

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 BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

E-POSITIVE PRESSURE MAGAZINE

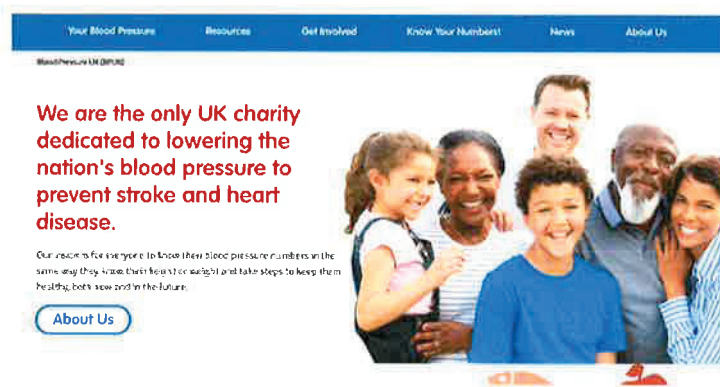
Our E-positive Pressure newsletter four times throughout the year, with the latest in evidence, guidance and interesting information related to blood pressure and our charitable activities.



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



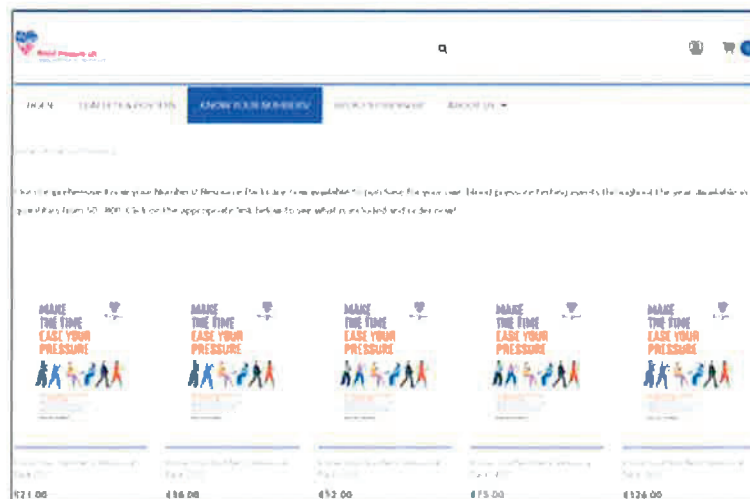
THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

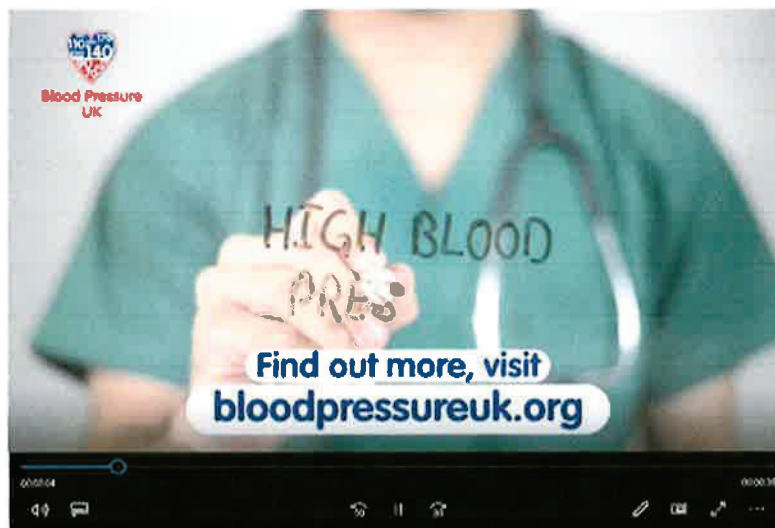
A message we received to our helpdesk:

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.



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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

Our 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.



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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 YOUR 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.



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

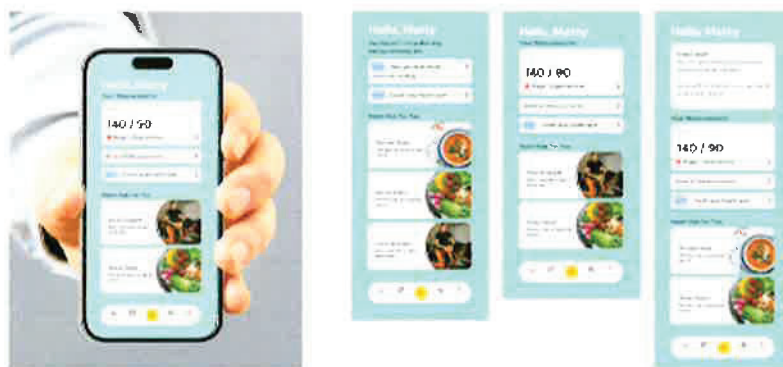


My Blood Pressure – www.mybloodpressure.co.uk

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.




THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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.



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](#)

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.

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 mission is for everyone to keep their blood pressure numbers in the safe zone, they know their weight is important and take steps to keep them healthy, both for now and in the future.

The campaign created by Blood Pressure UK's partner, Know Your Numbers!, is designed to help people who have a high blood pressure to get a blood pressure check. The highlight of this campaign is 'Know Your Numbers! Week', the UK's biggest blood pressure testing and awareness event. It takes place every September and was its fourth in 2023. 'Know Your Numbers! Week' has reached more than 1.5 million people since its first blood pressure check.

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's our main 'high blood pressure' trigger. With so many people on salt diets, it's not surprising that salt intake, which is only one of many factors, is a major risk factor for the 'Season With Sense' campaign. Working together to educate people on the role sodium has to play in their diet.



Blood Pressure UK
Helping you to lower your blood pressure

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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023



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, Alzheimers 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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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:

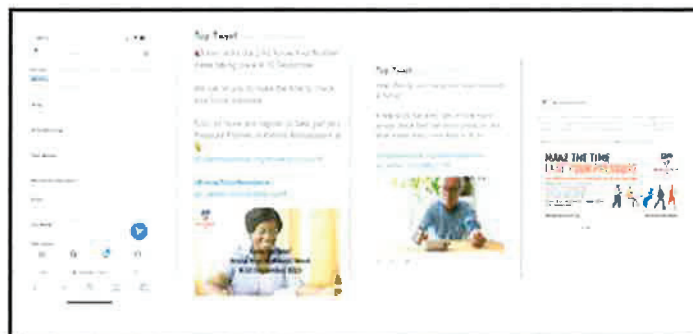
- 9 x National newspapers
- 32 x Regional
- 4 x Consumer magazine
- 149 x Internet / online
- 2 x TV
- 103 x Radio

**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.



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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).

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2023

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 2023

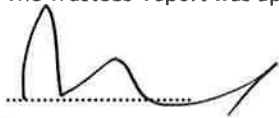
Related party relationships

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.



Dr. Pauline Swift

Trustee

Dated:

21/08/2024.

THE BLOOD PRESSURE ASSOCIATION

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).

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

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: ..Lx.....

19/9/2024

THE BLOOD PRESSURE ASSOCIATION

**STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT**

FOR THE YEAR ENDED 31 DECEMBER 2023

		Unrestricted funds 2023 £	Unrestricted funds 2022 £
	Notes		
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

		2023		2022	
	Notes	£	£	£	£
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	
		<u>312,957</u>		<u>390,346</u>	
Creditors: amounts falling due within one year	12	14,159		7,181	
		<u>14,159</u>		<u>7,181</u>	
Net current assets			298,798		383,165
Total assets less current liabilities			<u>298,798</u>		<u>388,795</u>
The funds of the Company					
Unrestricted funds			298,798		388,795
			<u>298,798</u>		<u>388,795</u>

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 DECEMBER 2023

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.

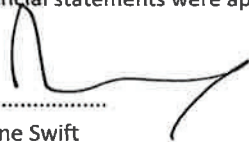
The directors acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its 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)

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

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.

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

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
	<u>18,983</u>	<u>40,694</u>

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

3 Income from charitable activities

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

4 Other income

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

5 Charitable activities

	Information & support 2023 £	Raising awareness 2023 £	Membership 2023 £	Total 2023 £	Total 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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

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
	<u>139,210</u>	<u>2,736</u>	<u>141,946</u>	<u>129,762</u>	<u>2,270</u>	<u>132,032</u>
Analysed between						
Charitable activities	<u>139,210</u>	<u>2,736</u>	<u>141,946</u>	<u>129,762</u>	<u>2,270</u>	<u>132,032</u>

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	2022
Number	Number
3	2

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

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
	<u>103,031</u>	<u>92,889</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 £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	<u>26,105</u>
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	<u>26,105</u>
Carrying amount	
At 31 December 2022	<u>5,630</u>

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

11 Debtors

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

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
	<u>14,159</u>	<u>7,181</u>

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	<u>388,795</u>	<u>86,369</u>	<u>(176,366)</u>	<u>298,798</u>
Previous year:	At 1 January 2022	Incoming resources	Resources expended	At 31 December 2022
	£	£	£	£
General funds	<u>478,163</u>	<u>87,713</u>	<u>(177,081)</u>	<u>388,795</u>

14 Related party transactions

There are no related party transactions in the current year.