

Charity registration number 1058944 (England and Wales)

Charity registration number SC040230 (Scotland)

Company registration number 03251531 (England and Wales)

THE BLOOD PRESSURE ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

THE BLOOD PRESSURE ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

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

THE BLOOD PRESSURE ASSOCIATION

CONTENTS

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

THE BLOOD PRESSURE ASSOCIATION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees (who are also directors of the charity for the purposes of the Companies Act) present their annual report together with the financial statements for the year ended 31 December 2024. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) as amended by Update Bulletin 1 (effective 1 January 2019).

Objectives and activities

Policies and objectives

The principal objects of the company are:

- (a) to advance education about and to promote a greater understanding of the condition of high blood pressure among sufferers, carers and medical, nursing and related professions;
- (b) to promote research into the condition of high blood pressure and the publication of the useful results of such research; and
- (c) to relieve people suffering from high blood pressure by providing advice and support.

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

Blood Pressure Association Mission

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

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Review of activities

Strategies for achieving objectives

Achievements and performance against constitutional and public benefit objectives:

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

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

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

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

2024 HIGHLIGHTS

BLOOD PRESSURE IN THE NEWS

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

A brief selection of stories covered nationally and locally include:

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

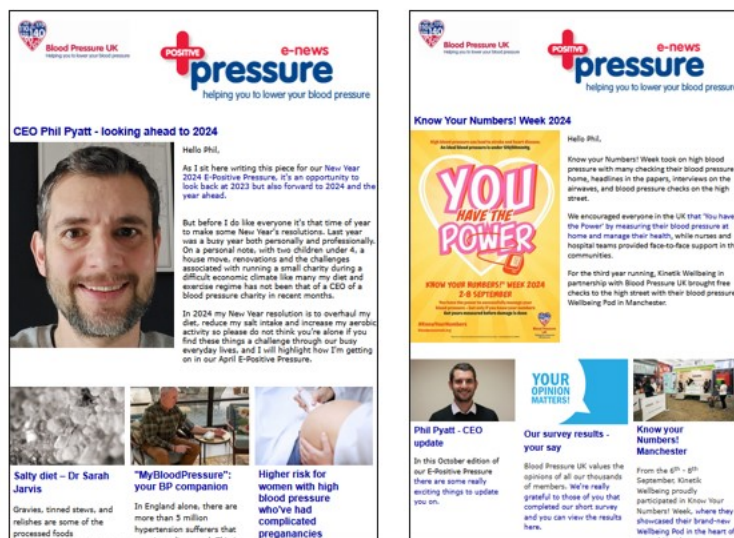
THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

E-POSITIVE PRESSURE MAGAZINE

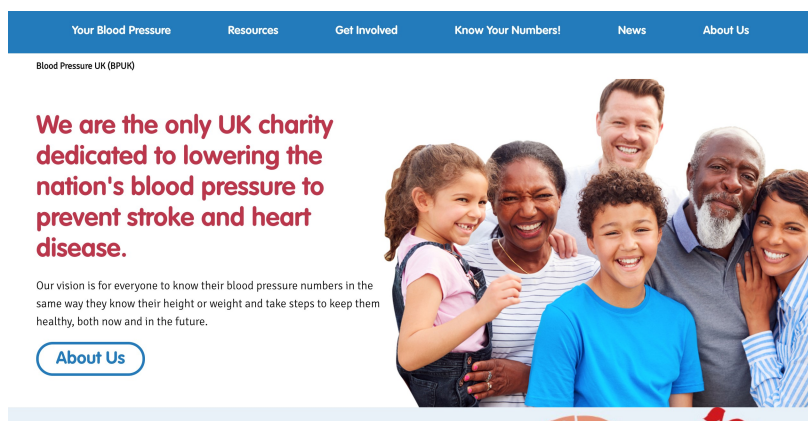
Our E-positive Pressure newsletter is published quarterly, bringing the latest evidence and insightful updates on blood pressure and our charitable work.



WEBSITE

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

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



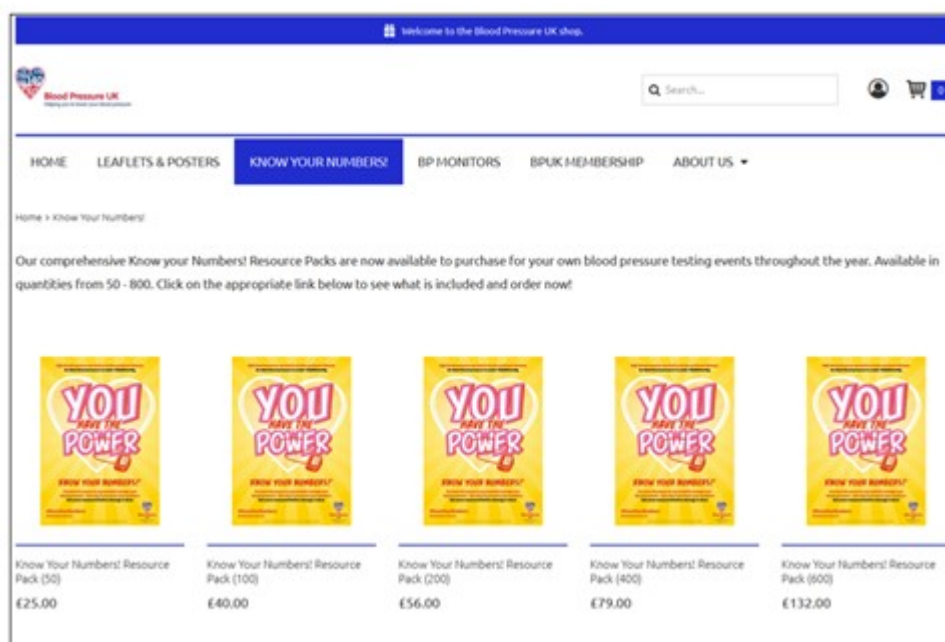
THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

ONLINE SHOP

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



Through the shop you can purchase:

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

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

HELPLINE

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

Many thanks for your fast reply, much appreciated.

Enquiry to the Helpline

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

PATIENT PANEL

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

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

Association of Anaesthetists (AA) and the British and Irish Hypertension Society (BIHS) - review

"The measurement of adult blood pressure and management of hypertension before elective surgery".

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



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

For 2024, the key areas of interest include:

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

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

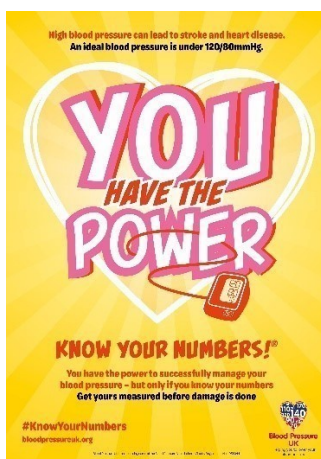
THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

FLAGSHIP CAMPAIGN - KNOW YOUR NUMBERS!

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



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

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

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

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

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

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

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

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

Out of the **759** participants:

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

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

OUR CORPORATE PARTNERS

Kinetik Wellbeing Roadshows in partnership with Blood Pressure UK

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



My Blood Pressure – www.mybloodpressure.co.uk

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

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

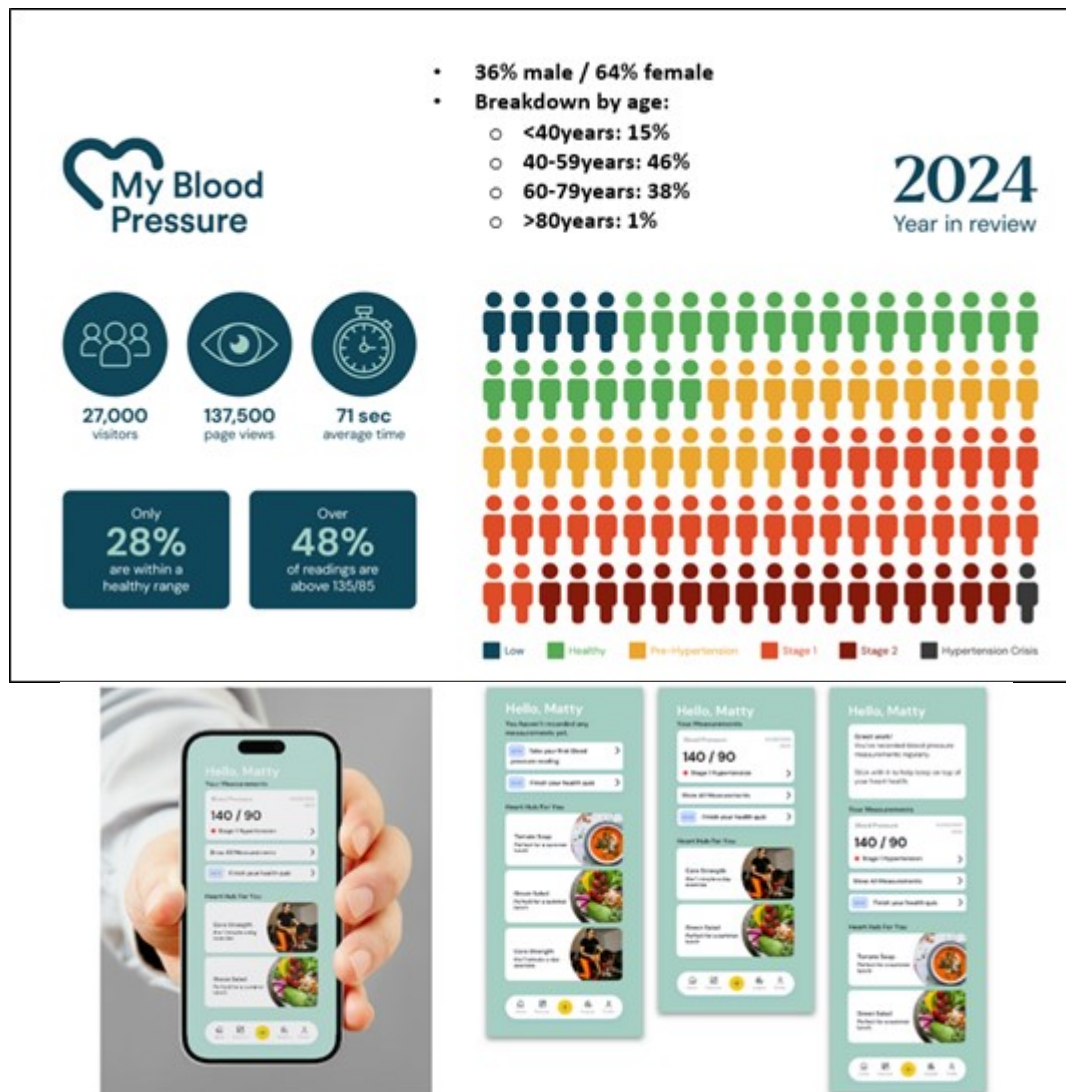
My Blood Pressure also provides personalised clinical advice provided by hypertension experts. This helps people to make informed lifestyle changes and take proactive steps towards achieving healthier blood pressure levels.

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Some key metrics in 2024:



Lo Salt

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

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Campaign Collaborator

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

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

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

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



HOME BLOOD PRESSURE MONITORING HUB

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



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

PUBLIC OPINION SURVEY – Know your Numbers! Week

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

Key findings highlighted:

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

MEDIA

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

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

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

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

- 5 x National newspapers (online and print):
 - The Mirror (online)
 - The Sun (online)
 - The Scottish Sun (online)
 - The Guardian (online and print)
 - The Edinburgh Evening News (print)
- 47 x Regional Press
- 96 x Internet / online
- 1 x TV
- 8 x Radio

Estimated reach was more than 63 million impacts.

Total monetary value of the coverage was £501,854.15

SOCIAL MEDIA - X (formerly Twitter)

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

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

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

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



THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

CORPORATE WEBINARS

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

Feedback from a corporate organisation:

"Thank you for delivering a fantastic informative session."

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

SUMMARY

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Investment policy and performance

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

Financial review

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

Funds Incoming

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

Funds Expended

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

Sources of funding

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

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

Reserves policy

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Public benefit

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

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

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

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

Structure, governance and management

Constitution

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Method of appointment or election of Trustees

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

Policies adopted for the induction and training of Trustees

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

Organisational structure and decision making

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

Risk management

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

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

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

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

Related party relationships

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

Independent examination of accounts

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

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

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Dr. Pauline Swift

Trustee

Dated:

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2024

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

Company and charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgments and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

THE BLOOD PRESSURE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE BLOOD PRESSURE ASSOCIATION

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

Responsibilities and basis of report

As the Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the Company are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

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

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

- 1 accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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:

THE BLOOD PRESSURE ASSOCIATION

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

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

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

THE BLOOD PRESSURE ASSOCIATION

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 DECEMBER 2024

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

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

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

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

The financial statements were approved by the Trustees on

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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 2024

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 2024

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 2024

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 2024

1 Accounting policies

(Continued)

Basic financial assets

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

Basic financial liabilities

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

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

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

2 Income from donations and legacies

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

**3 Income from
charitable activities**

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

4 Other income

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

5 Charitable activities

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

6 Support costs

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

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

7 Net movement in funds

2024
£

2023
£

The net movement in funds is stated after charging/(crediting):

Fees payable for the independent examination of the charity's financial statements	2,645	2,520
Depreciation of owned tangible fixed assets	98	5,630
	<u>2,743</u>	<u>8,150</u>

8 Trustees

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

9 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	3	3
	<u> </u>	<u> </u>

Employment costs	2024 £	2023 £
Wages and salaries	113,505	94,105
Social security costs	5,512	4,221
Other pension costs	4,975	4,705
	<u> </u>	<u> </u>
	123,992	103,031
	<u> </u>	<u> </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 £55,702 (2023 - £54,080).

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

10 Taxation

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

11 Tangible fixed assets

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

12 Debtors

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

13 Creditors: amounts falling due within one year

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

THE BLOOD PRESSURE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

14 Retirement benefit schemes

	2024	2023
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	4,975	4,705
	<u> </u>	<u> </u>

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

15 Unrestricted funds

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

	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
General funds	298,798	117,033	(182,944)	232,887
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Previous year:	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
General funds	388,795	86,369	(176,366)	298,798
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

16 Related party transactions

There are no related party transactions in the current year.