

**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

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<b>Trustees</b>	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)
<b>Secretary</b>	Professor Graham MacGregor
<b>Chief executive officer</b>	Phil Pyatt
<b>Charity number (England and Wales)</b>	1058944
<b>Charity number (Scotland)</b>	SC040230
<b>Company number</b>	03251531
<b>Registered office</b>	The Wolfson Institute of Preventive Medicine Charterhouse Square London EC1M 6BQ
<b>Independent examiner</b>	Crossley Financial Accounting Star House Star Hill Rochester Kent ME1 1UX

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# THE BLOOD PRESSURE ASSOCIATION

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# **THE BLOOD PRESSURE ASSOCIATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)**

### **FOR THE YEAR ENDED 31 DECEMBER 2022**

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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.



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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### 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:**

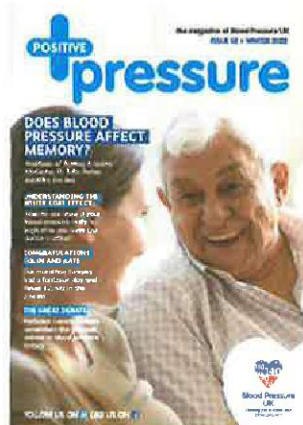
- Which? Magazine article - about blood pressure
- Time and Star – Heyes family sudden death and raising awareness of Blood Pressure
- Daily Express - High blood pressure warning: Frozen pizza packs 'extraordinary amounts of sodium'
- Daily Express - Blood pressure warning: The 'healthy' food that may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

# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 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

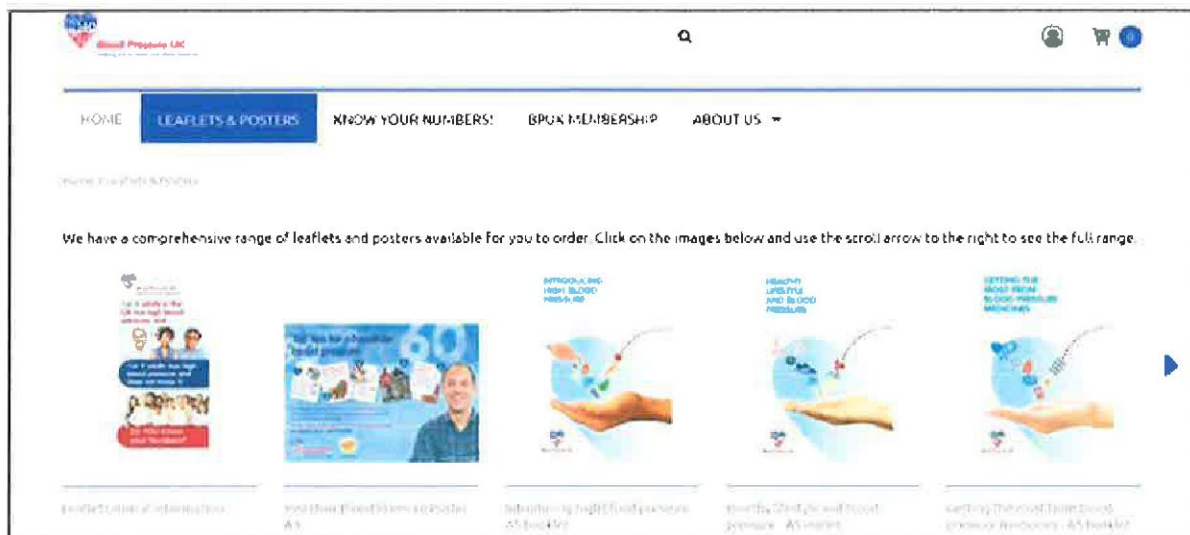


# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 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.

### Things to do

- ☒ Stay at home
- ☒ Stay safe
- ☒ Wash hands often for 20 seconds
- ☒ Grocery shopping only if I must
- ☒ Exercise once a day (alone or with household)
- ☒ **Worry about my high blood pressure**

**We're here to answer your blood pressure questions – so there's no need to worry**


We're sure you have enough to think about at this difficult time and we don't want everything about your blood pressure to be on the list. So, we are making our members-only helpline **free and open to all** who have questions or concerns about their blood pressure, for as long as we are able to.

Simply email [help@bloodpressureuk.org](mailto:help@bloodpressureuk.org) or call 020 7882 5218 and our experienced hypertension nurse will call you back. All calls are anonymous and your personal data will not be kept.

If you're taking blood pressure medicines, see our website <https://bit.ly/No5110> for more details about blood pressure and coronavirus (COVID-19).

If you have symptoms including high temperature (fever) or a cough, please use the online service <https://111.nhs.uk/covid-19> to find out what to do.

If you think you're having a **stroke** or **heart attack** please **call 999** – to be aware of the signs and symptoms, visit [www.nhs.uk](http://www.nhs.uk)

 **Blood Pressure UK**  
HYPERTENSION. THAT'S YOUR BLOOD PRESSURE.



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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.*

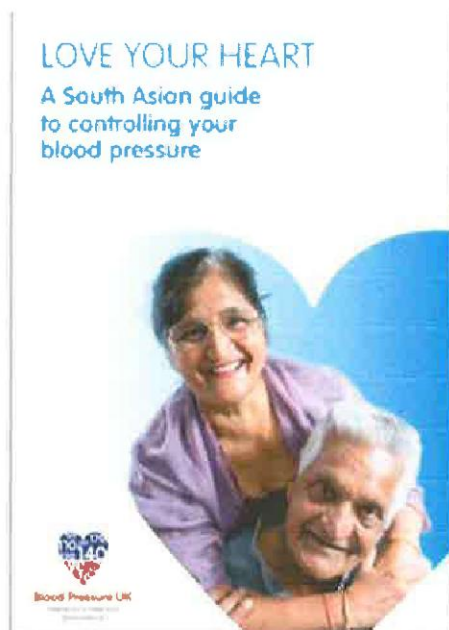
*Thank you so much.*

*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:



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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### 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.





# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 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.




# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022



### 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**

**Proud partners of Blood Pressure UK**

Lowering your blood pressure shouldn't be stressful. That's why we've teamed up with Blood Pressure UK. Blood Pressure UK offers expert advice on how to manage your condition, whilst LloydsDirect helps you stick to your medicine schedule effortlessly. Together, we aim to help you protect your long-term health and live your life to the fullest.

[Visit Blood Pressure UK](#)

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.



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

**Campaign Collaboration**

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 1.5 million people have had their blood pressure checked.

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 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

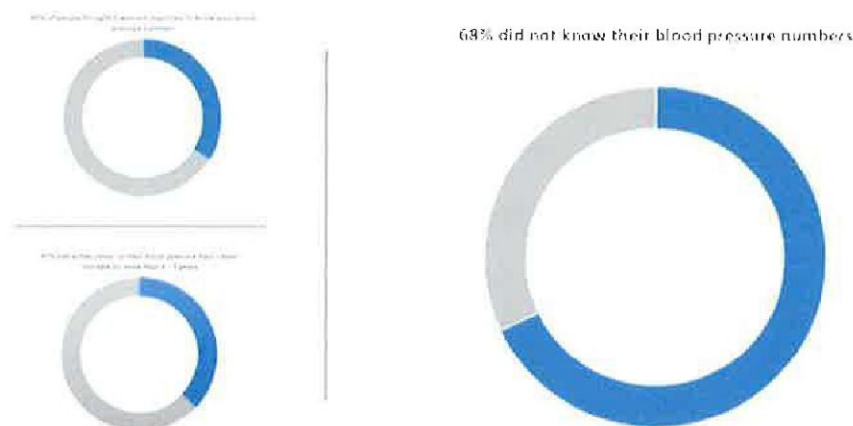
Blood Pressure UK also carried out a public opinion survey to over 2,000 demographically representative members of the UK population to ascertain their views on whether they know their blood pressure numbers, when was the last time they got their blood pressure checked, and how important if at all, is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



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022



### 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.**

# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 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.

# **THE BLOOD PRESSURE ASSOCIATION**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2022**

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### **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.



# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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### 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).

# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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### 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.

# THE BLOOD PRESSURE ASSOCIATION

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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### 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***

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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

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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

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

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 £	£
<b>Fixed assets</b>					
Tangible assets	9		5,630		14,441
<b>Current assets</b>					
Debtors	10	3,502		2,716	
Cash at bank and in hand		386,844		468,287	
		390,346		471,003	
<b>Creditors: amounts falling due within one year</b>	11	(7,181)		(7,978)	
Net current assets			383,165		463,025
<b>Total assets less current liabilities</b>			388,795		477,466
<b>Income funds</b>					
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 ..... 7/12/2022

.....   
Professor Graham MacGregor  
Trustee

Company registration number 03251531

# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2022

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#### 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.



# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2022

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#### 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.

# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2022

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#### 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
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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.

# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 2 Donations and legacies

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

### 3 Charitable activities

	Fundraising	Membership	Total	Fundraising	Membership	Total
	2022	2022	2022	2021	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
	<u>20,766</u>	<u>47,879</u>

# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2022

#### 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
<b>Analysis by fund</b>					
Unrestricted funds	130,621	1,530	22,177	27,386	181,714



# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 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
	<u>129,762</u>	<u>2,270</u>	<u>132,032</u>	<u>127,752</u>	<u>2,781</u>	<u>130,533</u>
Analysed between Charitable activities	<u>129,762</u>	<u>2,270</u>	<u>132,032</u>	<u>127,752</u>	<u>2,781</u>	<u>130,533</u>

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
	<u>2</u>	<u>1</u>
<b>Employment costs</b>	<b>2022 £</b>	<b>2021 £</b>
Wages and salaries	84,092	52,894
Social security costs	4,592	5,571
Other pension costs	4,205	2,645
	<u>92,889</u>	<u>61,110</u>

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).



# THE BLOOD PRESSURE ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

### 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 £
<b>Amounts falling due within one year:</b>		
Trade debtors	458	256
Other debtors	827	340
Prepayments and accrued income	2,217	2,120
	<u>3,502</u>	<u>2,716</u>

### 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
	<u>7,181</u>	<u>7,978</u>

### 12 Related party transactions

There are no related party transactions in the current year.