME1 1UX

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 13
Statement of Trustees' responsibilities	14
Independent examiner's report	15
Statement of financial activities	16
Statement of financial position	17
Notes to the financial statements	18 - 25

THE BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2021. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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) as amended by Update Bulletin 1 (effective 1 January 2019).

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Company's Constitution, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "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).

Objectives and activities

Policies and objectives

The principal objects of the company are:

(a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;

(b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and

(c) to relieve people suffering from high blood pressure by providing advice and support.

Blood Pressure Association Mission

"To significantly improve the prevention, diagnosis, management and treatment of high blood pressure in order to prevent death and disability from stroke and heart disease".

This is achieved by raising awareness amongst the whole population as well as specific target groups of risk factors for the condition through the provision of information and support services.

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

Blood Pressure UK is a specialised provider of information, education and support, and features a membership structure. Membership is a great way to make a difference to the lives of people living with high blood pressure, making one an important part of the UK's largest blood pressure charity, helping people with this serious condition. A particular importance has been placed on ensuring our specialist advice, to both members, the media and the public, is balanced, current and objective. We have also continued to develop our core supporting membership and our magazine and e newsletter Positive Pressure as both a revenue stream and to strengthen the influence and reach of Blood Pressure UK in representing the views and experiences of high blood pressure patients.

Blood Pressure UK benefits from a close association with Public Health England (PHE), NHS England, British & Irish Hypertension Society, the World Hypertension League, and Consensus Action on Salt, Sugar and Health which represent the wider field of high blood pressure, cardiovascular disease, and public health nutrition, we will continue to strengthen our knowledge base through those associations, to ensure that all advice and information we give is accurate and up to date.

2021 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

Blood Pressure UK is recognised as a dedicated centre of expertise for blood pressure, and as such has had the opportunity to respond to research and developments about blood pressure and healthy lifestyles in the media throughout 2021.

A brief selection of stories covered:

- Menopause Exchange – When was you last blood pressure check?
- Blood pressure experts put salt controversy to bed
- Mildly raised blood pressure could lead to heart attacks in young and middle aged
- Sliming World – The lowdown on blood pressure, KYN and weight loss
- Quad pills for high blood pressure more effective than one medicine
- High Street pharmacy to roll out free blood pressure checks
- WHO guidelines for treating high blood pressure as numbers untreated reach 700 million
- Potassium based salt substitutes lowers the risk of strokes and heart attacks.

POSITIVE PRESSURE MAGAZINE

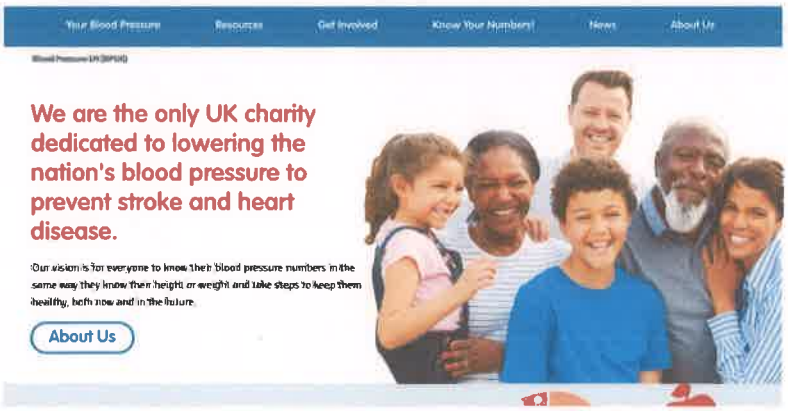
Our magazine went to thousands of our members in July and December 2021, plus our E-positive Pressure newsletter four more times throughout the year, with the latest in evidence, guidance and interesting information related to blood pressure and our charitable activities.

For our Summer 2021 edition we said goodbye to Katharine Jenner as CEO and welcomed our new CEO Phil Pyatt.

WEBSITE

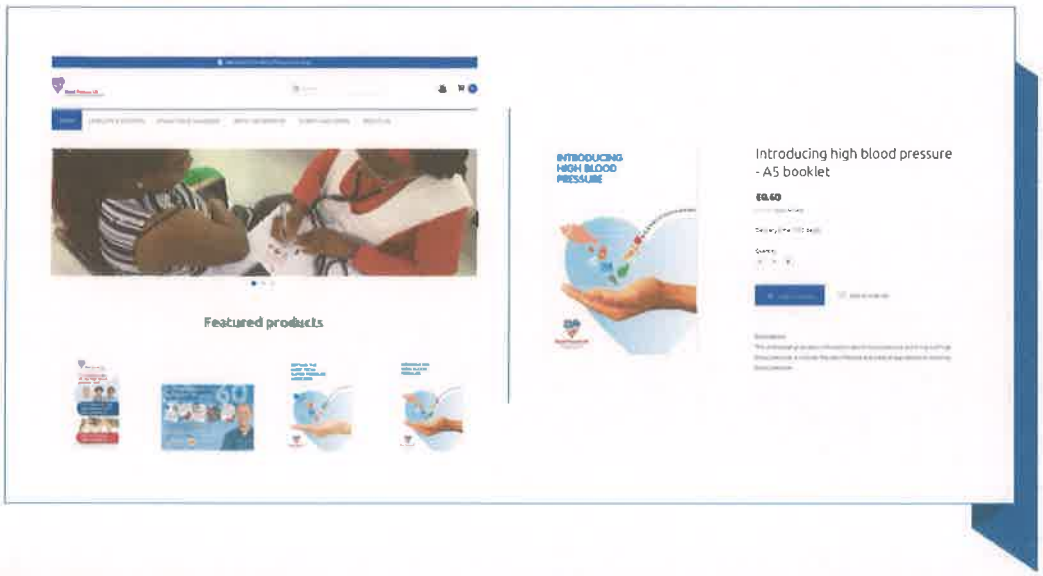
Our new website is going from strength to strength with over 1.5 million users over the last 12 months. The website remains an amazing resource to promote the work of Blood Pressure UK including:

- Find what they're looking for easily
- Read easy-to-understand, simple information
- Find all they need to know about managing their blood pressure



NEW IMPROVED ONLINE SHOP

In December 2021 we launched our new and improved online shop, making it easier for people to find and order resources and information both from the general public and health professionals.



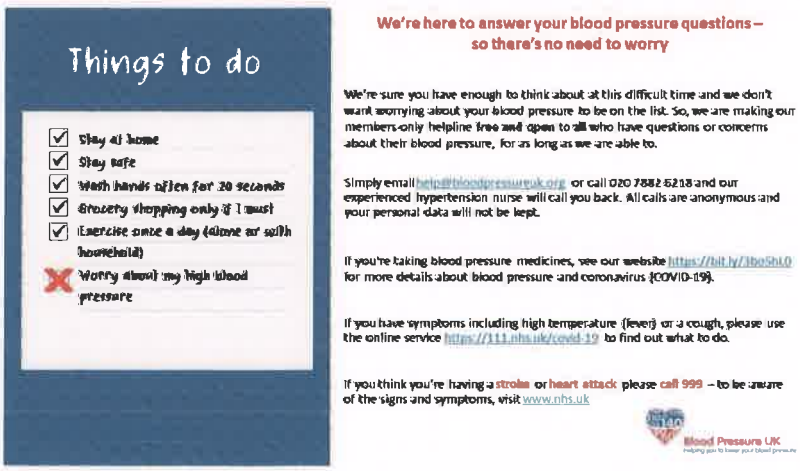
Through the shop you can purchase:

- Leaflets
- Posters
- Know Your Numbers Week! packs
- Blood Pressure UK membership

All proceeds cover the costs of production and Blood Pressure UK's charitable activity.

HELPLINE

Our helpline continued to be open to the public to answer questions about blood pressure. Our Hypertension Nurse Specialist, Nirmala, put people's minds at rest.



A message we received to our helpdesk:

Dear Sir/Madam

Having volunteered again to spend two months mentor/teaching in central America. I simply wish to give thanks to Bloodpressureuk as it is great to receive your newsletter especially when teaching remotely.

As I know the importance of knowing your BP numbers ! Having run around in 'doctors' language' 2017/18 not knowing that my blood was too thick and pressure very high. (My GP surgery failed to contact me in-between annual medicals blood test)

And whilst eventually informed early 2018. I suffered a stroke and wholeheartedly stand behind gaining a small BP machine so as to monitor just twice a day, one's own BP.

Through this I was able to alert my GP surgery early September of hypertension again and after having my Amlodipine increased from 5mg - 10mg with the addition of 1.5mg of Indapamide and with ongoing healthy living.

I am pleased to report through self BP monitoring that my two weeks mean BP rate is now 118/78.

I understand we are all different individuals but just wished to share my wholehearted support for your educational efforts and campaigns. I regard my stroke as a warning that may have been worse, with prevention through knowledge seen by me as key.

Thanking 'Blood pressure UK' again. Keep up the good work.

PATIENT PANEL

In Summer/Autumn 2021 we started to receive applications for our new Patient Panel, which has the aim of helping to shape Blood Pressure UK's charitable activity. So far, we've had a really encouraging response with a good spread of ages and geographical locations across the UK.

Each interested Patient Panel member was asked to complete a survey to highlight their areas of interest and areas they would like the charity to explore.

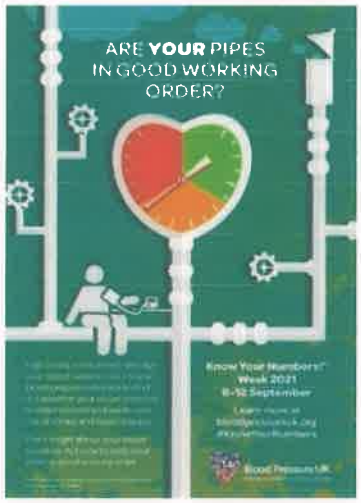
The main areas of interest were:

- Helping to reach more people unaware that they have high blood pressure
- Advice about diet in reducing blood pressure
- Advice about exercise in reducing blood pressure
- Your experience of treatment, such as whether you have enough support from us and your healthcare professionals to manage side effects
- Experience with GPs, pharmacists, and other health professionals, such as whether you felt you could have been supported more to manage your health at home
- Getting involved in case studies
- Knowing how I can support Blood Pressure UK more and spread the word

In 2022, the staff and trustees along with the Patient Panel will be working closely to help shape the future of the charity.

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

Following the success of our first virtual Know Your Numbers! Week in 2020, we decided to keep the nation checking their blood pressure at home to take on the **forgotten pandemic of high blood pressure** for Know Your Numbers! Week 2021.



For twenty years Know Your Numbers! Week has encouraged all adults in the UK to find out their blood pressure numbers, and our aim was to continue to do that for our 21st Know Your Numbers! Week, maintaining our status as the UK's flagship blood pressure testing and awareness campaign despite the restrictions of the COVID-19 pandemic. We therefore took the campaign online for a second year where we offered a no community testing KYN Week again, encouraging home blood pressure monitoring and being healthy at home. We provided the nation with the resources not only to check their blood pressure, but to get it under control. As well as keeping an eye on your blood pressure, it's especially important to eat less salt as salt directly raises your blood pressure. It was a great to see the increased enthusiasm and support for our new format Know Your Numbers! Week. It continued to be great success at a time when it was needed most.

Our theme for 2021 was focused on the **forgotten pandemic of high blood pressure** and a golden opportunity to improve blood pressure control now and in the future. While we have all been staying at home and many of us continue to do so, and regular GP appointments have been on hold, home monitoring provides a simple solution to blood pressure management. Individuals and health organisations spread our theme and simple message among their friends, followers and communities: By buying or borrowing a home blood pressure monitor, you can ensure you don't forget the forgotten pandemic of high blood pressure and make this year the year of home monitoring instead.

People were again encouraged to check their blood pressure and to "know their numbers" but were also exposed to lifestyle education, encouraging them to increase their consumption of fruit and vegetables, cut down on their salt intake and to do more physical activity.

Organisations that would have taken part as Pressure Stations in previous years, where the public could go and get a free blood pressure check, were again invited to join as Pressure Partners in 2021. Our members, supporters and the general public were invited to join as Patient Ambassadors. Both Groups were encouraged to help spread the message of the importance of checking your blood pressure at home. **315** participants registered to take part, up from **236** in 2020. Out of the **315** participants:

- **273** were organisations/workplaces and
- **42** were individuals/general public

HOME BLOOD PRESSURE MONITORING HUB

In 2020, we created a collection of home monitoring resources which we made available to view and download in our new home monitoring hub. These resources were used again in 2021 and participants who signed up to be a Pressure Partner or a Patient Ambassador during Know Your Numbers! Week 2021 received these resources via a home monitoring toolkit sent by email from Blood Pressure UK. We also promoted our home monitoring hub throughout the week. We received lots of great feedback on our resources which included a guide to checking your blood pressure at home, a set of testing guidelines for home monitoring for the general public, a home monitoring record card to record your blood pressure numbers on, and video explaining how to measure your blood pressure and what the numbers mean.

We also included our Lifestyle tips poster, our KYN information leaflet and our A5 how to measure your blood pressure at home booklet along with short snippets of our video, so they can be shared on social media and websites.

Facebook and Twitter graphics were also created ad sent to all participants, so they could help to spread the message on social media.

As we encouraged people to borrow and share home blood pressure monitors again, we wanted to ensure that infection control would be encouraged and adhered to during the pandemic, so the set of guidelines that we developed in 2020 to help people do this were highlighted again this year. This was shared in the toolkit, in the social media graphics, and on our social media.

The guidelines included:

- Whilst there is a wide range of home blood pressure monitors available, it is important to be sure that the blood pressure monitor you choose is accurate and the right cost for you. Remember to choose one with an upper cuff which is the right size for your arm and make sure it's UK approved.
- Quarantine your monitor for a minimum of 24 hrs after using it or use a plastic bag or plastic gloves to cover and handle the machine – it will still work through a plastic layer – then throw the plastic away after use.
- Make sure you wash your hands before and after using your machine. If your friend or family member are unable to operate the machine themselves and you check their blood pressure for them, make sure you're both wearing face masks.

PUBLIC OPINION SURVEY - KYN

Blood Pressure UK also carried out a public opinion survey to seek out the public's views on whether they know their blood pressure, whether they get their blood pressure checked, do they own a home blood pressure monitor, if they use it, how often, and if blood pressure was a concern for them. This was to encourage people to make blood pressure a health priority.

Over 2,000 demographically representative members of the UK population were asked questions about whether they have high blood pressure, is it under control, has the pandemic changed how they look after their blood pressure and would they be more inclined to check their blood pressure more regularly knowing that research suggested high blood can be linked to a higher risk of serious illness from COVID-19?

There were other questions on what people thought lowering high blood pressure helped with, is blood pressure a concern to them, do they own a blood pressure monitor at home and if yes, how often they use it, do they know how to use it, and, if no, what is the reason. We paid particular attention to their views on if they own a home blood pressure monitor, if they know how to accurately measure their blood pressure at home, the reasons why people do not own a home blood pressure monitor, and if blood pressure was a concern for them.

High blood pressure is a leading cause of strokes and heart attacks. One in three people now have high blood pressure and the results from the public opinion survey showed that given home monitoring is strongly backed up by the evidence, our campaign is clearly much needed. Here are some key findings:

Over a third (37%) of respondents stated their blood pressure is not of concern

Four in ten adults ignore the need to check their blood pressure, and almost four in ten (39%) don't understand why they should know their blood pressure numbers

Two thirds said the pandemic has not made them want to improve their general health – despite heart disease and being overweight, along with other conditions, being a risk factor for complications of COVID-19.

MEDIA

We issued a national press release to the media to launch the week (Monday 6th September) based on the survey and the 'forgotten pandemic of high blood pressure' theme, as well as local press releases in 17 major UK cities and 12 regional press releases for regional and local media.

Overall, our Know Your Numbers! Week 2021 campaign received good media coverage that was generated by the Press Office with opportunities to see/hear our messages across press, TV, radio and online. Our campaign featured in **The Times online, The Times, I News, and Dr Xand Van Tulleken talking about the Know Your Numbers! Week campaign and Blood Pressure UK on BBC Morning Live.** We were also featured in **Slimming World** and top online media outlets, as well as a brief appearance on local radio stations via World Health Radio, which went out to 98 regional stations.

During the week, we received **30** pieces of coverage. This included:

- 2 x National newspapers
- 6 x Regional
- 5 x Consumer magazine
- 17 x Internet / online

Estimated reach was more than 378,872,998 impacts.

SOCIAL MEDIA

Twitter

Our campaign hashtag KnowYourNumbers was very popular on social media. Our poster was seen by over 33,000 people on Twitter – one of our most successful posters on the social media site yet and making it our top tweet.

The tweets were seen over 84,000 times during the week, with 71 tweets, 18,200 profile visits, 371 mentions and 99 new followers during September according to Twitter analytics.

There was lots of activity on twitter and Facebook with health professionals, researchers and politicians alike getting involved, as well as those who simply want to Know Their Numbers!

We received online support from individuals, our 'Pressure Partners', health professionals, GP surgeries, pharmacies, gyms, care homes, local councils, libraries and construction organisations to name a few. Plus, support from NHS Clinical Commissioning Groups and Trusts, local councils, Non-Governmental Organisations and charities including the British Heart Foundation, the British and Irish Hypertension Society, Stroke Association, NHS, NHS England, the May Measurement Month organisation, Public Health England and from leading researchers. GPs and pharmacists shared the message and put out videos.

We also received support from high-profile decision-makers such as Professor Jamie Waterall, National Lead for Cardiovascular Disease Prevention at PHE, and Dr Shahed Ahmed, National Clinical Director for Cardiovascular Disease Prevention at NHS England.

By encouraging free blood pressure checks to thousands of people each year, Know your Numbers! Week reaches those who often are completely unaware that they have, or could be at risk of developing, high blood pressure. The ongoing success of Blood Pressure UK and Know your Numbers! Week relies on the participation of hundreds of health professionals who run Pressure Stations offering free checks and the support of funders and sponsors. We would like to thank everyone who helped to make Know your Numbers! Week 2021 a success.

WEBINARS

We hosted a series of webinars reaching people in the workplace. Our former CEO Katharine Jenner spoke to Public Health England, the London Metropolitan Police and an engineering company explaining why it's important to Know Your Numbers!. She gave a demo of how to measure blood pressure at home and explained how lifestyle changes and medication can help. The talks were very well received.

SUMMARY

The wide level of participation in the Know your Numbers! Week event, and our survey and research findings, clearly demonstrate the vital role that the Blood Pressure UK has in the prevention and detection of high blood pressure. More than 1.5 million people have received free blood pressure checks and information thanks to annual Know your Numbers! Week events over the past twenty years. They are the lucky ones, who now know what their blood pressure is and steps they may need to take to lower it. With the help of our partners, funders and sponsors we at Blood Pressure UK aim to keep up this momentum to reach millions more in our fight to reduce strokes, heart attacks and heart disease caused by high blood pressure.

Investment policy and performance

The Trustees are empowered by the Memorandum of Association to invest the funds not required for immediate working purposes in such a manner as may be thought fit. During the year, the Trustees invested such funds in interest bearing deposit accounts earning returns at commercial rates of interest.

Financial review
For the tenth year in a row the charity substantially tried to cut its deficits alongside trying to build membership and investing in legacy building to encourage increased income in future years.

Funds Incoming:
The charity received £114,32 from trusts and foundations and from individuals generally. The overall trend in income was upwards, caused principally by a significant legacy. The charity has one commercial partnership.

Funds Expended:
Staff costs are low but have increased slightly with the introduction of a paid CEO, and spending was maintained at a similar level to the previous year in other areas, as the charity maintained its commitment to deliver services to its beneficiaries. Only unrestricted funds were received during the year, therefore the charity opened the year with no restricted fund carried forward and closed the year with only unrestricted fund balances carried forward.

Sources of funding:
Funding was achieved in 2021 through a number of different sources;

- Sales revenues
- Unrestricted voluntary income (donations from the corporate sector, legacies and private individuals)

Reserves policy
The Trustees aim to maintain a level of unrestricted reserves which ensures that there are adequate funds to meet current and known future liabilities. The Trustees consider that holding unrestricted free reserves (including designated funds which are reviewed on an annual basis) equivalent to between six and twelve months operating costs, given the current economic climate, is the minimum required to provide sufficient resources to respond to unexpected adverse changes in the company's funding or activities, which equates to approx. £350,000 based on current costs.

Public benefit

The charity's objects are the provision of information and support to those affected by hypertension (high blood pressure), which it does by raising awareness among the whole population, as well as specific target groups at particular risk of the condition, through the provision of information and support services. In addition to providing services for the general public, Blood Pressure UK provides additional resources for those particularly likely to develop the condition, for example, the over 50s and those from a South Asian or African Caribbean background.

In considering the charity's aims and objectives the Trustees confirm that they have had due regard to the Charity Commission's guidance on the public benefit requirement of the charity's work; that the charity does no harm or detriment in carrying out its charitable objectives and that the charity provides clear and identifiable benefits to the public in its activities, which in 2021 were:

- A national home blood pressure testing event 'Know Your Numbers! Week, which provided free home blood pressure resources free of charge for anyone across the UK. It helped to tackle health inequalities by reaching vast numbers of people who may not otherwise access blood pressure check especially due to Covid-19 restrictions

- A media and social media campaign to raise awareness of the health effects of high blood pressure

- The provision of expert and up to date information on all aspects of high blood pressure, including news updates on Covid-19, and promotion of the charity's resources, via the charity's website (including free downloads)

- The production of two high quality editions of Positive Pressure, the magazine sent to supporters of the charity, including those who are not internet enabled, including evidence-based guidance on Covid-19

- Updates on the latest news and developments in blood pressure and Covid-19 in regular electronic newsletters available to anyone who chooses to sign up to the free service

- The provision of a range of free printed booklets and leaflets on all aspects of high blood pressure, including core materials translated into 32 languages, for people with high blood pressure

- The provision of the charity's information line, opened up to all members of the public, staffed by a registered nurse, which offered free information, support and advice to hundreds of callers concerned about or affected by hypertension

- The provision of an email response service, which provided written information in response to written queries in more detail

The Trustees therefore believe that the charity is carrying out its objects in a way which benefits the public by helping to raise awareness about the condition (all either free of charge or at nominal cost to beneficiaries).

Structure, governance and management

Constitution

The company is registered as a charitable company and is constituted under a Memorandum of Association dated 18 September 1996. It is registered as a charity number 1059844.

Method of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Trustees meet three times a year; one meeting being the annual general meeting of the company. At the annual general meeting, one third of the trustees are subject to retirement by rotation. New Trustees may be appointed on the recommendation of the Trustee Board or on proper notice of a nomination being given by a Trustee. In addition, Trustees may be recruited through the company's website and by advertising in relevant publications, including national newspapers. A minimum of three Trustees should remain in office at any given time but there is no maximum limit.

Organisational structure and decision making

The Board of Trustees are responsible for the management of the company. They delegate the general management and administration of the company to the Chief Executive Officer, who, with the department staff, ensure that the company is run efficiently.

Risk management

The Trustees periodically examine the major risks to which the company is exposed, concentrating on areas of potential highest impact including:

- Failure of funding
- External environment
- Governance incl. General Data Protection Regulation
- Reputation with emphasis on the charity's national blood testing event *Know your Numbers!®*
- Covid-19

All areas within the charity's risk policy are regularly evaluated by lead individuals. This helps drive review of the policy and the risk register is updated for trustee meetings. The Trustees are satisfied that the system in place is appropriate for managing the company's exposure to the major risks identified.

In relation to Covid-19, the charity has been impacted more operationally than financially because of the pandemic, as staff have been able to work effectively from home. Blood Pressure UK have managed that risk by delivering Know Your Numbers 2021 as a virtual event, and planning the same for 2022, with no in community testing and only digital marketing. From a financial point of view, Blood Pressure UK continue to manage the expenditure in line with our reserves and our reserves policy.

Policies adopted for the induction and training of Trustees

New prospective Trustees are invited to meet the staff. They are also included on the BPA's mailing list for governance, the magazine and receive regular updates on the charity's work from the Chief Executive Officer. Trustee Subcommittees (involving Trustees and other stakeholders) are as follows: Information User Group and Healthcare Advisory Panel, chaired by Professor Graham MacGregor.

Related party relationships

The Chief Executive Officer of BPA until 7th August 2021 is also the Campaign Director of Consensus Action on Salt, Sugar and Health (CASSH, Registered Charity 109888) and performed this role on a pro- bono basis. Blood Pressure Association (BPA) discloses this as an income gifted in kind and valued at £29,167 (2020 - £50,000).

Statement of Trustees' responsibilities

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Independent examination of accounts
As per the statutory requirements an Independent Examination will be done.

The Trustees' report was approved by the Board of Trustees.

.....

Professor Graham MacGregor
Trustee
Dated: 5/09/2022

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

I report to the Trustees on my examination of the financial statements of The Blood Pressure Association (the Company) for the year ended 31 December 2021.

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements 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 financial statements 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 financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ACCA ACCA, 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 and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 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.

Crossley Financial Accounting

Star House
Star Hill
Rochester
Kent
ME1 1UX

Dated: .....

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Income and endowments from:			
Donations and legacies	2	114,322	194,911
Charitable activities	3	24,056	22,858
Other income	4	47,878	67,588
Total income		186,256	285,357
Expenditure on:			
Charitable activities	5	181,713	173,376
Net income for the year/ Net movement in funds		4,543	111,981
Fund balances at 1 January 2021		472,923	360,942
Fund balances at 31 December 2021		477,466	472,923

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	9		14,441		18,251
Current assets					
Debtors	10	2,716		25,747	
Cash at bank and in hand		468,287		435,820	
		471,003		461,567	
Creditors: amounts falling due within one year	11	(7,978)		(6,895)	
Net current assets			463,025		454,672
Total assets less current liabilities			477,466		472,923
Income funds					
Unrestricted funds			477,466		472,923
			477,466		472,923

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2021.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on 05/09/2022

.....

Professor Graham MacGregor
Trustee

Company registration number 03251531

1 Accounting policies

Charity information

The Blood Pressure Association is a private company limited by guarantee incorporated in England and Wales. The registered office is The Wolfson Institute of Preventive Medicine, Charterhouse Square, London, EC1M 6BQ.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Company's [governing document], the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The Company is a Public Benefit Entity as defined by FRS 102.

The Company has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. The Trustees acknowledge the risk in relation to COVID-19 as detailed in the Trustees Annual Report.
Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Company.

1 Accounting policies **(Continued)**

1.4 Income

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

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

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

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

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.5 Expenditure

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

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

1 Accounting policies **(Continued)**

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

All assets costing more than £250 are capitalised.

1.7 Financial instruments

The Company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Company's balance sheet when the Company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

2 Donations and legacies

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Donations and gifts	7,635	14,027
Legacies receivable	106,687	180,884
	114,322	194,911

3 Charitable activities

	Fundraising 2021 £	Membership 2021 £	Total 2021 £	Fundraising 2020 £	Membership 2020 £	Total 2020 £
Sales within charitable activities	881	23,175	24,056	(106)	22,964	22,858

4 Other income

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
Other income	17,534	17,537
Sales of Christmas Cards.	1,177	51
Gifts in kind	29,167	50,000
	47,878	67,588

5 Charitable activities

	Fund raising 2021 £	Information & support 2021 £	Raising awareness 2021 £	Membership 2021 £	Total 2021 £	Total 2020 £
Other costs	88	358	201	474	1,121	16,862
Legal and professional fees	-	1,171	21,976	26,912	50,059	31,952
	88	1,529	22,177	27,386	51,180	48,814
Share of support costs (see note 6)	127,752	-	-	-	127,752	122,357
Share of governance costs (see note 6)	2,781	-	-	-	2,781	2,205
	130,621	1,529	22,177	27,386	181,713	173,376

For the year ended 31 December 2020

	Fund raising £	Information & support £	Raising awareness £	Membership £	Total 2020 £
Other costs	8,827	95	4,429	3,511	16,862
Legal and professional fees	-	-	15,895	16,057	31,952
	8,827	95	20,324	19,568	48,814
Share of support costs (see note 6)	50,000	36,192	36,165	-	122,357
Share of governance costs (see note 6)	-	2,205	-	-	2,205
	58,827	38,492	56,489	19,568	173,376
Analysis by fund					
Unrestricted funds	58,827	38,492	56,489	19,568	173,376

6 Support costs

	Support costs	Governance costs	2021	Support costs	Governance costs	2020
	£	£	£	£	£	£
Staff costs	61,110	-	61,110	36,165	-	36,165
Gift in kind	29,167	-	29,167	50,000	-	50,000
Premises costs	1,697	-	1,697	3,545	-	3,545
Office costs	2,890	-	2,890	3,212	-	3,212
Accountancy	13,827	-	13,827	15,139	-	15,139
Irrecoverable VAT	6,659	-	6,659	6,378	-	6,378
Other costs	12,402	-	12,402	6,793	-	6,793
Bad debt provision	-	-	-	1,125	-	1,125
Independent examination fees	-	2,781	2,781	-	2,205	2,205
	127,752	2,781	130,533	122,357	2,205	124,562
Analysed between						
Charitable activities	127,752	2,781	130,533	122,357	2,205	124,562

Governance costs includes payments to the auditors of £2,781 (2020- £2,205) for audit fees.

7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Company during the year.

8 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
	1	1

Employment costs	2021 £	2020 £
Wages and salaries	52,894	31,457
Social security costs	5,571	3,135
Other pension costs	2,645	1,573
	61,110	36,165

8 Employees **(Continued)**

The key management personnel of the charity comprises, the Chief Executive Officer and Senior Management Team. The total employee benefits of the key management personnel of the Charity were £14,864 (2020 - £nil). As per note 12, the outgoing Chief Executive Officer's time was provided on a pro-bono basis up to 7th August 2021.

There were no employees whose annual remuneration was more than £60,000.

9 Tangible fixed assets

	Computer equipment
	£
Cost	
At 1 January 2021	32,476
Additions	5,000
Disposals	(11,041)
At 31 December 2021	26,435
Depreciation and impairment	
At 1 January 2021	14,224
Depreciation charged in the year	8,811
Eliminated in respect of disposals	(11,041)
At 31 December 2021	11,994
Carrying amount	
At 31 December 2021	14,441
At 31 December 2020	18,251

10 Debtors

	2021	2020
Amounts falling due within one year:	£	£
Trade debtors	256	21,002
Other debtors	340	1,601
Prepayments and accrued income	2,120	3,144
	2,716	25,747

11 Creditors: amounts falling due within one year

	2021	2020
	£	£
Other taxation and social security	2,133	507
Trade creditors	1,012	1,527
Accruals and deferred income	4,833	4,861
	7,978	6,895

12 Related party transactions

Details of related party transactions with Consensus Action on Salt, Sugar and Health (CASSH) are disclosed in the Trustees' Annual Report. The Campaign Director of Consensus Action on Salt, Sugar and Health (CASSH, Registered Charity 109888) was the CEO of Blood Pressure Association (BPA) until 7th August 2021 and performed this role on a pro-bono basis. This is disclosed as income gifted in kind valued at £29,167.

THE BLOOD PRESSURE ASSOCIATION

England & Wales - Charity number 1058944

Accounts

Charity Registration No. 1058944 (England and Wales)

Charity Registration No. SC040230 (Scotland)

Company Registration No. 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Professor Graham MacGregor, Chair Mr Guy Biggin, Honorary Treasurer Professor Gareth Beevers Ms Nirmala Markandu Professor Bryan Williams Professor Mark Caulfield Dr Rebecca Suckling Dr Pauline Swift
Secretary	Professor Graham MacGregor
Chief executive officer	Katharine Jenner
Charity number (England and Wales)	1058944
Charity number (Scotland)	SC040230
Company number	03251531
Registered office	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
Independent examiner	Crossley Financial Accounting Star House Star Hill Rochester Kent ME1 1UX
Bankers	Lloyds TSB Bank PLC 186 Streatham High Street Streatham London SW16 1BE Santander Business Banking 1st Floor Operations Bridle Road Bootle L30 4GB
Solicitors	Bates Wells & Braithwaite 2 - 6 Cannon Street EC4M 6YH
Note	Blood Pressure UK is the operating name of The Blood Pressure Association

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

	Page
Trustees' report	1 - 12
Independent examiner's report	13
Statement of financial activities	14
Statement of financial position	15
Notes to the financial statements	16 - 24

THE BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2020

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2020. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), 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) as amended by Update Bulletin 1 (effective 1 January 2019).

Objectives and activities

Policies and objectives

The principal objects of the company are:
(a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;
(b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and
(c) to relieve people suffering from high blood pressure by providing advice and support.
There have been no changes in these objects since the last annual report.

Blood Pressure Association Mission

"To significantly improve the prevention, diagnosis, management and treatment of high blood pressure in order to prevent death and disability from stroke and heart disease".

This is achieved by raising awareness amongst the whole population as well as specific target groups of risk factors for the condition through the provision of information and support services.

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

Blood Pressure UK is a specialised provider of information, education and support, and features a membership structure. Membership is a great way to make a difference to the lives of people living with high blood pressure, making one an important part of the UK's largest blood pressure charity, helping people with this serious condition. A particular importance has been placed on ensuring our specialist advice, to both members, the media and the public, is balanced, current and objective. We have also continued to develop our core supporting membership and our magazine and e newsletter Positive Pressure as both a revenue stream and to strengthen the influence and reach of Blood Pressure UK in representing the views and experiences of high blood pressure patients.

Blood Pressure UK benefits from a close association with Public Health England (PHE), NHS England, British & Irish Hypertension Society, the World Hypertension League, and Consensus Action on Salt, Sugar and Health which represent the wider field of high blood pressure, cardiovascular disease, and public health nutrition, we will continue to strengthen our knowledge base through those associations, to ensure that all advice and information we give is accurate and up to date.

2020 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

Blood Pressure UK is recognised as a dedicated centre of expertise for blood pressure, and as such has had the opportunity to respond to research and developments about blood pressure and healthy lifestyles in the media throughout 2020.

A brief selection of stories covered:

- How to stay healthy while staying home during the pandemic.
- What does coronavirus mean for people with high blood pressure.
- We call for home monitors on prescription. We wrote to the Government calling for blood pressure monitors to be made available on prescription to protect the health of the most vulnerable.
- Alcohol raises blood pressure in people with diabetes. New research shows that even moderate alcohol drinking is linked to high blood pressure in people with type 2 diabetes.
- Blood pressure, the menopause and HRT.
- Major new research shows benefits of less salt. State-of-the-art research shows why eating less salt means better health.
- Are food manufacturers playing hide and seek with salt? Salt Awareness Week exposes the hidden salt added to the foods we buy.
- Why vegan foods are an opportunity that must not be missed. Healthy-looking plant-based foods are often crammed with salt and fat.
- Getting confident with numbers with National Numeracy.
- The House of Lords investigates food inequality. Public health campaign group gives evidence for salt and sugar reduction.
- The diets don't work. New study finds the short-term benefits of diets don't last.
- More evidence supports running for heart health. New research shows running lowers your blood pressure and the 'age' of your arteries.

POSITIVE PRESSURE MAGAZINE

Our magazine went to our members in July and December 2020, plus our E-positive Pressure newsletter 4 more times throughout the year, with the latest in evidence, guidance and interesting information related to blood pressure and our charitable activities.

For our 20-year anniversary issue of Positive Pressure, we looked at how we have evolved as a charity, supporting members, the public and health professionals to address high blood pressure, and campaigned to change policies, guidelines and attitudes.

We wanted to ensure our home blood pressure monitoring guides got in the hands of the people that needed them, and who might not have access to our digital materials. We printed thousands of guides and included them as free giveaways for family and friends in the magazine.

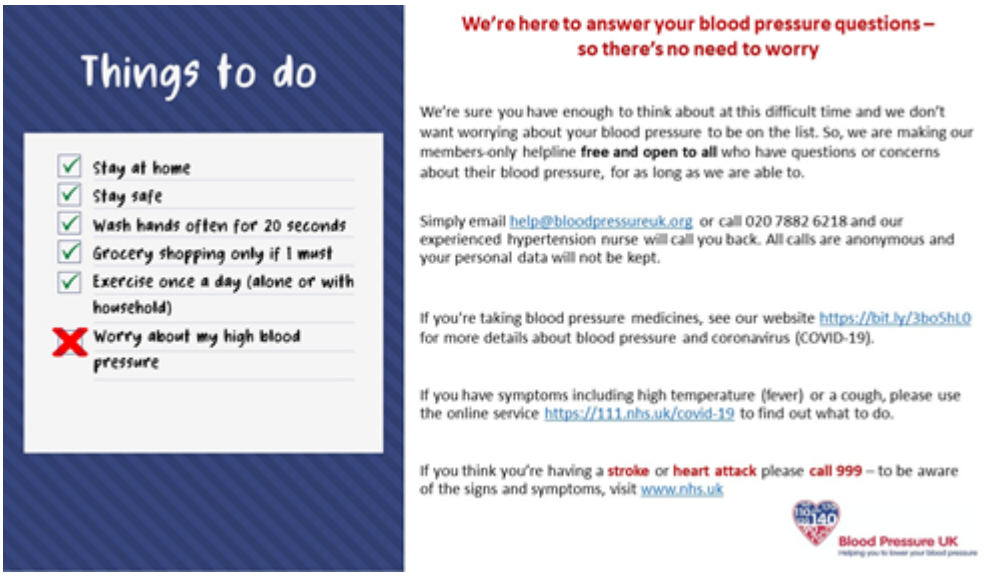
NEW WEBSITE

Our new website was launched with a shiny new look after a long but thorough review and a very exciting design process. We wanted to ensure our users;

- Enjoy the fresh, calm new look.
- Find what they're looking for easily.
- Read easy-to-understand, simple information.
- Find all they need to know about managing their blood pressure.

HELPLINE

We opened our helpline to the public to answer questions about blood pressure and coronavirus. Our Hypertension Nurse Specialist, Nirmala, put people's minds at rest.



A few thank yous for our helpline:

"Thank you ever so much for your reply. I am pleased to tell you my blood pressure is now in the healthy range. This has been achieved with a total lifestyle change – no salt, no rubbish food, fruit, vegetables and fish daily, one-hour walks, and no alcohol or cigarettes. So yes, good times are coming."

"Thank you again for spending time and effort answering my query in such a detailed and helpful fashion. Advice from organisations such as yours is to be trusted, whereas random searches can be misleading. I am truly grateful."

"I appreciate your attention during what is a very worrying time for all care-givers. I am reassured by your advice, and will certainly act upon it, particularly doing a couple of home blood pressure measurements a few minutes apart and taking an average. Having someone to seek advice from is a great help. Thank you"

MEMBERS SURVEY

This summer, we asked our members to fill out our *Focus on the Future* survey to find out what they value most about our work and where you'd like us to focus our efforts more in future, and we were overwhelmed by the response.

Our members told us more about who they are and who we're reaching, which helps us to tailor our support to meet their needs and shows us who we need to reach out to more. Fewer people discovered us via health professionals than by other means, and reaching more health professionals will form part of our new strategy. We're also encouraged to see that we're providing support when health professionals are not able to in the limited time they have. We will continue to focus our attention on reaching Black, Asian and other ethnic minority communities who tend to have higher risks related to blood pressure. Awareness-raising and service provision

efforts are growing for these groups as COVID-19 has exposed higher health risks, both related to the virus and in general.

It was encouraging to see that all areas of our current work were considered valuable. Ensuring that people with high blood pressure get the best advice and treatment available was a clear priority, with 93% of responders telling us this was important. Other key areas were supporting the development of treatment guidelines, finding those with undiagnosed high blood pressure and raising awareness.

Our members also made helpful suggestions about where we could focus further, which fell into three key areas.

1. Population-wide activities, both at a regional and national level, including awareness-raising campaigns in public and in the media, further work with health professionals and education for younger people.

2. Supporting changes in policies, such as more action from supermarkets in promoting healthier food, and a greater role of pharmacies in finding undiagnosed high blood pressure.

3. Supporting individuals with further advice and support on specific topics, such as women's health, recommending products, services and apps for managing blood pressure, and advice about clinical trials. We received practical suggestions for improvements to our day-to-day services and we're already channelling more resources into this.

A number of health professionals and pharmacists with various specialties filled out our survey. They found our resources incredibly helpful and had a number of suggestions about how we can support them to support our members. We hope to work more with a range of health professionals in future.

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

This year's twentieth Know Your Numbers! Week was a little different to usual, as we got the nation checking their blood pressure at home. For twenty years Know Your Numbers! Week has encouraged all adults in the UK to find out their blood pressure numbers, and our aim was to continue to do that, maintaining our status as the UK's flagship blood pressure testing and awareness campaign despite the restrictions. With free blood pressure checks in public places not possible in 2020, our annual campaign went virtual. It was a first for all involved and a great success at a time when it was needed most.

We offered a no community testing KYN Week where we encouraged home blood pressure monitoring and being healthy at home. This was due to social distancing measures introduced in 2020 as a result of the COVID-19 pandemic. Individuals and health organisations spread our theme and simple message among their friends, followers and communities: **YOU are in control**. By buying or borrowing a home blood pressure monitor, you can Know Your Numbers! and take control of your health.

People were encouraged to check their blood pressure and to “know their numbers” but were also exposed to lifestyle education, encouraging them to increase their consumption of fruit and vegetables, cut down on their salt intake and to do more physical activity.

Organisations that would have taken part as Pressure Stations in previous years, where the public could go and get a free blood pressure check, were invited to join as Pressure Partners in 2020. Our members, supporters and the general public were invited to join as Patient Ambassadors. Both Groups were encouraged to help spread the message of the importance of checking your blood pressure at home. **236** participants registered to take part, which is a great achievement for the first year running the campaign in this way. Out of the 236 participants, 186 were organisations/workplaces and 50 were individuals/general public.

HOME BLOOD PRESSURE MONITORING HUB

At a time when it was harder to see patients face to face, home monitoring can form the centrepiece of CVD prevention. We created a collection of home monitoring resources which we made available to view and download for free in our new home monitoring hub. Participants who signed up to be a Pressure Partner or a Patient Ambassador during Know Your Numbers! Week 2020 received these resources. We received lots of great feedback on our resources which included a guide to checking your blood pressure at home, a set of testing guidelines for home monitoring for the general public, a home monitoring record card to record your blood pressure numbers on, and our new video explaining how to measure your blood pressure and what the numbers mean.

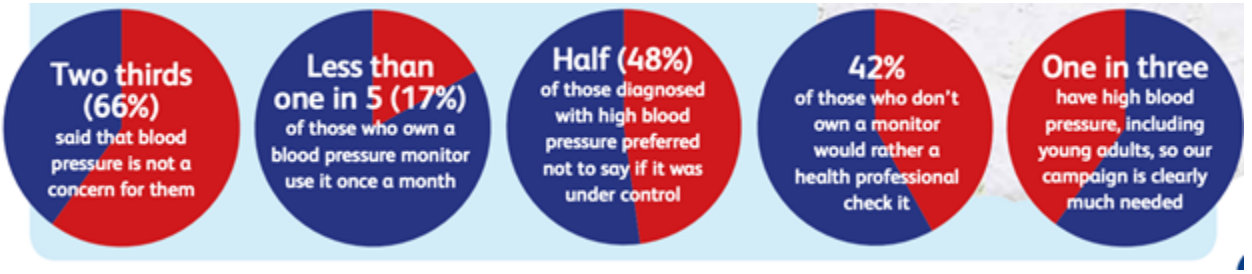
We also included our Lifestyle tips poster, our Know Your Numbers! information leaflet and our A5 how to measure your blood pressure at home booklet, along with short snippets of our video, so they could be shared on social media and websites.

As we encouraged people to borrow and share home blood pressure monitors, we wanted to ensure that infection control would be encouraged and adhered to during the pandemic, so we developed a set of guidelines to help people do this.

PUBLIC OPINION SURVEY

Blood Pressure UK carried out a public opinion survey to seek out the public’s views on whether they know their blood pressure, whether they get their blood pressure checked, do they own a home blood pressure monitor, if they use it, how often, and if blood pressure was a concern for them. This was to encourage people to make blood pressure a health priority.

Over 2,000 demographically representative members of the UK population were asked questions about whether they have high blood pressure, is it under control, has the pandemic changed how they look after their blood pressure and would they be more inclined to check their blood pressure more regularly knowing that research suggested high blood can be linked to a higher risk of serious illness from COVID-19?



MEDIA

We issued a press release to the media to launch the week (Monday 7th September) based on the survey and the 'YOU are in control' theme, as well as 29 regional press releases for regional and local media.

We called for home monitors on prescription. Price is still a barrier for many people being able to access a home monitor, so we wrote to Matt Hancock MP calling for them to be made available on prescription.

Overall, our Know Your Numbers! Week 2020 campaign received good media coverage that was generated by the Press Office/national with lots of opportunities to see/hear our messages across press, TV, radio and online. Our campaign featured in **The Guardian, The Telegraph, Express and The Metro, People's Friend, Nursing Today** and top online media outlets, as well as a brief appearance on **Sky News** and local radio stations.

We also featured in the Waitrose Magazine, Saga magazine, Silver Surfers, Medscape and Fitpro, which was sent to 33k subscribers within the health and fitness section. The week itself kicked off with our CEO, Katharine Jenner talking about the campaign on Radio News hub. The content was shared to 200x regional stations across their network. On launch day our CEO Katharine was interviewed live on Sky News breakfast followed by another live interview on UCB radio which broadcasts nationally to over 53 million people in the UK through its digital radio.

During the week, we received **43** pieces of coverage. This included:

- 8 x National newspapers
- 8 x Regional
- 4 x Consumer magazine
- 23 x Internet / online

Estimated reach was more than 900,000 impacts.
Total monetary value of the coverage was £191,984.20.

SOCIAL MEDIA

Our campaign was very popular on social media, trending on twitter for the fourth year in a row with the hashtag Error in formula ->#KnowYourNumbers<-. Our poster was seen by over 10,000 people on Twitter – one of our most successful posters on the social media site yet - and making it our top tweet. We ran a twitter poll which showed that 78% were encouraged to check their blood pressure at the end of Know Your Numbers! Week and 90% of responders agreed that home monitors should be made available on prescription.

The tweets were seen over 92,000 times during the week, with 158 tweets, 3,948 profile visits, 389 mentions and 103 new followers during September according to Twitter analytics.

By encouraging free blood pressure checks to thousands of people each year, Know your Numbers! Week reaches those who often are completely unaware that they have, or could be at risk of developing, high blood pressure. The ongoing success of Blood Pressure UK and Know your Numbers! Week relies on the participation of hundreds of health professionals who run Pressure Stations offering free checks and the support of funders and sponsors. We would like to thank everyone who helped to make Know your Numbers! Week 2020 a success.

SUMMARY

The wide level of participation in the Know your Numbers! Week event, and our survey and research findings, clearly demonstrate the vital role that the Blood Pressure UK has in the prevention and detection of high blood pressure. More than 1.5 million people have received free blood pressure checks and information thanks to annual Know your Numbers! Week events over the past twenty years. They are the lucky ones, who now know what their blood pressure is and steps they may need to take to lower it. With the help of our partners, funders and sponsors we at Blood Pressure UK aim to keep up this momentum to reach millions more in our fight to reduce strokes, heart attacks and heart disease caused by high blood pressure.

But don't take our word for it, we were sent the following thank you message which sums up the difference Blood Pressure UK makes.

Dear Blood Pressure UK,

Thank you all for helping the nation to manage their blood pressure.

Due to your campaign, I have dusted off my blood pressure machine, taken my pressure this morning, and will continue to do so for a week and monthly thereafter.

Without watching your video, I would not have known to take an average reading. Your explanation of the readings was perfect, and I can now be more proactive and knowledgeable about my health.

I feel confident to measure my own blood pressure and have sent the reading via email to my surgery, as they are asking patients like myself (on medication for blood pressure) to purchase their own blood pressure machine and advise them of a reading every 6 months.

Kind regards,

Rebecca

Investment policy and performance

The Trustees are empowered by the Memorandum of Association to invest the funds not required for immediate working purposes in such a manner as may be thought fit. During the year, the Trustees invested such funds in interest bearing deposit accounts earning returns at commercial rates of interest.

Financial review

For the ninth year in a row the charity maintained cautious spending alongside trying to build membership and investing in legacy building to encourage increased income in future years. The charity continued to make savings on anticipated expenditure in line with the previous year.

Reserves policy

The Trustees aim to maintain a level of unrestricted reserves which ensures that there are adequate funds to meet current and known future liabilities. The Trustees consider that holding unrestricted free reserves (including designated funds which are reviewed on an annual basis) equivalent to between six and twelve months operating costs, given the current economic climate, is the minimum required to provide sufficient resources to respond to unexpected adverse changes in the company's funding or activities, which equates to approx. £350,000 based on current costs.

Public benefit

The charity's objects are the provision of information and support to those affected by hypertension (high blood pressure), which it does by raising awareness among the whole population, as well as specific target groups at particular risk of the condition, through the provision of information and support services. In addition to providing services for the general public, Blood Pressure UK provides additional resources for those particularly likely to develop the condition, for example, the over 50s and those from a South Asian or African Caribbean background.

In considering the charity's aims and objectives the Trustees confirm that they have had due regard to the Charity Commission's guidance on the public benefit requirement of the charity's work; that the charity does no harm or detriment in carrying out its charitable objectives and that the charity provides clear and identifiable benefits to the public in its activities, which in 2020 were:

A national home blood pressure testing event 'Know Your Numbers! Week, which provided free home blood pressure resources free of charge for anyone across the UK. It helped to tackle health inequalities by reaching vast numbers of people who may not otherwise access blood pressure check especially due to Covid-19 restrictions.

A media and social media campaign to raise awareness of the health effects of high blood pressure.

The provision of expert and up to date information on all aspects of high blood pressure, including news updates on Covid-19, and promotion of the charity's resources, via the charity's website (including free downloads).

The production of two high quality editions of Positive Pressure, the magazine sent to supporters of the charity, including those who are not internet enabled, including evidence-based guidance on Covid-19.

Updates on the latest news and developments in blood pressure and Covid-19 in regular electronic newsletters available to anyone who chooses to sign up to the free service.

The provision of a range of free printed booklets and leaflets on all aspects of high blood pressure, including core materials translated into 32 languages, for people with high blood pressure.

The provision of the charity's information line, opened up to all members of the public, staffed by a registered nurse, which offered free information, support and advice to hundreds of callers concerned about or affected by hypertension.

The provision of an email response service, which provided written information in response to written queries in more detail.

The Trustees therefore believe that the charity is carrying out its objects in a way which benefits the public by helping to raise awareness about the condition (all either free of charge or at nominal cost to beneficiaries).

Funds Incoming

The charity received £194,911 from trusts and foundations and from individuals generally. The trend was downwards from 2020, but still positive, with a significant legacy and a fundraiser, Steve Rebus lost his sight at the age of just 24 due to high blood pressure, and walked 266 miles during advent to raise awareness for Blood Pressure UK. The charity has one commercial partnership.

Funds Expended:

Staff costs are low, and spending was maintained at a similar level to the previous year in other areas, as the charity maintained its commitment to deliver services to its beneficiaries. Only unrestricted funds were received during the year, therefore the charity opened the year with no restricted fund carried forward and closed the year with only unrestricted fund balances carried forward.

Sources of funding

Funding was achieved in 2020 through a number of different sources;

- Sales revenue.
- Unrestricted voluntary income (donations from the corporate sector, legacies and private individuals).

Structure, governance and management

Constitution

The company is registered as a charitable company and is constituted under a Memorandum of Association dated 18 September 1996. It is registered as a charity number 1059844.

Method of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. The Trustees meet three times a year; one meeting being the annual general meeting of the company. At the annual general meeting, one third of the trustees are subject to retirement by rotation. New Trustees may be appointed on the recommendation of the Trustee Board or on proper notice of a nomination being given by a Trustee. In addition, Trustees may be recruited through the company's website and by advertising in relevant publications, including national newspapers. A minimum of three Trustees should remain in office at any given time but there is no maximum limit.

Policies adopted for the induction and training of Trustees

New prospective Trustees are invited to meet the staff. They are also included on the BPA's mailing list for governance, the magazine and receive regular updates on the charity's work from the Chief Executive Officer. Trustee Subcommittees (involving Trustees and other stakeholders) are as follows: Information User Group and Healthcare Advisory Panel, chaired by Professor Graham MacGregor.

Organisational structure and decision making

The Board of Trustees are responsible for the management of the company. They delegate the general management and administration of the company to the Chief Executive Officer, who, with the department staff, ensure that the company is run efficiently.

Related party relationships

The Campaign Director of Consensus Action on Salt, Sugar and Health (CASSH, Registered Charity 109888) is also the CEO of Blood Pressure Association (BPA) and performs this role on a pro-bono basis. This is disclosed as income gifted in kind valued at £50,000 (2019 £50,000).

Risk management

The Trustees periodically examine the major risks to which the company is exposed, concentrating on areas of potential highest impact including:

- Failure of funding
- External environment
- Governance incl. General Data Protection Regulation
- Reputation with emphasis on the charity's national blood testing event *Know your Numbers!*
- Covid-19

All areas within the charity's risk policy are regularly evaluated by lead individuals. This helps drive review of the policy and the risk register is updated for trustee meetings. The Trustees are satisfied that the system in place is appropriate for managing the company's exposure to the major risks identified.

In relation to Covid-19, the charity has been impacted more operationally than financially because of the pandemic, as staff have been able to work effectively from home. Blood Pressure UK have managed that risk by delivering Know Your Numbers 2020 as a virtual event, and planning the same for 2021, with no in community testing and only digital marketing. From a financial point of view, Blood Pressure UK continue to manage the expenditure in line with our reserves and our reserves policy.

Statement of Trustees' responsibilities

The Trustees (who are also directors of The Blood Pressure Association for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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;
- Make judgments and estimates that are reasonable and prudent;
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Independent examination of accounts

As per the statutory requirements an Independent Examination will be done.

The Trustees' report was approved by the Board of Trustees.

.....
Professor Graham MacGregor
Trustee
Dated: .....

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

I report to the Trustees on my examination of the financial statements of The Blood Pressure Association (the Company) for the year ended 31 December 2020.

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements 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 financial statements 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 financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of ACCA ACCA, 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 and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and 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 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.

Crossley Financial Accounting

Star House
Star Hill
Rochester
Kent
ME1 1UX

Dated: .....

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	**Unrestricted funds 2020** £	Unrestricted funds 2019 £
Income and endowments from:			
Donations and legacies	**2**	194,911	315,371
Charitable activities	**3**	22,858	35,547
Other income	**4**	67,588	69,495
Total income		285,357	420,413
Expenditure on:			
Charitable activities	**5**	173,376	158,708
Net income for the year/ Net movement in funds		111,981	261,705
Fund balances at 1 January 2020		360,942	99,237
Fund balances at 31 December 2020		472,923	360,942

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

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

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2020

	Notes	2020 £	2020 £	2019 £	2019 £
Fixed assets					
Tangible assets	**9**		18,251		-
Current assets					
Debtors	**10**	25,747		23,068	
Cash at bank and in hand		435,820		348,436	
		461,567		371,504	
Creditors: amounts falling due within one year	**11**	(6,895)		(10,562)	
Net current assets			454,672		360,942
Total assets less current liabilities			472,923		360,942
Income funds					
Unrestricted funds			472,923		360,942
			472,923		360,942

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2020.

The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on .....

.....
Professor Graham MacGregor, Chair
Trustee

Company Registration No. 03251531

1 Accounting policies

Charity information

The Blood Pressure Association is a private company limited by guarantee incorporated in England and Wales. The registered office is The Wolfson Institute of Preventive Medicine, Charterhouse Square, London, EC1M 6BQ.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Company's [governing document], the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "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)". The Company is a Public Benefit Entity as defined by FRS 102.

The Company has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. The Trustees acknowledge the risk in relation to COVID-19 as detailed in the Trustees Annual Report.
Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Company.

1 Accounting policies **(Continued)**

1.4 Income

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

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

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the company which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

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

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.5 Expenditure

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

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

1 Accounting policies **(Continued)**

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer equipment	33% straight line
Office equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

All assets costing more than £250 are capitalised.

1.7 Financial instruments

The Company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Company's balance sheet when the Company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.8 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Donations and gifts	14,027	15,371
Legacies receivable	180,884	300,000
	194,911	315,371

3 Charitable activities

	Fundraising	**Membership**	**Total 2020**	**Fundraising**	**Membership**	**Total 2019**
	2020	**2020**		**2019**	**2019**	
	£	**£**	**£**	**£**	**£**	**£**
Sales within charitable activities	(106)	22,964	22,858	9,320	26,227	35,547

4 Other income

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Other income	17,537	17,003
Gift Aid	-	2,384
Sales of Christmas Cards.	51	108
Gifts in kind	50,000	50,000
	67,588	69,495

5 Charitable activities

	Fund raising	Information & support	Raising awareness	Membership	Total 2020	Total 2019
	2020	2020	2020	2020		
	£	£	£	£	£	£
Other costs	8,827	95	4,429	3,511	16,862	32,992
Legal and professional fees	-	-	15,895	16,057	31,952	10,144
	8,827	95	20,324	19,568	48,814	43,136
Share of support costs (see note 6)	50,000	36,192	36,165	-	122,357	113,329
Share of governance costs (see note 6)	-	2,205	-	-	2,205	2,243
	58,827	38,492	56,489	19,568	173,376	158,708

For the year ended 31 December 2019

	Fund raising	Information & support	Raising awareness	Membership	Total 2019
	2019	2019	2019	2019	
	£	£	£	£	£
Other costs	-	20,771	2,939	9,282	32,992
Legal and professional fees	9,360	784	-	-	10,144
	9,360	21,555	2,939	9,282	43,136
Share of support costs (see note 6)	50,000	28,338	34,991	-	113,329
Share of governance costs (see note 6)	-	2,243	-	-	2,243
	59,360	52,136	37,930	9,282	158,708
Analysis by fund					
Unrestricted funds	59,360	52,136	37,930	9,282	158,708

6 Support costs

	Support costs	**Governance costs**	**2020**	Support costs	Governance costs	2019
	£	**£**	**£**	£	£	£
Staff costs	36,165	-	36,165	34,991	-	34,991
Gift in kind	50,000	-	50,000	50,000	-	50,000
Premises costs	3,545	-	3,545	1,265	-	1,265
Office costs	3,212	-	3,212	6,077	-	6,077
Accountancy	15,139	-	15,139	15,838	-	15,838
Irrecoverable VAT	6,378	-	6,378	4,834	-	4,834
Other costs	6,793	-	6,793	1,449	-	1,449
Bad debt provision	1,125	-	1,125	(1,125)	-	(1,125)
Independent examination fees	-	2,205	2,205	-	2,243	2,243
	122,357	2,205	124,562	113,329	2,243	115,572
Analysed between						
Charitable activities	122,357	2,205	124,562	113,329	2,243	115,572

Governance costs includes payments to the accountants of £2,205 (2019 - £2,243) for independent examination fees.

7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Company during the year.

8 Employees

Number of employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
	1	1

Employment costs	2020 £	2019 £
Wages and salaries	31,457	30,576
Social security costs	3,135	3,039
Other pension costs	1,573	1,376
	36,165	34,991

The key management personnel of the charity comprises, the Chief Executive Officer and Senior Management Team. The total employee benefits of the key management personnel of the Charity were £nil (2019 - £nil). As per note 12, the Chief Executive Officer's time is provided on a pro-bono basis.

There were no employees whose annual remuneration was £60,000 or more.

9 Tangible fixed assets

	Computer equipment £	Office equipment £	Total £
Cost			
At 1 January 2020	11,041	2,779	13,820
Additions	21,435	-	21,435
Disposals	-	(2,779)	(2,779)
At 31 December 2020	32,476	-	32,476
Depreciation and impairment			
At 1 January 2020	11,041	2,779	13,820
Depreciation charged in the year	3,184	-	3,184
Eliminated in respect of disposals	-	(2,779)	(2,779)
At 31 December 2020	14,225	-	14,225
Carrying amount			
At 31 December 2020	18,251	-	18,251

10 Debtors

	2020	2019
Amounts falling due within one year:	**£**	**£**
Trade debtors	21,002	20,783
Other debtors	1,601	-
Prepayments and accrued income	3,144	2,285
	25,747	23,068

11 Creditors: amounts falling due within one year

	2020	2019
	£	**£**
Other taxation and social security	507	851
Trade creditors	1,527	6,546
Accruals and deferred income	4,861	3,165
	6,895	10,562

12 Related party transactions

Details of related party transactions with Consensus Action on Salt, Sugar and Health (CASSH) are disclosed in the Trustees' Annual Report. The Campaign Director of Consensus Action on Salt, Sugar and Health (CASSH, Registered Charity 109888) is also the CEO of Blood Pressure Association (BPA) and performs this role on a pro-bono basis. This is disclosed as income gifted in kind valued at £50,000.