Registered number: 04509293

AllergyUK
1991 - 2021

Thirty years of supporting people living with allergy

WEDNESDAY

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A16 10/11/2021 #159
COMPANIES HOUSE

Annual Report | March 2021

The British Allergy Foundation Trustees' Annual Report (including Directors' Report) year ended 31st March 2021

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MESSAGE FROM THE CHAIR AND CHIEF EXECUTIVE

Just recently we were talking to a mother of two teenage girls who are moving onto adulthood, both of whom live with allergy so severe that their allergic reactions have led to many anaphylactic shocks. Their allergic disease has had a huge impact on their quality of life and on their family members, especially psychologically. She told us about someone recently asking her why a patient organisation was so important; why do we need patient organisations?

Her reply was that Allergy UK was like 'family to her family'. We'd been there throughout their lives, since the children were infants, when she made that first desperate called to our Helpline for advice, when she spoke to us about her anxiety and concerns as they moved through transition times, like starting school, and when they were going on holiday and worried about language barriers. More recently she sought advice on other important issues, such as COVID-19 vaccinations for her family.

She told us that they had a great relationship with and support from their clinicians, but their appointments were every few years, so to whom did they turn in between? Allergy UK. She said the relationship they had with Allergy UK was constant and we were always there for them, whenever they needed us – like family.

This mother's story meant so much to us.

Allergy UK will have been here for people like this mother and her family for 30 years in 2021. Our charity's aim is to support individuals and families living with allergy, raise awareness of their issues and try to find ways to 'fill the gap' to meet their needs because of the dearth of allergy services available in the UK. Despite three decades of lobbying, and some improvements, sadly allergic disease is still not taken seriously enough in the UK.

We receive no funding from government and have always been reliant on our own income through our trading subsidiary. When we launched our new Strategy for Change in 2020, with our mission that "It's time the UK took allergy seriously", who'd have known that our aim to develop our fundraising strategy would have coincided with a year of a global pandemic!

We made a start on our plans for fundraising development and growth, but in a very difficult economic environment. That is why we are so grateful to everyone who got involved in challenge events to raise money for our charity and donated to our emergency appeals last year. Your involvement - donations, collaborations, grants, and sponsorship enabled our charity to carry on providing information, advice and support services to people living with allergy during these challenging times. From the activities outlined in this Report we hope you will see our continued commitment to improving the quality of life for those living with allergy as well as the impact that your generous support has had for these individuals and families.

We also started to modernise our engagement, through enhancing and expanding our digital communications. This had to be swiftly implemented in 2020/21, as restrictions meant a move from face-to-face activities to online engagement. Our sponsors agreed to a flexible approach as we digitalised projects, which was very much appreciated. And our allergic community adapted amazingly well. This has continued in 2021 with our summer camp for families becoming a very successful Camp in the Cloud.

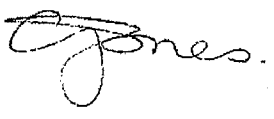
We know it's been an incredibly hard period for everyone, and this includes charities like Allergy UK.

Our strong end of year results have only been achieved through making some very difficult survival decisions during 2020/21, as discussed in the Challenges and Risks and Financial Review sections of this report. Our trading subsidiary income was 30% down on predicted budget last year, aligning with the predicted economic downturn. In a difficult year we were extremely fortunate to be left a legacy which provided a much-needed financial cushion. We are very grateful to Miss Shirley Anne Tidmarsh and her Executors for this thoughtful and generous contribution in support of the allergic community, which made such a difference to our charity in challenging times.

Despite the adaptations to resources, our year end was positive. As we move into 2021/22, which is our 30th anniversary year, thankfully we are in a position to develop our campaigning work as we raise awareness of the lived experience of allergy and advocate for the UK to take allergy seriously.

Sadly, in this year, our Vice President, Mary Brydon OBE, has retired after 30 years involvement with our charity. Mary was one of the clinical expert founders of Allergy UK, and we thank her sincerely for her enormous contribution to the field of allergy, which is detailed in the report.

We also want to thank everyone who has continued to support Allergy UK throughout the pandemic period and into 2021. With your support we can continue to work closely with families and individuals whose lives have been impacted by allergic disease and provide that supportive 'gap' in allergy services – until everyone in the UK takes allergy seriously.



Lynne Pritchard
Chair

Carla Jones
CEO

The Trustees present this report and the audited financial statements of the charity for the year ended 31 March 2021. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity. The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011, Charities and Trustee Investment (Scotland) act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014 (as amended by Update Bulletin 1 published on 2 February 2016).

Constitution

The British Allergy Foundation is a company limited by guarantee and a registered charity governed by its Memorandum and Articles of Association. The group uses the operating name Allergy UK and is known to many contacts by that name.

Charity numbers: 1094231 (England and Wales) and SC039257 (Scotland)

Company number: 4509293

President: Professor P. Howarth

Vice President: Mrs. M. Brydon OBE FRCN (Retired June 2021)

Trustees of the Charity

The directors of the charitable company are its Trustees for the purposes of charity law. The Trustees who have served during the year and since the year end were as follows:

Ms. L. Pritchard (Chair)

Mrs. S. Stoneham (Vice-Chair) (term expired September 2021)

Professor S. H. Arshad

Mr. R. Daby

Mr. R. Dudley-Southern MBE

Mr. M. Elliott (Resigned September 2020)

Dr. B. Hewitt

Mr. J. Redding

Dr. G. Stiefel

Mrs. A. Tharani (Appointed June 2020)

Chief Executive Officer: C. Jones

Company Secretary: C. Jones

Registered Office: Planwell House, LEFA Business Park, Edgington Way, Sidcup, Kent DA14 5BH

Auditors: MHA MacIntyre Hudson Chartered Accountants Statutory Auditors, Victoria Court, 17-21 Ashford Road, Maidstone, Kent, ME14 5DA

Principal Bankers: Lloyds Bank plc.

Public Benefit Statement

The Trustees confirm that they have referred to the advice contained in the Charity Commission's general guidance on public benefit when reviewing the Charity's aim and objectives and in planning future activities. The Trustees believe that the activities undertaken in the year for achieving the objectives of the Charity have met the public benefit requirement.

WHO WE ARE

This year we will celebrate the 30th anniversary of Allergy UK. Originally known as the British Allergy Foundation, the charity was founded in 1991 by a group of leading allergists who identified the growing need for support and advice for people living with allergic conditions. At that time little was known about allergic disease and its impacts on a person's life and these pioneering clinicians came together in the founding of an organisation which, 30 years later,continues to support the millions of people in the UK who are living with this chronic condition. Our website alone has over 80,000 visitors every month, a clear demonstration of a continuing 'unmet need' across the UK where allergy services are still limited and access is often subject to a 'postcode lottery'.

We support all areas of allergy, from food and respiratory to skin, eye, drug and venom and our range of Factsheets and other resources provide information and advice on all of these allergic conditions and all severities of allergy. This includes support for those who are at risk of anaphylaxis as a result of a severe allergic reaction. Calls to our Helpline, and our wider engagement activities with people with allergy, help to inform the many educational and supportive projects we deliver every year so that we can respond to the needs of our community. We develop and deliver our services with the support of our internal clinical team and in collaboration with our Healthcare Advisory Board and other clinical experts.

Our new overarching mission **'It's time for the UK to take allergy seriously'** reflects the challenges that many people with allergy face in their everyday lives. Our work is focused on improving the understanding and awareness of allergy across society to drive the changes that are urgently needed to help improve lives, from improvements in allergy services through to the service industries, such as food and catering, and the education sector.

We believe that for too long allergy has remained a poorly recognised and sometimes misunderstood health condition and every day we hear stories from members of our community that support this. We are committed to changing this through our lobbying and advocacy work and by helping to drive forward advances in the diagnosis and treatment of a disease which affects a growing number of the UK population.

Certainly, the last 30 years have seen positive change, but we believe that there is still a long way to go before allergic disease is widely recognised for what it is – a life changing chronic health condition which can mean that some people live in fear of a serious reaction for themselves, or their child, that could be fatal. We believe in our vision that **'no one should die from allergy'** - and we will continue to work towards this and provide support for all those living with allergy in the UK.

ALLERGY IN THE UK

"Allergic disease is a modern epidemic"[1] influenced by a number of complex issues such as globalisation, climate change, how foods we eat have changed and are manufactured, the pollution in the air we breathe, the products we are using in our homes and on our skins, how we live today and many other impacts from our external environment. During the last 60 years 'allergic diseases have increased globally in prevalence, complexity, and severity', becoming a public health concern.[2] The causes of this increase are not fully understood, nor are the profound physical, mental, social, and economic implications for those living with allergic disease and their wider social networks, or for the health systems that bear the impact of this 'allergic explosion'.

44% of the adult population (approximately 21 million) and

50% of children have one or more allergic disorders[3]

Approximately **1-2% of adults** and

5-8% of children have a food allergy[4]

Allergic rhinitis affects **10–15% of children** and **26% of adults** in the UK, it affects quality of life, school and work attendance, and is a risk factor for development of asthma[5]

In the UK atopic dermatitis affects **11–20% of children** and **5–10% of adults**

Approximately **2%** of all cases of childhood atopic dermatitis in the UK are severe[6]

The majority of milk allergic children outgrow their milk allergy. However, cow's milk allergy is responsible for 17 of the 66 (26%) deaths in school-aged children[7]

The impact

Over **200,000** people require the prescription of emergency adrenaline due to their allergic condition[8]

Allergy and related conditions are estimated to cost the UK NHS about

£1 billion a year[9]

There has been a staggering **615%** increase in hospital admissions related to allergic disease over the last 20 years[10]

One of the major barriers is the lack of political engagement and lack of funds for improving allergy services[11]

OUR VISION AND MISSION

OUR FOCUS Engagement Fundraising Digital Research Campaigns & communications Products that can help

OUR VALUES

These values reflect our ways of working, driving us to achieve our mission:

The allergic community is at the heart of everything we do

We respect the expertise of others and share our expertise through collaboration

We make a difference to the lives of those living with allergic disease

We are open and transparent in everything we do

We work together with others to achieve shared objectives in an open, honest, caring way

We listen to our stakeholders and value their views

FUNDRAISING SUPERSTARS

COVID-19 restrictions may have resulted in a majority of challenge events being cancelled this year, but that hasn't stopped our dedicated supporters raising awareness and spreading the word about the challenges faced by our allergic community. We are immensely grateful to each and every one of our fundraisers. Without them, we could not deliver vital services to those living with allergy in the UK.

How our fundraising income was generated:

General donations

Challenge events

Gift Aid

Trusts and grants

Legacies

Legacies

This year we received a legacy gift of £165,000 from the estate of Miss Shirley Anne Tidmarsh, of which we are extremely grateful for.

Trusts and Grants

Our income from Trusts and Grants has helped us to plan and deliver some important projects for the benefit of our allergic community.

National Lottery Community Fund

Funding from the Coronavirus Community Support Fund, distributed by The National Lottery Community Fund, has helped us by providing a grant of £49,290 towards our support services for our project called The Allergic Community and COVID-19. We would like to thank The National Lottery Community Fund and H.M. Government for making this possible.

COMMUNITY FUND

Eurofins Trust

We received £22,800 from the Eurofins Trust. This is helping us to deliver an important piece of research on allergy in the UK – its prevalence and the realities of living with an allergic disease. This research project also investigates attitudes about allergy among the public at large in a world where allergy can be misunderstood and even trivialised. We would like to thank Eurofins for contributing to this vital piece of work, the results of which will be published later in 2021.

eurofins foundation

Co-op Community Fund

£1,719 in funding from the Co-op Community Fund supported our collaboration with Over the Wall to create a 'Camp in the Cloud' for families with children with allergic conditions. Usually a live event, this virtual day will bring together families and their children to participate in a day of fun and activities. The Over the Wall Charity helps children, young people and their families reach beyond the boundaries of serious illness through free-of-charge activity camps like this one. We thank the Co-op Community Fund for helping us to sponsor an event that makes a difference to the lives of children with allergies.

co op

Dilling.com

Danish clothing brand, Dilling, generously supported Allergy UK by donating £1,243, which was 20% of their UK website's Black Friday 2020 turnover.

DILLING
YOUR SUSTAINABLE CHOICE

#ItsAllAbout40

Richie Mills is dad to six-year-old Kodie who was diagnosed with peanut and mixed tree nut allergies aged three following a severe reaction at a family party. Kodie also has allergies to grass, cats and dogs.

In 2020 Richie turned 40 and wanted to mark the occasion by taking part in a daring calendar of running events throughout the year to raise money for Allergy UK. It has not been an easy ride through, with COVID-19 causing many events to be cancelled and an injury in November 2020 slowing things down. But despite these challenges, Richie has still taken part in a phenomenal number of events and so far raised an incredible £1,254 for Allergy UK.

The London Knightz

The London Knightz is an inline skating hockey club based in Southeast London. They have teams of people playing at various levels and have enjoyed success across the UK and in Europe. Tragically, in April 2018 one of their team mates, Ruben Bousquet, died, aged 14, following an anaphylactic shock. His family and all the teams decided to adopt Allergy UK in memory of Ruben and have been fundraising for us since.

In October 2020, they did a 16-mile walk, run or skate for Ruben, who would have celebrated his 16th birthday in July 2020. Throughout the year they raised an amazing £3,289 for Allergy UK for which we send our grateful thanks.

2.6 Challenge

The 2.6 Challenge was launched to fill the huge fundraising gap left by the cancellation of the Virgin Money London Marathon, which should have taken place on Sunday 26th April 2020. This event encouraged supporters to raise money for their charity of choice by taking part in any activity they liked – from running 2.6 miles to holding an online workout with 26 of your friends.

Allergy UK had 22 supporters take part in the 2.6 Challenge which raised a fantastic £5,810 for our charity.

Gazprom

In support of Allergy UK, Joanne Tartanus signed up for the London Landmarks Half Marathon which was planned for March 2020. Unfortunately, this event was cancelled due to the COVID-19 pandemic. Nevertheless, Joanne very kindly donated the funds she had already raised totalling £520. In support of Joanne, her employer Gazprom Marketing & Trading additionally very generously donated £1,724 to Allergy UK. Thank you, Joanne and Gazprom, for their generous donations.

SERVICES TO SUPPORT THE ALLERGIC COMMUNITY

Helpline

Our Allergy UK Helpline remains the only charitable support service in the UK that can offer comprehensive, holistic and responsive support to the allergic community. Our Helpline and web chat facilities are an essential way of supporting people living with allergy.

The events of this year, with the impact of COVID-19 have meant our support services have faced unique challenges and we are very appreciative of a grant from The Big Lottery Fund which enabled Allergy UK to keep the service running for its much need advice and support.

Many NHS allergists were focused on front-line support and caring for patients with the virus. The pandemic resulted in reduced or cancelled allergy services throughout the NHS, as resource was prioritised to manage the crisis that the UK faced. This pandemic caused a high level of anxiety amongst our allergic community. During 2020/21 our Helpline and web chat channel received an average of 60 calls a month on COVID-19, in addition to the usual calls, and these calls continue with questions about the COVID-19 vaccines. The concerns of callers have been wide-ranging, including how to distinguish their allergic symptoms from those of Coronavirus, shortage of 'free from' foods during the initial 'bulk buying' period, cancellation of clinic appointments, access to vital medication and worries about wearing a mask because of respiratory conditions.

As the leading health charity for people with allergy our dedicated team worked hard to address all these issues, providing help, support and advice through our Helpline and other communication channels, with a specific area of our website providing accurate and frequently updated information to help address our community's anxieties and concerns and to provide well-informed reassurance.

https://www.allergyuk.org/about/latest-news/1374-allergy-and-the-coronavirus-covid19-vaccine

News of the vaccination programme saw a further surge in calls and emails to our charity and we worked closely with the Anaphylaxis Campaign and the British Society for Allergy and Clinical Immunology (BSACI) to develop FAQs about the vaccines, their ingredients and safety for people with allergic conditions. This information was added to our dedicated website pages and is being regularly updated to disseminate further information and support to reassure our community that their allergic conditions have been fully considered in this vitally important vaccination programme. Our main objective in all of this was to avoid the confusion and misinformation which deters people in our community from receiving a vaccination, when it would, in fact, be safe for them.

Throughout 2020, the other main area of calls to our Helpline were parents with allergic babies who were not able to access any medical care as appointments were cancelled and referrals to specialist clinics stopped.

Someone living with diagnosed allergy can be provided with information and guidance on how best to manage their condition, and be recommended products to reduce exposure to allergens and lessen symptoms. A parent of a baby with suspected cow's milk allergy can be referred to one of our paediatric allergy nurses or to our Dietitian Service. Our services became increasingly more vital as our callers reported that they had no where else to go. Through feedback from callers, anxiety about weaning a child was a common concern from parents, which increased during the pandemic. In response to this we increased our clinical support through the year and launched a Weaning Support Pack. We thank Nutricia for funding the Dietitian Service and Abbotts Nutrician for sponsoring the Weaning Support Pack.

Our bespoke translation cards enable people with food allergies to feel more confident when travelling abroad. They provide vital information about allergies and are offered in 35 languages. In 2020 we saw a 99% decrease in translation cards sold because of the limits on permitted travel, which affected our income generated by this service. In 2021, as travel restrictions are being lifted we are seeing an increase in requests for these essential cards for the allergic traveller.

Helpline Highlights

When people reach out to the Helpline they may be at the start of their journey with allergy or already have a diagnosis. We aim for every contact to be a useful one that empowers a person to live with their allergies or support them on how to take the next step. Over the last year we have responded to a total of 3,616 calls. We have seen 188 babies supported through our Dietitian's Service for infants under the age of two and 67 referrals (October 2020 - March 2021) for specialist allergy nurse support. Thank you to the Specialist Dietitians that support us with this service.

To support callers with anxiety relating to COVID-19, we have regularly updated our information on COVID-19 giving facts, questions and answers.

[illegible]	902	1,053
Phone	Web chat	Web chat emails
865	485	9
Information emails	Webforms	Social media/ letters

Allergy Alerts

Our Allergy Alerts help to ensure that people with food allergies are made aware, as soon as possible, of any food production issues, such as incorrect labelling or risk of cross-contamination. We circulate the alert through our social media channels and through emails to our opted-in database which totals over 16,302 people.

Between April 2020 and March 2021 we issued 88 alerts.

Masterclasses

In 2020/21 we hosted three Masterclasses and reached 988 delegates.

Due to COVID-19, all public events were cancelled and as such our live events were transferred to a digital platform. We would like to thank our corporate partners, Nutricia, Thermo Fisher Scientific and Sanofi, as they supported our decision to maintain the Masterclasses over the 12 months in a different communication format moving from face to face events to digital.

The Masterclasses covered Understanding Food Allergy, Paediatric Allergy in Primary Care and Stepping into Spring – A focus on seasonal allergy.

Thank you to all of the specialist healthcare professionals who supported us by presenting at our Masterclasses.

It was an excellent event. I was able to update my knowledge about various aspects in a very short period of time.

I really enjoyed the day- I found it so beneficial but also so interactive.

I think the presentations are excellent and absolutely useful to my practice.

4, 13 & 20 November 2020	Understanding Food Allergy	317 Delegates	Nutricia, Thermo Fisher, Sanofi
17 February 2021	Paediatric Allergy in Primary Care	319 Delegates	Nutricia, Thermo Fisher
31 March 2021	Stepping into Spring – A focus on seasonal allergy	344 Delegates	Nutricia, Sanofi

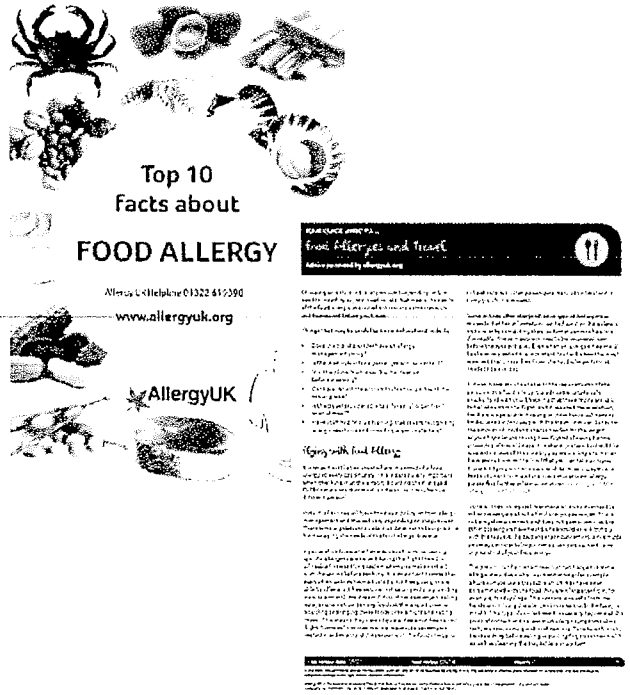
New Resources

We continue to follow a rigorous process for the preparation and review of our resources, with external clinical and 'user' reviews to ensure that the information is clinically accurate and user friendly. We would like to send thanks to all the specialist healthcare professionals who have been involved in developing and peer-reviewing our new resources.

From the outset of the COVID-19 pandemic we immediately shifted our focus onto providing as much information as possible about COVID-19 – addressing the particular concerns of our allergic community. This was also the topic of our Spring Allergy Awareness Week in response to the hundreds of calls to our Helpline from people concerned about COVID-19 linked to their allergies, particularly those with respiratory conditions.

During the year we produced four new Factsheets:

- **Cat Allergy** (supported by Purina) - 169 downloads
- **Bee and Wasp Venom** (supported by ALK) - 231 downloads
- **Travelling with the allergic infant** (supported by ALK) - 81 downloads
- **Food allergies and travel** (supported by ALK) - 156 downloads



Five new resources were produced:

- **Advice and information on COVID-19,** which we continue to update with information about vaccinations - 32,949 views
- **Weaning Your Food Allergic Baby,** digital support pack (supported by Abbott Nutrition) - 20,222 views/ downloads
- **Live More Allergy Comfortable,** digital resource pack (supported by Kleenex) - 30,766 page views
- **Caring for Baby's Skin,** an Allergy House featured video (supported by Water Wipes) - 598 views (YouTube/ Facebook)
- **Top 10 Facts about Food Allergy,** leaflet (supported by Thermo Fisher Scientific) - 1,496 downloads

Nine new resources are in production:

- Allergic rhinitis for adults and children (leaflet)
- Adrenaline auto-injector (leaflet)
- Chronic spontaneous urticaria (leaflet)
- Clinical trials (Factsheet)
- Type 2 inflammation (Factsheet)
- Biologicals and targeted therapies (Factsheet)
- Oral allergy syndrome (Factsheet)
- Lipid transfer protein allergy (Factsheet)
- Adult cow's milk allergy (Factsheet)

Over the Wall Camp in the Cloud

Allergy UK has renewed its partnership with Over the Wall to deliver an innovative virtual camp for families and children affected by allergy. In 2019 we sponsored a 'live' two day event at a sports centre in the west country for families with children aged 8 to17 who have been diagnosed with severe or complex allergies who are required to carry an adrenaline auto-injector. The pandemic meant that plans for a 2020 event had to be postponed and we are now planning for a virtual one day 'Camp in the Cloud' in autumn, 2021. This free event once again brings families together for a day of games, quizzes and craft activities, all shared over Zoom. All campers will receive a Seriously Fun box in the post containing resources to be used during the day,

The Allergy UK Camp in the Cloud is designed to promote inclusion and increase campers' confidence and self-esteem. Participants will be encouraged to share their experiences and take part in activities to develop coping strategies for feelings of isolation and anxiety that can be associated with allergic disease.

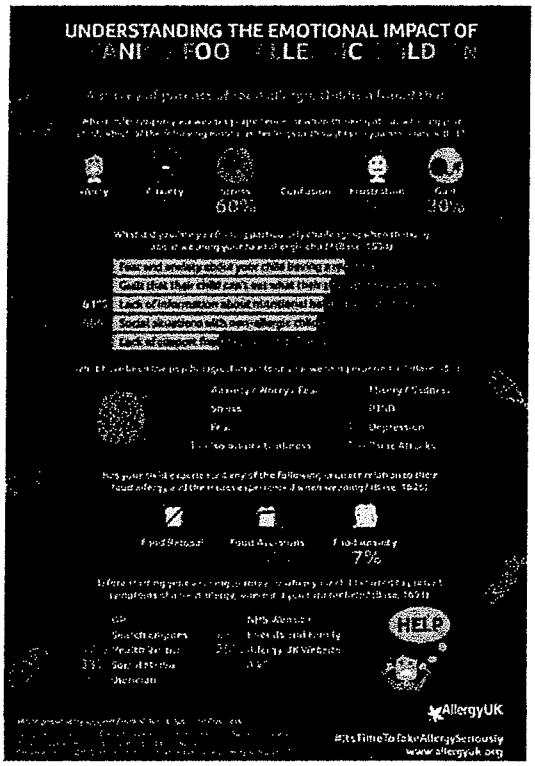
A huge thank you to the Co-operative's Local Community Fund who funded Over the Wall Camp in the Cloud, which is planned for September 2021.

Childhood Food Allergy: Weaning Project

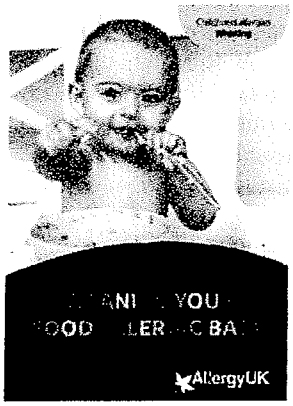
Calls to our Helpline provide valuable insights into the concerns about allergy and key trends. We identified an increase in calls around the challenges of weaning and the fears of parents as they approached this stage of their baby's life.

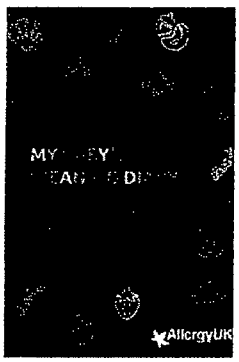
In collaboration with a NHS Specialist Allergy Dietitian and NHS Paediatric Allergy Consultant Specialist, we worked on a project to provide parents of food allergic babies with the support and information they need to help allay their anxiety and wean their child safely. This started with a research piece to investigate experiences, fears and worries and nearly 3,000 parents responded, highlighting a general lack of support and information on this important topic. The research informed the project which is designed as a 'pack' of comprehensive information written by allergy specialists with a contribution from a leading psychologist. We would like to thank everyone involved for their input into this work.

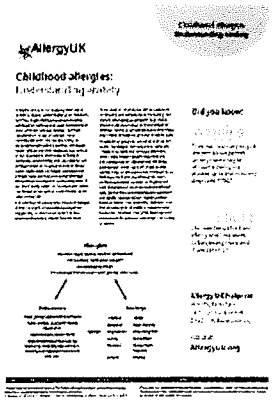
This project was scheduled for launch during the April 2020 Allergy Awareness Week but because of the COVID-19 pandemic we delayed the launch until May 2020 during National Weaning Week.

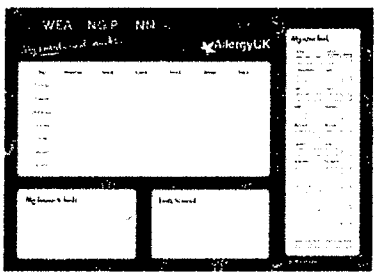


The pack:









The two-week launch campaign attracted broadcast coverage with our spokespeople and case studies on TalkRadio (433,000), BBC Radio Sussex (27,240) and BBC Radio Surrey (28,625), as well as print and online coverage across 12 media outlets, including the Sun/Fabulous magazine online (63,362,328), News24 (9,230,304) and Yahoo News (1,844,369,520). Social media influencers The Gut Stuff, The Gut Doctor and Baby By My Side also covered the launch on their Instagram accounts, their followers total a reach of 293,400.

The digital pack has been viewed 20,222 times since its launch in May 2020 and has proved a valuable resource for our Helpline information and support services.

We would like to thank Abbott Nutrition for their support which made this work possible.

Cat Allergy Factsheet

People living with cats love their pets and, despite the fact that cat allergy symptoms would reduce or disappear if they no longer lived with their cat, people often choose to keep their pets. It is thanks to our corporate partner Purina that we have been able to develop a Cat Allergy Factsheet to highlight ways to reduce allergen triggers so that people can keep their pets. We were also on schedule to facilitate a roundtable event with leading clinicians and vets to discuss the wider issues around pet allergy. However, the event had to be postponed until 2021 because of the pandemic as many of the specialist clinicians involved were called to the front line of COVID-19 response. Thank you to Professor Chris Corrigan, Professor in Allergy and Respiratory Medicine at Kings College London, for his involvement in developing this Factsheet.

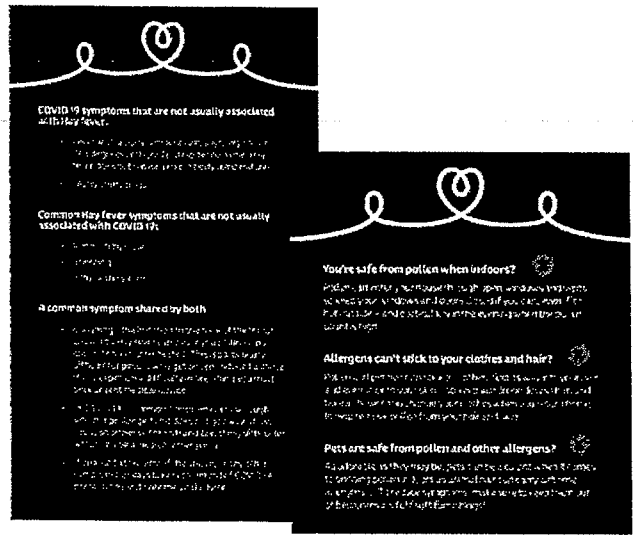
The Factsheet has been downloaded 169 times since launching.

Respiratory: Live More Allergy Comfortable

With thanks to Kleenex, a corporate partner, we launched the 'Live More Allergy Comfortable' campaign that helped hay fever sufferers with their allergies during lockdown. This included hints and tips, managing triggers and helping to keep control of COVID-19 with insightful lockdown scenarios.

Many hay fever sufferers were concerned that they could not distinguish between COVID-19 and hay fever and were also worried about how other people would perceive them if they sneezed.

Our 'Live More Allergy Comfortable' pages have had 30,766 visitors.



Cow's Milk Allergy: Post-diagnosis Roadmap

During the year we worked on the development of a 'Roadmap' for parents of children with cow's milk allergy. This step-by-step resource pack takes parents through the management, feeding and weaning of children with cow's milk allergy, with a series of Factsheets giving practical advice and support, peer reviewed by leading experts Dr Helen Howells (GP WER Allergy), Heidi Ball (Specialist Allergy Dietitian, BSc (Hons) SRD), Dr Gary Stiefel (BmedSci, MBChB, MSC (allergy), MRCPCH).

It is very worrying for parents when their child is diagnosed with cow's milk allergy. The Roadmap, supported by Reckitt Benckiser, tackles the challenges of feeding and caring for children with cow's milk allergy with the information parents need and tips from a parent who has travelled the journey themself.

We would like to thank all the specialists involved, and also Nathalie Newman, Allergy mum and advocate, for their valuable contribution.

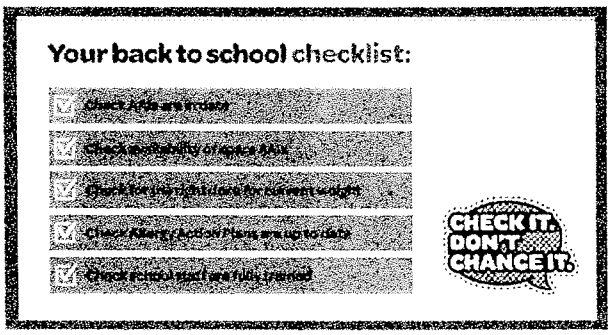
The resource kit will be launched in autumn, 2021.

Check it Don't Chance It

In response to the return to school in September 2020, Allergy UK, in collaboration with Anaphylaxis Campaign and sponsored by our corporate partner ALK, launched 'Check It, Don't Chance It' to highlight the need for of pupils with allergies to check their Adrenaline Auto-Injectors (AAIs) to ensure they are the correct dosage and still in date because of the time spent away from school during lockdown.

Thank you to ALK for funding this campaign.

checkitdontchanceit.co.uk



Seal of Approval

Our Seal of Approval continues to provide reassurance to people affected by allergy, signposting them to products that help them to manage exposure to allergens in and around the home. Based on independent testing, it is the most prestigious and widely used of our two product endorsements, as the products are proven to reduce the presence of allergens.

Products that are making claims of efficiency in reducing allergens within the indoor environment are independently scientifically tested, the results of which are then assessed by our Scientific Advisor, Dr Karl Staples.

Dr Karl Staples is an Associate Professor at the University of Southampton Faculty of Medicine. His research focuses on host-pathogen interactions in chronic inflammatory airways diseases, such as asthma and Chronic Obstructive Pulmonary Disease (COPD), and the contribution of these interactions to exacerbations of these respiratory conditions.

FY20/21: 40 new product licences, 160 annual renewals

Allergy Friendly Product Award

Our alternative product endorsement is the Allergy Friendly Product Award. Products go through robust assessments to ascertain whether they are suitable for use by those affected by allergy, for example, determining that the products do not include any allergenic ingredients which could cause a reaction or sensitise individuals.

The products are assessed based on their content and suitability for use by someone affected by allergy, as either 'unlikely to cause a reaction' or 'may be of benefit'. Whilst there are no guarantees the products will be suitable for all affected by allergy they are a safer option when looking for new products to try.

In endorsing products that can affect the skin, we are supported by Dr Natalie Stone (Dermatologist), who carries out the assessment of these products and their suitability for use by those living with allergies. She is supported by toxicologists, Dr Stephen Kirk and Dr Laura Turnham, who carry out toxicological assessments of the products, before the dermatological assessments.

FY20/21: 6 new product licences, 36 annual renewals

Allergy Aware Scheme

Our Allergy Aware Scheme has been well received in the 'food business arena' for creating awareness of the need for robust allergen management within the catering sector. Whether a small café or larger restaurant, it is essential to have allergen management procedures in place and ensure that all staff are aware of how to serve people who have food allergies.

We have introduced allergen awareness training to many local authority areas across the country, to assist with training new and existing businesses by providing a basic introduction to allergen management and emphasising the need for robust procedures, to reduce the risk of a severe allergic reaction happening to someone eating in their outlet.

Our Allergy Aware Scheme has not been able to make progress throughout the last year due to the lockdown of catering establishments because of the risks of the COVID-19 pandemic. We hope that, following the relaxation of the lockdown, we will be able to resume the development of our scheme and within the next year, provide a listing of various catering businesses who are 'Allergy Aware' and competent at providing accurate allergen information, implementing robust allergen management procedures and providing safe food services for people affected by allergies.

CAMPAIGNS AND COMMUNICATIONS

Our campaigns and communications activity is focused on raising awareness of allergic disease and providing information about its impacts and challenges. We also provide practical support through our own media with website information and resources, as well as through our work with broadcast and print media. We also engage with policy makers to ensure that we contribute to key consultations and groups working on relevant topics on behalf of our allergic community.

We are well established now as the 'first call' for media enquiries about allergic conditions and related topics, and during key seasons, such as the hay fever season, working with our Clinical team to provide spokespeople for broadcast media and content for print media stories.

During the year we responded to 53 media enquiries (both national and regional), on a wide range of topics. COVID-19 and its impacts on people living with allergy was a key topic for the first quarter of the year and we were, through our Clinical team, able to provide accurate clinical information to meet the media's requirements.

News > Health News

HAY NOW **Millions plagued by hay fever for the first time – 7 tips to cope if you're a new sufferer**

Allergy UK say between 10 per cent and 30 per cent of all adults and as many as 40 per cent of children in the UK have the condition.

But a survey suggests that now, half the UK population (49 per cent) are experiencing hay fever symptoms, around 33 million people.

Of these people, 37 per cent (12.2 million) said they had developed hay fever for the first time in the past few years.

The research, from leading charity Allergy UK in partnership with Kleenex, has been released to mark the start of the charity's 2021 Allergy Awareness Week.

Amena Warner, head of clinical services at Allergy UK, said: "There is evidence that suggests that climate change, with increasing temperatures may contribute to extending the grass pollen season in the UK.

"Grass pollen is the cause of the majority of pollen driven hay fever symptoms. Furthermore, with warmer weather, pollen counts can be high and breeze can spread pollen over a large area as it is carried in the wind."

Amena explained that more CO2 and greenhouse gases in the atmosphere also causes plants to produce more pollen.

"These are the factors that lead us to expect rising pollen levels in the UK in the coming years, triggering the unpleasant symptoms of hay fever over longer periods," Amena said.

- The Sun

Mass Vaccination and Evidence for the Office for Civil Society

In early 2021 the National Council for Voluntary Organisations (NCVO) contacted us to provide evidence and information on barriers to mass vaccination for the allergic community and the role the voluntary sector could play in the programme. The information was collated by Volunteering Matters and NCVO for the Voluntary and Community Sector Emergencies Partnership's (VCSEP) engagement with the Office for Civil Society. In early January, the Partnership wrote a briefing to the Minister highlighting the broad range of barriers, potential solutions, and specific offers of support identified by Allergy UK, along with over 70 other organisations who responded on a range of healthcare needs and concerns relating to vaccinations.

Press highlights

During our Spring Allergy Awareness week, Amena Warner was interviewed by **15 local radio stations**, (predominantly BBC regional stations) on the topic of 'Hay Fever, Asthma and Coronavirus'.

The **Penny Smith - talkRADIO** interview with Amena Warner offered an outline of allergies and the work of Allergy UK, whilst promoting the Weaning Your Food Allergic Baby digital support pack.

Our Check It Don't Chance It campaign, in collaboration with Anaphylaxis Campaign, secured the following radio interviews which were split between Allergy UK and Anaphylaxis Campaign:

- Number of stations secured: 185
- Totals items of coverage: 363
- Reach: 7,429,831

Thank you to ALK for funding this campaign.

Allergy Awareness Week (Spring)

Our Allergy Awareness Weeks provide a dedicated platform for key topics. The original plan for the April Allergy Awareness Week was adapted in the light of the burgeoning COVID-19 pandemic and we focused on 'Hay fever, asthma and Coronavirus' in response to the very apparent need for information about the links between these three health conditions and, particularly, the overlap with symptoms of COVID-19 in the peak hay fever symptoms.

We created a raft of information for a dedicated area on our website which addressed this topic, supported with a press and social media campaign with five key themes:

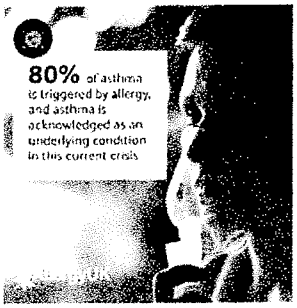
1. Why is it important to talk about allergies at this time?
2. What are the crossover symptoms between COVID-19, hay fever and asthma?
3. How can people protect themselves from the virus?
4. What to do if you are worried?

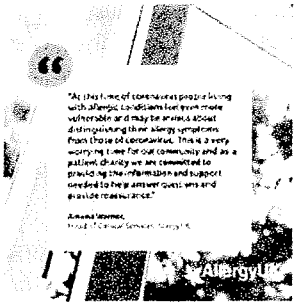
"Living with allergy can be challenging at the best of times. At this time of coronavirus people living with allergic conditions feel even more vulnerable and may be anxious about distinguishing their symptoms from those of coronavirus."

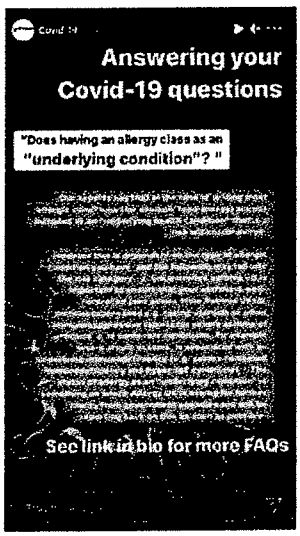
- Amena Warner, Head of Clinical Services, Allergy UK

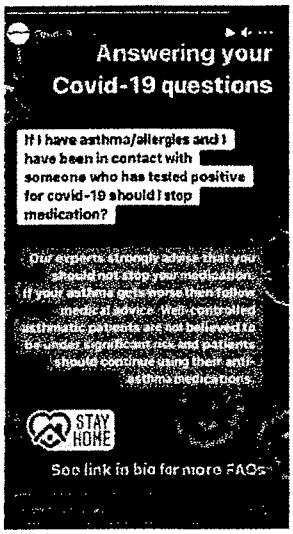
During the week 15 local radio stations, (predominantly BBC regional stations) interviewed Amena Warner on the topic.

Social media:









Indoor Allergy Awareness Week (Autumn)

For our autumn Allergy Awareness Week, we focused on indoor air quality and keeping a healthy home for the winter.

In a usual year most of us spend approximately 90% of our time indoors and our charity provides a range of advice and support for those living with indoor allergies, such as house dust mites and moulds. The lockdown and response to the pandemic meant that almost everyone was spending more than 90% of the time indoors. We understood that this was a considerable amount of time, especially for those living with indoor allergies and was likely to impact on symptoms.

Our campaign was social media led, where we launched our 'Big Winter Clean Checklist' to encourage people with allergies to take steps to reduce their exposure to indoor allergens. We used graphics across social media to further highlight hot spots around the house and signpost to the Allergy House on our website.

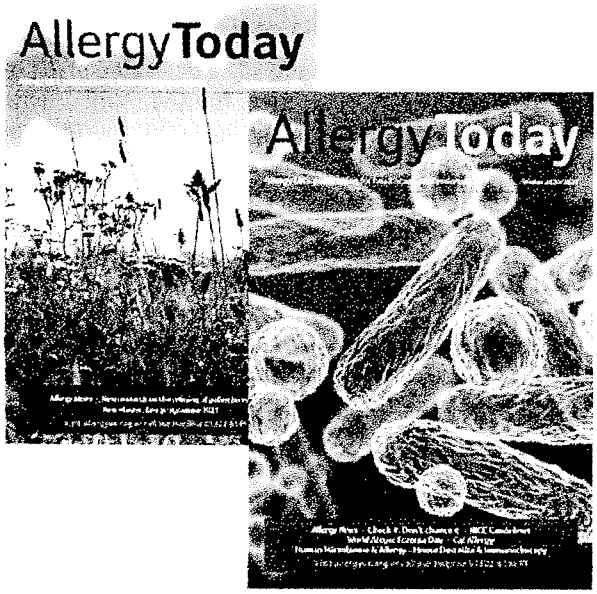
The Allergy House has attracted 4,676 visitors to date.

A special thankyou to the corporate sponsors of our Allergy House rooms: Amway, Kleenex, Sealy, Waterwipes, Polti and Haymax.

Seasonal messages

Our calendar of seasonal messages is designed to provide information at those times when people with allergy may face particular challenges - whether it's celebratory events, such as Christmas, or the challenges for parents and children around starting a new school. These messages give practical advice and support and are communicated through our website and social media channels at those times of the year.

- **Bonfire night** – Information and advice for people living with respiratory allergy or asthma on keeping smoke exposure to a minimum.
- **Back to school** - Led by our 'Check It, Don't Chance It campaign' in partnership with Anaphylaxis Campaign and supported by ALK.
- **Hay fever at school** – Information and tips for parents on managing hay fever at school.
- **Hay fever and perennial allergic rhinitis** - explaining the difference, common symptoms and reducing exposure to indoor allergens.
- **Tree pollen season** – Information and advice on tree pollen allergy including a pollen calendar, tips to reduce exposure and treatments.
- **Valentine's Day** - Tips on celebrating safely including gift-giving and planning free-from meals. As well as information and advice on reducing exposure to dust mite allergen in the bedroom.



Allergy Today

Allergy Today is written by healthcare professionals for healthcare professionals. We published two editions in 2020/21 both of which are available on the healthcare professional area of our website. Given the pandemic we were not able to distribute copies for events and conferences, but we do email our healthcare professional database with details of new editions. Covering a wide range of topics, Allergy Today includes news items from the world of allergy as well as a range of articles from clinical experts.

This year articles in the Autumn/Winter edition included the human microbiome and allergy, and house dust mite and immunotherapy. Two articles on cat allergy presented the perspectives of both an allergy expert and a veterinary surgeon. In our Spring/Summer edition we covered Venom allergy and allergic rhinitis and respiratory allergy. We are very grateful to the clinicians who give their time to write these articles for Allergy Today which are very well received by our healthcare professional audience.

Patient trials

We are often asked by researchers and our corporate partners if we can raise awareness of new studies or research trials. In 2020/21:

Novartis – were sourcing patients to be involved in the Corporate Partner Patient Advisory Board to share their experiences of living with Chronic Spontaneous Urticaria (CSU). We also provided expert clinical representation at this Advisory Board from our Allergy Nurse.

Galderma – were sourcing patients for a new study to trial atopic eczema drugs.

ONLINE REACH

AVERAGE WEBSITE VISITS A MONTH

NEWS ARTICLES

51

FACTSHEET DOWNLOADS

57,960

ALLERGY ALERT EMAIL REACH

16,302

ENEWS REACH

31,717

FACEBOOK

27,928 followers

124,893 Average monthly reach

TWITTER

326 new followers

0.9% Average enagement rate

INSTAGRAM

6,531 followers

LINKEDIN

886 followers

COLLABORATIONS AND LOBBYING

- At the beginning of the first wave of the pandemic we collaborated with the British Society of Allergy and Clinical Immunology (BSACI) and Anaphylaxis Campaign on the topical issue of 'bulk buying' food in supermarkets. Evidence from our Helpline and web chat indicated that people who need to buy 'free from' foods were disadvantaged by the fact that these foods were being bought up in the absence of mainstream brands. Joint letters were sent to individual supermarkets, to the Department for Environment Food & Rural Affairs (DEFRA) and to the Retail Consortium. As a result, a telephone meeting, including other key stakeholders, was held with representatives from DEFRA. DEFRA agreed to contact the major supermarkets to highlight the issues and explore solutions. With the passing of the 'bulk buying' period this remains 'on the table' for any similar situation in the future.
- In July 2020 we were contacted by the All-Party Parliamentary Group (APPG) for Respiratory Health regarding their enquiry into Asthma and Severe Asthma Outcomes in the UK. We provided a detailed response to key questions around the potential reasons why the UK lags behind most other European Countries in asthma and severe asthma outcomes.
- We continued our work, in partnership with the Anaphylaxis Campaign and leading clinicians, reviewing the current guidelines for schools on the management of allergy and the development of a guide for the development of a 'gold standard' policy. While this work was delayed during the height of the pandemic, we expect to see this launched in autumn 2021.

CLINICAL AND RESEARCH

Allergy UK's Clinical team has grown over the past year. We now have three Specialist Allergy Nurses, registered with the Nursing and Midwifery Council and members of the Royal College of Nursing, as well as two Specialist Allergy Dietitians, both registered with The Health and Care Professions Council and members of the British Dietetic Association.

We have provision for two 'in-house' clinics a week, where calls from our Helpline and referrals from our Dietitian's Service are offered a telephone consultation. One clinic is for parents/carers of infants with eczema and the other is for adults or parents/carers with children over five years of age to provide dietary advice from our specialist Allergy Dietitian.

Food Allergy Clinic

A Food Allergy Clinic was established in March 2021 for callers to our Helpline who needed additional dietary support but did not meet the criteria for the Dietitian's Service. 35% of the appointments related to milk allergy, 7% soya allergy, 22% have requested weaning advice, 14% asked about nut introduction into their child's diet and 7% were concerned about eczema. This highlights just a small snapshot of the many questions parents with infants with diagnosed or suspected food allergy will have in their daily care of their children. 72% of the children discussed in our Food Allergy Clinic have eczema.

43% of the children were breast fed, 28% formula fed, 22% mix fed with 7% on a specialist formula for cow's milk allergy. All the mothers who were breastfeeding did not meet the calcium requirements for breastfeeding and a high number of the children for whom the calls related did meet the Department of Health vitamin D requirement of 10mcg.

Dietitian's Service

2021 saw the expansion of our Dietitian's Service, doubling its capacity to give personalised allergy dietetic consultations from four parents/carers of infants with symptoms suggestive of food allergy per week to eight consultations per week. This has enabled us to extend the service reach of this unique and free, early interventional service. From data collected, this is a highly valued service for parents/carers and GPs.

To date 1,246 infants and their parents/carers have been helped by this service.

An eczema telephone advice and support service is offered as an adjunct to our Dietitian's Service.

Thank you to the Specialist Dietitians that support us with this service.

British Society of Allergy and Clinical Immunology (BSACI)

We have been involved in the BSACI's guideline development providing a patient expert view to ensure that the patient perspective is considered in guidelines relating to allergic disease areas for:

- Adrenaline Auto-Injectors (AAIs) - prescription guidance for primary care for adults and children
- Pollen fruit syndrome
- Eczema
- We were co-authors for a Poster that was accepted, with oral presentation, at the BSACI Conference to be held in Harrogate in October 2021 titled: UK Allergy Study abstract: "Educational needs of allergists in the United Kingdom: Results from a questionnaire focused on physicians managing patients with peanut allergy".

British Allergy Education Network (BAEN)

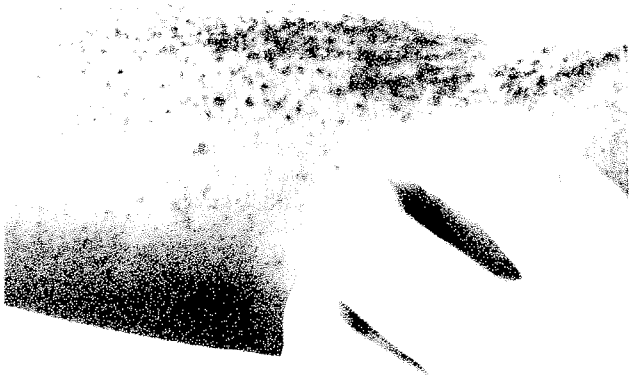
This group was set up to address the lack of allergy education and training for healthcare professionals in the UK and to develop the first national allergy education strategy that would encompass all healthcare professional roles. The network has membership across healthcare professional roles, geographical areas, as well as academic and clinical settings and places great emphasis on feedback from patient organisations in the development of the strategy and resources. The group was formed during the COVID-19 pandemic last year and has, to date, managed to draft a strategy to address education and training needs in the undergraduate syllabus, primary and secondary care and submit this to its council for approval. Subgroups have now been formed and Allergy UK are co-leading on the education resource group. Group leads were invited to write an editorial to promote awareness of the work, published in Clinical and Experimental Allergy https://onlinelibrary.wiley.com/doi/epdf/10.1111/cea.13808.

This group recognised the Masterclasses delivered by Allergy UK as a great model for providing education for primary care healthcare professionals.

Clinical consultation responses

Allergy UK is regularly asked to respond to Government and health consultations which relate to allergy. Our role is to provide a collective patient view and expertise, representing the breadth of the allergic community needs. In 2020/21 we responded to consultations relating to:

- All Wales Medicines Strategy Group - a patient group submission for a new medication for asthma - March 2021
- EAACI draft Guidelines on Anaphylaxis review - March 2021
- Scottish Medicines Consortium – a patient group submission on a treatment for atopic dermatitis - April 2021
- National Institute for Health and Care Excellence (NICE) Consultation on Babies, Children and Young People's Experience of Healthcare - April 2021
- Food Standards Agency (FSA) Horizon Scanning Panel - a forum and panel discussion on emerging trends in food allergy in the next five years
- Upadacitinib - an oral monoclonal biologic therapy developed for the treatment and management of moderate to severe atopic dermatitis
- Scottish Medicines Consortium (SMC) – we received an invitation to feedback on a consultation by the SMC to approve Baricitinib, which is an oral biologic therapy for the treatment of moderate to severe atopic dermatitis
- NICE indoor air quality guidelines



We are also involved with key stakeholders in the NHS and higher establishment groups, working with the following organisations:

- The Royal College of General Practitioners (RCGP) Asthma dashboard partnership developed by Oxford University and University of Edinburgh is a proposed project that aims to test a targeted monitoring metric, the asthma surveillance dashboard, alongside online training interventions for health care professionals. The project is seeking to improve care for patients, by identifying those at risk or currently receiving sub optimal care for their asthma. It is proposed to submit an application to NIHR (National Institute for Health Research) for funding.
- Children and Young People's Allergy Network Scotland (CYANS): This clinical network was established by the Scottish government and is hosted by NHS Scotland to improve access to allergy care for all children across Scotland. Allergy UK continues to have a presence on the steering group and co-leads on the Parent and Patient Involvement (PPI) working group. CYANS is currently looking to develop resources for young people to support the recommendations in the CYANS Young People's Transition Pathway to Independent Self-Management of Allergies: https://www.cyans.scot.nhs.uk/health-care-professionals-2/allergy-guidelines-and-pathways/pathways/
- Participation in the European Federation of Allergy and Airways Diseases (EFA) working groups for asthma and allergic disease, the environment and prevention of allergy.
- NICE/BTS/SIGN Virtual scoping workshop for asthma diagnosis, monitoring and chronic asthma management.

Allergy UK research and development nurse-led allergy clinic

Allergy UK has provided funding of nearly £500,000 to the University of Edinburgh for a three-year research project which placed a Specialist Allergy Nurse in a primary care setting in NHS Lothian in Scotland. 37 GP practices referred patients to this nurse, who held clinics with referred patients and managed appropriate diagnosis and treatment with referrals onto secondary and tertiary care if required. This research is due to be published in 2021/22. The Allergy UK Nurse presented a poster on the research findings at both the European Academy of Allergy and Clinical Immunology (EAACI) and the BSACI Conference last year where they were awarded and presented with the Barry Kay Award for best primary care research. The findings were presented to the NHS Lothian Children and Young People's Health and Well-being Programme Board meeting in July 2021.

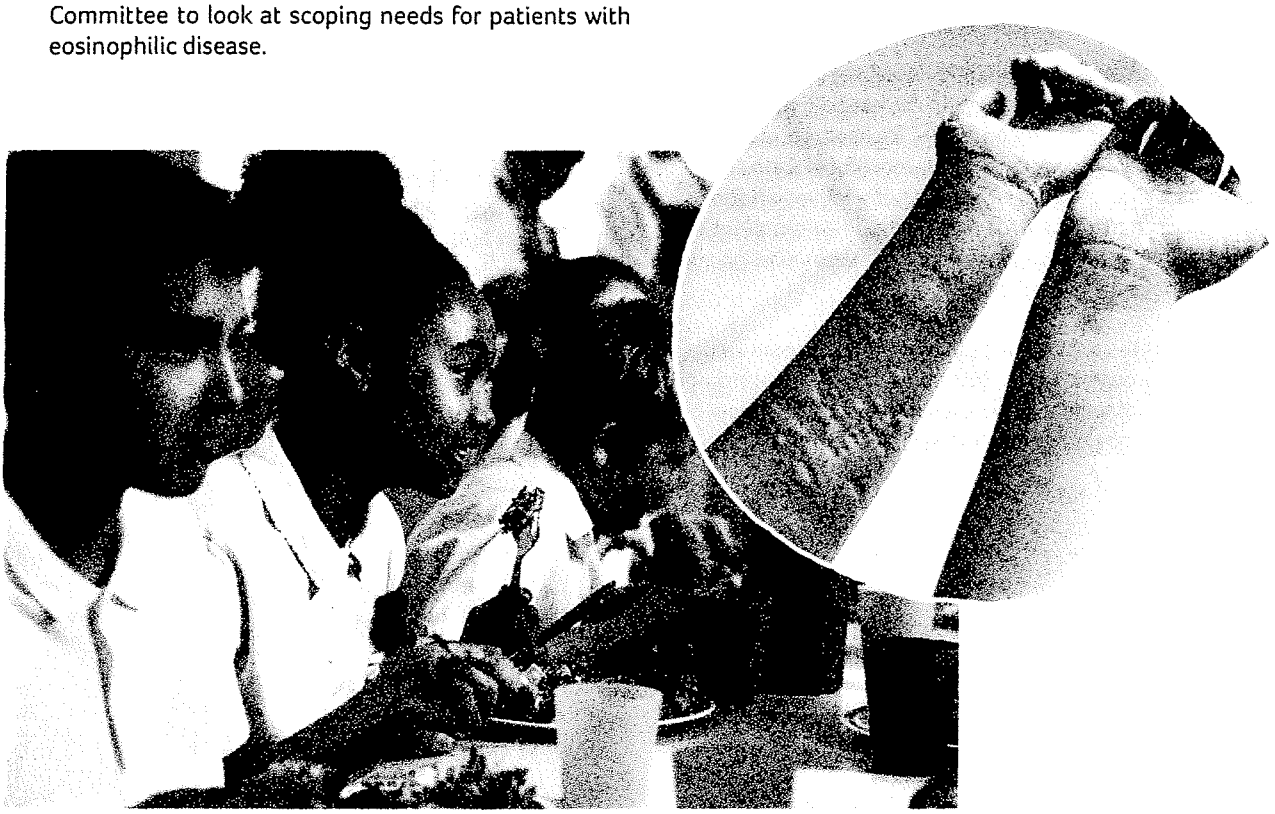
Corporate partner advisory boards

Joint partnership working with:

- Novartis for the Chronic Spontaneous Urticaria (CSU) patient board and the international CSU Patient Organisation Council and Medical Professional Council to develop resources for patients with CSU
- GSK for the 2021 Eosinophilic Patient Event Steering Committee to look at scoping needs for patients with eosinophilic disease.

Manuscripts and publications

- An article on the development of our The School Allergy Awareness Group (SAAG) programme is scheduled for publication in June 2021 in 'Allergy', the highest impact Journal on the subject of allergy. Our SAAG schools programme is based on translating EAACI guidelines into an adaptable and practical Whole School Allergy Awareness process toolkit. The creation of a toolkit of information and resources prompts secondary schools in the UK to think about how to safely manage pupils with allergy (particularly food allergy) whilst at school and in their care. This resource has now been developed into a free digital toolkit that is live on the Allergy UK website. The SAAG toolkit is an automated seven-step programme, including a self-audit questionnaire, comprising of a set of resources for secondary schools to download and self-manage the development of their school allergy management policy.
- **Allergy to peanuts: Impact on Emotions and Quality of Life (Appeal):** The impact of peanut allergy on children, teenagers, adults and caregivers in the UK and Ireland. This peanut manuscript, with results from an Allergy UK survey on impact of peanut allergy in the under-12s, and funded with thanks by DBV technologies, is in progress and under final review.



CONNECTIONS AND INFLUENCE

NATIONAL:

National Allergy Strategy Group (NASG)

The National Allergy Strategy Group (NASG) is an alliance of the professional organisation BSACI (BritishSociety of Allergy and Clinical Immunology), the patient charities, Allergy UK and the Anaphylaxis Campaign and industry partners. Since its formation in 2001, the NASG has worked, with others, to highlight the need for allergy services; the inadequate care available for allergy patients at all levels in the NHS and to improve NHS allergy services. The NASG provides the secretariat to the All Party Parliamentary Group for Allergy.

The APPG for Allergy and the NASG have been advocating on behalf of the allergic community for 20 years for improved NHS allergy services, for a lead clinician to be appointed in the NHS for allergy, for improved connections between primary, secondary and tertiary care, for more allergists and improved education across all healthcare and other relivant professionals. There have been some successful developments through the work of the NASG and its reports over 20 years on the prevalence of allergic diseases, consequent patient needs and service provision.

The NASG had planned to launch its latest report on allergy services during 2020 however COVID-19 restrictions delayed this. Allergy UK, with NASG partners, focused on ensuring that patients received constantly updated information about the risks and safety issues of the COVID-19 vaccinations programme, in particular information about an excipient in the Pfizer and Moderna vaccine called polyethylene glycol (PEG), also known as macrogol.

The partners in the NASG will be launching the latest report on the unmet need in October 2021, with a focus on bringing the key outstanding recommendations to the attention of the Department of Health and Ministers.

Medicines and Healthcare products Regulatory Agency (MHRA)

Allergy UK is often asked to comment on safety communications being drafted for publication by the UK Medicines and Healthcare products Regulatory Agency (MHRA). The MHRA regulates medicines, medical devices, and blood components for transfusion in the UK and Allergy UK provides advice on behalf of patients living with allergy. These safety publications can cover a range of topic areas including effective and safe use of adrenaline auto-injectors and safety communications on the potential for adverse reactions to medications.

Children and Young People's Allergy Network Scotland (CYANS)

This clinical network was established by the Scottish government and is hosted by NHS Scotland to improve access to allergy care for all children across Scotland.

Allergy UK continues to have a presence on the steering group and co- leads on the Parent and Patient Involvement (PPI) working group. CYANS is currently looking to develop resources for young people to support the recommendations in the CYANS Young People's Transition Pathway to Independent Self-Management of Allergies: https://www.cyans.scot.nhs.uk/health-care-professionals-2/allergy-guidelines-and-pathways/pathways/. CYANS is keen to support Allergy UK with the proposed development of a dedicated page of resources to support young people with allergies and has expressed interest in linking to the webpage when developed. CYANS has also agreed to promote the Allergy UK webinar series through its website and newsletters.

NHS England Specialised Commissioning Clinical Reference Group for Specialised Immunology and Allergy Services - the Patient and Public Voice Partner

Our CEO currently represents the patient and public voice on allergy and immunology diseases on the NHS England Specialised Commissioning Clinical Reference Group (CRG) for Specialised Immunology and Allergy Services. This CRG covers the specialised treatment of certain immunological and allergic conditions. In relation to allergic conditions this includes severe, complex and/or rare sub-groups.

In 2020, we supported Professor Shuaib Nasser in raising awareness of the issue of lack of access to immunotherapy treatment for people living in the UK, as patients were disadvantaged because of COVID-19 impacts on services by a lack of immunotherapy during last year. We also raised awareness of the considerable inequality of access to sublingual immunotherapy across the UK.

BSACI Registry for Immunotherapy (BRIT)

Allergy UK is a patient representative and supporter of the BSACI Registry for Immunotherapy (BRIT) which was launched in October 2018. BRIT aims to capture real-time data on Allergen Immunotherapy (AIT) and the use of immunomodulatory treatments for allergic diseases and Chronic Spontaneous Urticaria (CSU) in the UK. The first report, published in 2021, shows the clinical effectiveness of these treatments. It also highlights the national 'postcode' lottery of immunotherapy treatment, the impact of the 'unmet need' through limited allergy services, and the lack of treatment being available in the UK NHS when compared to other countries. BRIT aims to provide evidence of these inequalities and improve standards of care.

In addition, research is highlighting that non-white British populations may have a higher risk of allergic and autoimmune disorders. Allergy UK is working with leading clinicians to look at the equality and diversity issues.

Royal College of Physicians 'Improving Quality of Allergy Services' (IQAS)

The Improving Quality of Allergy Services (IQAS) accreditation has been established by the Royal College of Physicians to assess the standards of adult allergy services across the UK to ensure that they are patient-centred, safe, and effective quality allergy services. Our CEO is a member of the IQAS steering group which oversees the implementation of the IQAS scheme, with a key role as a Lay Assessor/patient representative presenting the voice and views of patients and the public.

Environment Agency – Public Health: Air Quality Inequalities Project

Allergy UK has been a stakeholder in this knowledge sharing project on expertise in air quality and experiences of those most impacted by air pollution and health inequalities. We presented on the Housing and Lived Environment issues faced by those living with indoor allergens. Other topics include age, ethnicity, employment, travel, geography, equity and community engagement. The Environment Agency is looking to develop recommendations for pilot interventions and to generate resources to support government and third sector partners in working collaboratively in this area. Our Charity has remained involved in this project throughout 2021 and will be attending the 2021 UK Health Security Agency Air Quality and Public Health Stakeholder Seminar.

Public Health England Stakeholder Seminar on Indoor and Outdoor Air Pollution

In October, 2020 our Head of Endorsements attended a seminar on the topic of indoor and outdoor air pollution and its impact on public health. For people with conditions such as asthma, which can be triggered by allergy, the quality of the air they breathe is a primary factor in exacerbating their condition, causing long term ill health and even death.

Air quality is now a priority on our current work agenda, particularly the impacts of poor air quality on people living with allergy, and we are exploring the ways in which we can participate in and influence the policy decisions around the improvement of the quality of the air we breathe.

Food Standards Agency (FSA)

Allergy UK and the Food Standard Agency (FSA) continue to work collaboratively on improving safety for those living with food allergy.

- As COVID-19 impacted those living with food allergy, because of other people 'bulk buying', Allergy UK was central to discussions with DEFRA and the FSA Food Policy Unit and the British Dietetic Association. Our joint letter raised awareness of the ways in which people with food allergies and intolerance were disadvantaged by 'free-from' and other products being bought up by shoppers when the shelves for certain mainstream products (such as milk) were being stripped. The discussion was extremely constructive and formed the basis of DEFRA contacting the main supermarket chains to highlight this issue and review solutions.
- In 2020 the FSA also launched a range of research projects relating to Food Hypersensitivity. As part of this work, Allergy UK is involved in a collaborative piece, led by Aston University, called the Foodsensitive study, looking at quality of life and other impacts of food allergy.
- Allergy UK was involved in the FSA's Efficacy of Recalls and Withdrawals project, being represented on the Food Recalls Steering Group (FRSG) and a workstream focussed on improved business communication to consumers about food safety recalls (general food safety and also allergy recalls). The outcome of this work was the Food Standards Agency and Food Standards Scotland reviewing their food alert processes to ensure that their communications were aligned to audiences and it was easier for consumers to recognise food allergy and understand what it meant to them. COVID-19 has delayed the launch of this.
- The FSA asked Coeliac UK, Allergy UK and the Anaphylaxis Campaign for support with a review of the Local Authority Catering Association's (LACA) allergy strategy for schools. The aim was to reach a consensus on the LACA strategy and the proposed risk analysis tool focusing on food allergen risk and management.
- Legislation Changes: Pre-Packed for Direct Sale (PPDS): Allergy UK was a key stakeholder involved in influencing the Government to implement changes to legislation for foods pre-packed for direct sale. Allergy UK also lobbied for a 'gold standard' option which means that labels should include a full ingredient list, with allergens emphasised in bold. We reviewed the FSA Technical Guidance on these new labelling regulations for PPDS foods, which come into force on 1 October 2021, ensuring that it is accessible, clear and covers all the key areas. From that date, the requirements for PPDS food labelling will change in Wales, England, and Northern Ireland. The new labelling will help protect consumers by providing potentially life-saving allergen information on the packaging.
- The FSA connected Allergy UK with Nutritics, a software company with an App offering catering solutions for businesses. Allergy UK worked collaboratively with Nutritics to raise awareness of the changes coming in legislation for PPDS at their UK Food Labelling Conference in early 2021. This event centred around business preparation for the changes in legislation.
- Allergy UK joined a Mumsnet panel in the FSA's #SpeakUpForAllergies campaign, providing advice on food allergies from one of our clinical team.
- Allergy UK also supported the FSA survey on the impacts of food allergy on life - social and economic - by sourcing a wide range of people with food allergy to be interviewed as a part of this survey.
- The NABIM – the National Association of British and Irish Flour Millers contacted Allergy UK to ask about contamination of wheat flour by soya. We connected NABIM and the FSA to discuss this further.
- Allergy UK took part in the Food Standards Agency Food Hypersensitivity Priority Setting Exercise aimed at identifying the top 10 questions about food hypersensitivity for the FSA to address through research. This involved a variety of stakeholders working together to identify and prioritise evidence gaps in food hypersensitivity in the UK, from the perspectives of consumers, researchers, clinicians, industry, charities and academics.

Food Standards Agency
food.gov.uk

Westminster Food and Nutrition Policy Panel on Food Labelling

Allergy UK was represented on a panel with a focus on food labelling in the UK, discussing the challenges of food labelling including allergens, country of origin, infant nutrition, calories, sugar and sustainability.

EUROPEAN:

European Federation of Allergy and Airways Diseases (EFA)

In May 2021 our CEO was privileged to be elected to the role of President of the European Federation of Allergy and Airways Diseases (EFA) Board until May 2023, after holding the Treasurer role during 2020.

EFA represents 43 patient organisations from across Europe and advocates on their behalf at the European Parliament and beyond, including as an Observer at the World Health Organisation. EFA shares the Secretariat for the European Parliament Interest Group on Allergy and Asthma with the European Academy of Allergy and Clinical Immunology (EAACI) and plays a key role in European policy and health discussions, alongside opportunities to understand what is happening across other peer patient organisations. For example, EFA opened the European Academy of Dermatology and Venereology with a session on Quality of Life of patients and families living with Atopic Eczema; EFA represents patient views on various European and Global corporate partner steering committees, ensuring patient perspectives are considered in the development of their activities; EFA represents all European patients living with allergies and airways diseases in global consultations such as the Codex Alimentarius international food standards and codes of practice work, looking at threshold levels and food labelling.

Allergy UK participates in the Asthma and Allergic Disease, and Environment and Prevention of Allergy EFA Working Groups with other patient organisations from around Europe.

EFA
European Federation of Allergy and Airways Diseases Patients' Associations

European Academy of Allergy and Clinical Immunology (EAACI)

Allergy UK is co-chair of the EAACI Patient Organisation Committee until May 2022 and as a part of this role is invited to represent patient perspectives in various EAACI activities. In 2020 this included attending the EAACI Research and Outreach Committee meetings, attending the EAACI Food Allergy and Anaphylaxis meeting and representing patients in the development of EAACI Guidelines. Last year these included:

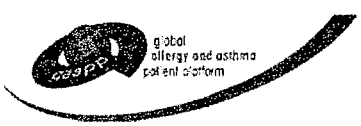
- EAACI Food Allergy Prevention Guideline, a manuscript of which, 'EAACI guideline: preventing the development of food allergy in infants and young children (2020 update)' (PAI-21-PP-0092), was accepted for publication in Pediatric Allergy and Immunology;
- EAACI Biologicals Guidelines—Dupilumab for children and adults with moderate-to-severe atopic dermatitis. Allergy. 2021;76:988–1009. https://doi.org/10.1111/all.14690 Agache I, Akdis C, Akdis M, et al.
- EAACI Biologicals Guidelines – Omalizumab for the treatment of chronic spontaneous urticaria in adults and in the paediatric population 12-17 years old: DOI: 10.1111/all.15030
- Dissemination of EAACI food allergy guidelines using a flexible, practical, Whole School allergy awareness toolkit. Open access: DOI: https://doi.org/10.1111/all.14871: Status: Published

EAACI

GLOBAL:

Global Allergy and Asthma Patient Platform (GAAPP)

The Global Allergy and Asthma Patient Platform (GAAPP) connects patient organisations across the world and Allergy UK attended the GAAPP summit in autumn, 2020. The event provided a platform for patient organisations like Allergy UK to raise their voice about urgent issues, to share best practice and to come together with other respiratory advocacy organisations. The event included breakout sessions on asthma, COPD and rare diseases chaired by leading experts.



Global Skin

This global alliance of patients organisations serves people living with dermatological conditions such as eczema. We are a member of the Atopic Eczema Advisory Committee. During the year we participated in work around the Global Research on the Impact of Dermatological Diseases (GRIDD). This multi-year, five-phase global research and advocacy project's mission is to develop optimized patient-impact outcomes and a new patient-impact measurement tool by engaging dermatology patient organisations and patients worldwide. The project is based on gathering patients' views on the impact of their disease through global research.

We are also planning activities for World Eczema Day in autumn, 2021, with a grant from Global Skin for the production of a podcast exploring the realities of living with atopic dermatitis with one of our case study participants.

PROUD MEMBER
GLOBALSKIN.ORG
International Alliance of Dermatology Patient Organizations

International Life Sciences Institution (ILSI): Food Allergy Task Force

Allergy UK is involved in the expert group looking at 'Allergen Quantitative Risk Assessment (QRA): The Development and Integration of Methodology to Link Emerging Tools with Risk Management Actions across the Supply Chain, including Precautionary Labelling'.

Codex Committee on Food Labelling

Allergy UK is also involved in the Codex Alimentarius international food standards and codes of practice work, looking at threshold levels and food labelling. The Codex Committee on Food Labelling (CCFL) is developing work on allergen labelling. Discussion papers form the basis of formal CCFL guidelines and recommendations which are likely to be published in 2023. It is predominantly focused on scope, definitions and how it relates to other Codex standards.

CORPORATE PARTNERS

We have benefited from the support of our corporate partners who have helped us to deliver our resources to those people most affected by allergy. Income from our corporate partnerships accounts for 19.17% of our total income.

We are immensely grateful to:

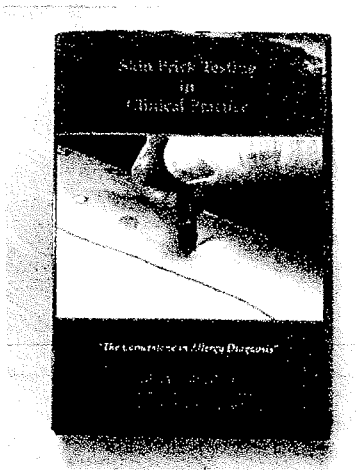
STRUCTURE, GOVERNANCE AND MANAGEMENT

The organisation is a charitable company limited by guarantee, incorporated in August 2002 having been first registered as an unincorporated charity in 1991. The company was established under a Memorandum of Association which states the objects and powers of the charitable company and is governed under its Articles of Association. In addition to the Memorandum and Articles of Association the charity also operates under the Code of Good Governance approved by the National Council of Voluntary Organisations and the Charity Commission.

President and Vice-President

Our President, Professor P. Howarth, and our Vice President, Mrs M. Brydon OBE FRCN were founder Members of our Charity. They have been expert clinicians involved in supporting the allergic community throughout their careers, including through their roles as Trustees and Ambassadors for Allergy UK.

We are extremely grateful for their support over the last three decades and it is with much sadness we announce the retirement of our Vice President, Mary Brydon OBE FRCN in July 2021. Mary set up the Norfolk Allergy and Diagnostic Service in 1986, establishing the first peripatetic allergy nurse practitioner service managing atopic allergy in general practice, providing a service to over 80 GP Surgeries and 12 hospital consultants. Her research on this was published in 1993 in Clinical and Experimental Allergy, Vol. 23, pages 1037-1044. She was also the author of Skin Prick Testing in Clinical Practice "The Cornerstone of Allergy Diagnosis" in 1996, a manual that is still used by clinical practitioners today. We will miss her involvement and offer our utmost thanks for all of the work she has done on behalf of all those living with allergy in the UK.



Charitable Objects

During 2020/21 the Charity's Trustees, who are also the Members, considered the types of collaborative work we are involved in and, as a part of this process, decided that albeit our original Charitable Objects were unchanged, over thirty years the Charity's work had developed and extended in its reach and delivery of services. It was felt that there was a need to review the wording of the Objects to reflect this.

We applied to change our Objects in 2020 and received formal consent from the Charity Commission under s.198(2) (a) of the Charities Act 2011 and formal consent from the Office of the Scottish Charity Regulator under section 16(2) (a) of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act). The Board of Trustees held a Special Resolution Extraordinary General Meeting in September 2020 to pass that the objects as set out below. These were approved and adopted as the new objects of the company in place of all existing objects and the Memorandum of Association was updated accordingly.

The amended objects for which the Company is established are:

3.1 To raise public awareness around allergy and the causes of anaphylaxis.

3.2 To produce reliable information and education in the community for the management and prevention of all allergic reactions, including anaphylaxis.

3.2 To provide support in the community to all those affected by allergy, covering all manifestations of allergy to reduce risk of serious allergic reaction (anaphylaxis). This support extends to bereaved families.

3.4 To promote research into the cause and care for all allergic conditions, including those that cause anaphylaxis, in order to improve health and quality of life for people living with allergy and associated diseases.

3.5 To increase the profile of and advocacy for all allergic conditions, including the seriousness of anaphylaxis, providing advice and representation to government, industry, and other organisations, and being a conduit for information and research for a range of expert and patient stakeholders.

3.6 To campaign for policy and legislative changes to improve the lives of all people living with allergy, including those who live with the risk of anaphylaxis.

Trustees

A maximum of 12 Trustees can be appointed and there are currently nine on the Board. The Trustees meet at least four times a year at board meetings, with an Annual General Meeting usually held in September. During 2020 all meetings were adapted to on-line, as permitted under Article 47 of our governing document.

The Board of Trustees is responsible for the strategic direction of the Charity and its policy. The Chief Executive (CEO), and appropriate members of the Executive team, attend the Board meetings as required but have no voting rights.

Recruitment and appointment of the Board of Trustees

The directors of the company are also the charity Trustees for the purposes of charity law and serve for a period of three years but may be re-elected for further periods of three years, up to a 10-year period. The Trustees have the power to appoint any person to be a Trustee who may have a required skillset or expertise.

By the nature of the work that the charity carries out, medical and business knowledge is required on the Board of Trustees, and this is well represented on the present board with both paediatric and adult allergy consultants. Trustees regularly review the skills within the Board against a desired list of skills, and this took place in 2020. Advertisement of posts for new Trustees are undertaken with the objective of filling identified skills gaps. The skills and expertise of the Trustees are used appropriately to steer the charity and to support the CEO as and when required.

As notified in our 2019/20 report, one of our clinical Trustees, Malcolm Elliot resigned from the Board in September 2020. The charity is very appreciative of his valuable contribution and support over the four years he served as a Trustee, particularly supporting with risk management. Archna Tharani was appointed in June 2020, bringing business and financial expertise, which has been extremely beneficial during the pandemic.

Our Vice-Chair of Trustees, Sarah Stoneham, will have served her full 10-year term in September 2021. We would like to say a huge thank-you to Sarah and her family, as they have all been incredible ambassadors for Allergy UK; a role they have advised they will continue to provide going forward and we look forward to continuing the connection with Sarah and her family.

Trustee induction and training

New Trustees are provided with a recruitment pack which provides detailed information on the work of the Charity, the Memorandum and Articles of Association, the Charity Good Governance Code, which sets the principles and recommended practice for good governance, trustee job description and responsibilities and the last published accounts. An induction period is arranged for new Trustees to familiarise themselves with the charity's work, by coming to the office and meeting all the staff carrying out the various activities of the Charity. This was difficult in 2020 due to the pandemic restrictions and remote working and was adapted to on-line introductions.

During 2021 the governance procedures will be reviewed, including training and induction.

Operational structure

Allergy UK has a Chief Executive who supports the Board to deliver the organisation's strategic objectives. The CEO has delegated powers of responsibility for the resources of the Charity and directs the day-to-day operations of Allergy UK. The CEO also acts as the Company Secretary to the Charity and its trading company.

The Executive team, which includes an Operations Director, a Finance Business Manager (previously titled Management Accountant) and a Head of Clinical, who provides subject matter expertise, support the CEO. In May 2021 the charity also recruited a Head of Income Generation with a key focus on raising funds across all income streams. The Executive team oversee the Operational Management team who are responsible for the delivery of service area activities focused on achieving our objectives through Clinical, Communications, Endorsements, Helpline, Income Generation and Fundraising and projects supported through grants and sponsorship. There are plans in 2021 to recruit a Head of Campaigns and Communications.

Allergy UK staff training

A programme of mandatory staff training including safeguarding children and adults was completed. The Clinical team delivered staff training on allergic disease for all staff and all new staff view this as a part of their in-house training schedule on our HR platform. These take our non-clinical team through a journey of understanding of allergic disease and what it is, to its specific manifestations, such as atopic eczema, allergic rhinitis, asthma and food allergy.

CHALLENGES AND RISKS

A strategic risk assessment is carried out regularly and reported at every Trustee board meeting and more often if needed, outlining planned mitigation activities and progress on these. Many of the challenges relating to the COVID-19 pandemic, outlined in last year's report, continued throughout the 2020/21 financial year and have been carried forward into 2021/22.

COVID-19 – risks and impact on the allergic community

People living with allergy have been very much affected by COVID-19 and, as reported last year, Allergy UK led on engaging other stakeholders, such as the British Society of Allergy, the Clinical Immunology Vaccine Advisory Group and the Medicines and Health Regulatory Authority, in providing extensive advice for our Frequently Asked Questions (FAQs) which are shared with the allergic community and public on our website and through social media. These continue to be updated, especially as the vaccination programme widens to more age groups. This has been enormously valuable for the public in providing safety advice and raising awareness of the risks of COVID-19 for those living with an allergy.

COVID-19 and economic recession – impact on the Charity's income

AAllergy UK, like most other charities and companies, has been impacted in numerous ways because of the challenge from the global COVID-19 pandemic, which started in December 2019, and the consequential economic UK recession in 2020/21. Like many organisations, we had to respond swiftly to risk assess the impact on our income and scale down our resources. Our assessment was based on a predicted economic downturn of 30%.

Our trading subsidiary income relates to services provided to both UK and global clients and we found, at year-end, our forecast was accurate as income from our trading subsidiary was 30% down in 2020/21 compared to the original budget. However, this still performed well, considering the pandemic and its global impact, due to the hard work of the team and the positive reputation our endorsements have with their customers. We were extremely grateful to our corporate partners who all provided a supportive and flexible approach to how we could use sponsorship for our projects, as we adapted to a digital format for many activities.

Our plans to develop fundraising and individual giving income streams were also impacted as outlined in last year's report. We engaged new fundraising consultants to support us in 2020/21 and there have been successes in this programme but also challenges faced in a period where most charities are seeing a reduction in donations as the public manage the impact of the pandemic. Fundraising and challenge events were cancelled across the UK and many Trusts and Foundations had specific and narrow funding remits focused on COVID-19 issues. We have recruited a Head of Income Generation in 2021 who will drive forward the fundraising strategy.

COVID-19 and economic recession – impact on the Charity's staffing resources

Other mitigating measures taken during the year included furloughing a large number of employees, with other staff working remotely to ensure we maintained services for beneficiaries as far as possible. The Government's Coronavirus Job Retention Scheme was gratefully used but, sadly, we also had to make four postholders redundant and delete four vacant posts, so making a reduction of 30% of our posts by October 2020.

Further staff reductions were mitigated thanks to The National Lottery Community Fund grant of £49,290 which was awarded to our Charity. We would like to thank The National Lottery Community Fund and H.M. Government for their support at this difficult time.

This may have secured our end of year sustainable financial position but we are a very small team providing a very high level of activity on behalf of the allergic community. The impact of losing posts has meant that remaining staff have had to work tirelessly to ensure activities could still be delivered, absorbing all the tasks that needed progressing, despite reduced numbers in the team. The Trustees and CEO are extremely grateful to all our staff for their commitment and focus during this very difficult year. We also thank those who have moved on for their contributions to supporting the allergic community.

COVID-19 and office resources /remote working

A disaster recovery plan and internal controls are reviewed where needed, and in 2020, were utilised to implement the strategy for managing the response to the COVID-19 situation. The team adapted swiftly, implementing procedures to ensure compliance with employment law and the health and safety of staff and volunteers and visitors to the office as well as to home working, such as home workplace risk assessments. All measures implemented were to manage the risk of COVID-19 and to align with Government advice throughout the pandemic.

Remote working of all staff was and continues to be a challenge. We implemented and adapted to online meeting platforms, which helped connections for some aspects of daily work. However, remote working does not provide the most effective way for service areas to function, connect and progress required activities in the most efficient ways or time-frames for a charity that delivers services and activities such as those Allergy UK provides. In August 2021 we implemented a phased return to office-based working.

In discussions with others in the charity sector and wider recruitment agencies, there appears still to be a challenge with the issue of remote working being a discussion point by many candidates in the recruitment process. Charity's have to take a holistic view on all costs, including office rent, service charges, equipment, IT software and hardware (all updated in 2019) and insurance expenditures alongside the challenge of the most effective working environment for the charity's delivery of services. Our monthly costs for premises are £10,000 and therefore we have to consider these cost implications in our decision-making.

IT challenges and digitalisation

The digitalisation of our activities moved swiftly in 2020/21 because of the need to evolve to online webinars for key programmes of education, as venues for face-to-face training were closed. The challenges of implementing this earlier than planned were overcome and digital training for healthcare professionals, digital training for catering establishments and digital resources for the allergic community are all working well and being built upon.

Our Customer Relationship Management (CRM) system with Salesforce integration has given us numerous hurdles during the last year. However, we have learnt a lot about the functionality of different software connections during this process, have recruited staff with key skills in these areas and worked closely with third-party contracted services. Some key areas will be finalised in September 2021.

FINANCIAL REVIEW

Reserves policy

The Board of Trustees reviewed the reserves policy at their meeting in February 2020, in accordance with the charity's strategic planning, operational decisions, budgeting and risk management processes. At every Board meeting, the Trustees can see the movement in reserves and, therefore, are aware of the level of reserves held by the charity. In addition, the reserves position is formally reviewed twice a year.

Financial risk management for the group includes ensuring that there is sufficient contingency reserve to enable the group to respond to an unforeseen event or emergency. The Trustees provide the CEO with the authority to make financial decisions relating to operational need, as long as there are three to four months contingency reserves available at all times. This is revisited every 6 months to ensure good financial practice. It is BAF's policy that any financial decision that would result in reducing the contingency reserves to under four months of the charity's operational costs would have to be escalated to the Board of Trustees for a decision.

BAF receives a steady income stream from its trading subsidiary and it is considered highly unlikely that this would cease immediately. It is assumed that, for the purpose of setting the reserves level for this policy, income must be set at a level which is equal to or exceeds expenses. There could, however, be a steady or sudden reduction in income arising from events outside of BAF's control and sufficient reserves should therefore be held to cover a stressed drop in income over a period of six months. This would give management time to take action to reduce headcount/costs to match the lower levels of income.

The average monthly income for the group is currently £152,916 (May 2021), which excludes legacy income. A stressed reduction rate of 10% per month has been applied to calculating the reserve requirement. The Trustees of BAF have set a minimum reserves requirement at three months of current average income (£458,748) to cover a potential 10% stressed reduction in income over a six-month period. The balance on the contingency reserve at 31 March 2021 was £466,220.

The contingency reserve must be held on deposit accounts at a mix of terms and maturity dates, but not exceeding 12 months, to enable the funds to be accessed when required.

The Trustees expect management to maintain a reserve cushion at least equal to the four-month minimum and must be notified immediately of any events or expenditure that might cause the reserves to fall below that level.

BAF will always seek to utilise funds above this level to further its core objectives.

Inter-company accounts

Inter-company accounts for the group are used to manage the charitable funds between BAF and the trading subsidiary Allergy Research Limited (ARL) over the financial year. ARL provides business services through its endorsement activities and generates corporate partnership funds for sponsorship and grants for projects. It is our policy to draw down up to £75,000 from ARL to transfer to BAF each month to cover operational costs.

This accumulates over the year and forms part of the total donation of profits from ARL to BAF by the year end. However, it is essential that ARL is able to function as a trading subsidiary at all times and, therefore, it has to retain a small fund to be able to operate day-to-day. We would aim to hold about 5% of ARL's annual turnover in the ARL accounts for operational need.

FINANCIAL REVIEW

Financial statement

The financial statements for the year show an income of £1,759,226 and expenditure of £1,428,218, giving an increase to reserves of £331,008. The Charity took immediate emergency measures to mitigate the risks from the pandemic and the increase to the reserves has come as a result of reducing staff numbers, the support from the Government's Coronavirus Job Retention Scheme and the benefit of a large Legacy.

The financial year 2020/21 was a challenging one for the Charity, with COVID-19 not only affecting our UK fundraising activities but also impacting on the global business activities of Allergy Research Ltd. The Executive Leadership team, in consultation with the Board of Trustees, took early and decisive action to mitigate the impact of the anticipated drop in income and safeguard the long-term future of the Charity.

As staff costs represent the biggest overhead of the organisation, it was in this area that the major savings were achieved. These savings came from significant use of the Government's Coronavirus Job Retention Scheme (furlough) and, unfortunately, four redundancies during the year with four vacant posts also deleted.

At the end of the financial year, the Board of Trustees recognised the efforts of the remaining staff who had worked tirelessly during the year to maintain the Charity's services by awarding a one-off payment of 1.2% of salary. The Board also agreed to repay in full the 20% salary cut taken by the Executive team as a mitigating action to manage the financial impact of the pandemic. This was to recognise the pressure of work during the year to manage the risks to the Charity and its trading subsidiary.

All non-essential expenditure was stopped and advantage was taken of the cashflow benefits offered through deferred VAT payments and one quarter's deferred rent. All of these initially deferred liabilities were paid in full by the end of the financial year.

National fundraising events were also curtailed through the lockdown. We are very grateful to all our supporters who donated to Allergy UK's emergency appeal at the start of the year, which generated over £5,000. The planned roll out of our new individual giving programme also had to be deferred until the new financial year (our first digital Facebook campaign launched in May 2021).

Despite the challenges on income, the prudent financial management of costs meant that the Charity ended the financial year with a free reserves balance of £570,000. At their Board meeting in May 2021 the Trustees approved a plan to invest this surplus balance in a number of projects in 2021/22 to increase the services delivered to the allergic community, continue the diversification of income streams to safeguard the long-term viability of the Charity including recruitment of associated income generation and support service posts, increase awareness of allergy and the work of Allergy UK and to continue the digitalisation of the organisation. A balance of free reserves of £100,000 will be maintained to cover any unforeseen expenses or to take advantage of opportunities that may arise which are beneficial to the Charity and its community.

Although several posts were unavoidably lost during the year, appointments have been made to two new key posts from early in the 2021/22 financial year. A Head of Income Generation has been appointed to expand the individual giving programme and explore other opportunities to develop income streams to enable the further diversification of our revenue sources. Allergy UK does not use professional fundraisers or commercial participators to raise funds. A Senior Data Officer was appointed in May 2021 to strengthen our capabilities in digitalisation and data management

Allergy UK is registered with, and has paid the Levy required by the Fundraising Regulator. The Charity is a member of the Institute of Fundraising and complies with all required regulations, including ensuring all procedures comply with General Data Protection Regulations, thereby protecting the data of all who contact the Charity. We are pleased to advise that we have not received any complaints relating to fundraising during this year.

Research into the types of grants available to the organisation continues to be undertaken by the team. During the year we secured restricted grant funding from The National Lottery (£49,290) and the Eurofins Foundation (€25,000). The National Lottery grant provided funding to maintain Allergy UK's helpline through the pandemic, whilst the Eurofins funds were provided towards our major research study to be completed in 2021/22. The research study also received funding from two of our corporate partners – Santen (£12,800) and Thermo Fisher (£14,000). We are extremely grateful for the support provided through grants and sponsorship, without which we could not deliver important services and projects.

Our work this year has included the further development of

Financial Review

our systems so that there is an easier process for collecting donations and gift aid.

This year also saw the Charity gratefully receive a legacy gift of £165,000 from the estate of Miss Shirley Anne Tidmarsh which had a significant impact on the Charity's end of year financial performance position.

We are extremely grateful to all those who have donated and continue to support our Charity, through fundraising, donating to appeals, legacies and other ways, without which our work would not be possible.

Expenditure covers all operational activities and staffing resources. Operational expenditure is through the provision of a helpline; the funding of a Communications team to promote awareness of allergic diseases; the employment of three allergy nurses and a dietitian to support the Helpline and provide subject matter expertise on allergy and immunology; a team supporting the trading activities and involvement with other organisations with the same objectives as our own. All surpluses will be used to finance future charitable expenditure, either for ongoing activities, or one-off projects.

All donated income directly finances this expenditure. The trading subsidiary provides the Charity's principal funding source and has continued to perform well despite the difficult global economic conditions it faced in 2020/21. Both its major activities (operation of endorsement programmes and working with corporate partners) exceeded expectations for the year, the budget for which had been downgraded by 30% to take account of the economic forecasts that were released at the beginning of the pandemic, which coincided with the start of our financial year. Our trading subsidiary activities are all aimed to be of benefit towards achieving the Charity's aims to provide support for those living with allergy and raise awareness of allergic disease.

Cash flow has been closely monitored throughout the year and all outflows are planned and well within the Charity's resources.

The designated reserves on the balance sheet continue to differentiate free funds from those invested in fixed assets or committed to other specific projects. However, designated reserves represent free reserves that have been allocated for a specific use by the Board and can be reallocated at their discretion. This differentiates them from restricted reserves that have been received for a specific purpose and can only be used to deliver that objective.

The activities carried out by the Charity's subsidiary, Allergy Research Limited, require higher costs compared to a charity which only seeks public donations. The Endorsement Scheme independently tests applicants' products using specialist laboratories at commensurate fees. Corporate partner activities involve ARL projects supported by our corporate partners, aimed at increasing public and healthcare professional knowledge and awareness of allergy issues. These schemes and projects incur costs to enable the achievement of project outcomes and many of them are now delivered through digital solutions for which the Charity utilises third party providers. These costs are covered using donated contributions from our corporate partners and any surplus funds designated for this purpose. The majority of the Charity's income is generated, via the subsidiary, by these two means.

The principal financial risks faced by the Charity lie in the performance of the trading subsidiary in delivering the expected levels of profit and operational risks of reduced donations, inability to secure grant funding and/ or a reduction in corporate partner engagement with our projects. These risks have intensified during the global COVID-19 pandemic and the subsequent continued uncertainty. However, the Charity has recognised these risks and has looked to mitigate them where possible. Overall, the Charity's financial position has remained strong despite the impact of COVID-19 but this has come at a cost and is as a result of a much-reduced staffing resource and use of the Government's furlough scheme. The Charity is grateful to the corporate partners for their support during the COVID-19 pandemic. The Charity had swiftly to adapt certain projects to a digitalised approach and the flexibility of the corporate partners enabled us to deliver planned activities successfully, albeit in a revised format.

FINANCIAL REVIEW

Financial forecasts suggest that the Charity remains able to fund operating costs over the next few years, however, this remains an area of continuous challenge for the Charity, especially if it wishes to achieve its future strategic objectives. The investment in diversifying the Charity's income streams will reduce the potential impact of an individual stream being adversely affected but this is in a climate of resource challenges for many in the third sector, and the current impact and legacy of COVID-19 means this landscape will continue to remain demanding.

These financial risks are monitored closely by the Chief Executive and Finance Business Manager on a daily basis, and the Board are provided with regular financial updates and forecasts to enable them to assess the Charity's financial position.

This is a proper reflection of the use of designated funds and the payment of liabilities included on the balance sheet at 31 March 2021. The cash resources have been placed on deposits ranging from instant access to 12-months fixed-term, in a manner that provides for the funds to be available should they be required. In this way we seek to maximise the interest earned from prudent investments while maintaining the accessibility of these resources.

Key management personnel remuneration

The Trustees consider the Board of Trustees and the Chief Executive as key management personnel of the Charity. No remuneration was paid to the Trustees in the year. However, the Charity needed to respond swiftly to the predicted downturn in the economy and needed external HR advice relating to COVID-19 decisions on furlough and staff redundancies. In June 2020 the Charity Commission approved that the Charity could use ad hoc HR services from an organisation that is connected to a relative of one of our Trustees. This organisation was paid £4,410.00 in total for advice over a seven-month period. The Trustee declared their interest as required in such circumstances.

The pay of the Charity's Chief Executive is reviewed annually by the Board of Trustees and benchmarked with charities of similar size. The Board acknowledged that the Chief Executive's pay was in line with the benchmark position and that the current remuneration remained fair. No salary increase for staff was awarded in this financial year.

Plans for future periods

During the next 12 months we will continue working on the objectives outlined in our current strategy 2020-2025. This will focus on:

- Continued monitoring of the COVID-19 situation and the effect this has on the Charity's activities
- Raising awareness through our Shout Out to Allergy campaign to be launched in 2021 as part of our 30th Anniversary
- Empowerment of the voice of the allergic community through advocacy and campaign programmes focused on addressing their needs
- Expanding our supporter bases and ensuring we promote programmes that have a significant impact on the quality of life of the allergic community
- Investing in resources to strengthen our income generation capability to safeguard the long-term future of the Charity
- Broadening the work that we are doing with UK companies, as we continue to diversify our income generation activities through fundraising and our trading subsidiary activities
- Exploring new and innovative revenue-generating opportunities
- Developing our volunteer and patron support infrastructure
- Continuing the digitalisation transformation across the work that we do, including the next phases of the Customer Relationship Management (CRM) system and making our content available digitally
- Enhancing our engagement activities with the allergic community and other key partner stakeholders

Trustees' responsibilities

The Trustees (who are also directors of The British Allergy Foundation for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP 2015 (FRS 102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

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.

Disclosure of information to the auditors:

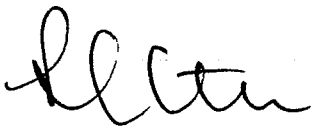
We, the directors of the company who held office at the date of approval of these Financial Statements as set out above each confirm, so far as we are aware, that:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

In preparing this report, the Trustees have taken advantage of the small companies exemption provided by Section 415A of the Companies Act 2006.

This report was approved by the Trustees on 30 Sept 2021.

On behalf of the Board

Signature 

Name, Trustee LYNNE PRITCHARD

Date 30th September 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BRITISH ALLERGY FOUNDATION

Opinion

We have audited the financial statements of The British Allergy Foundation (the 'parent charitable company) and its subsidiaries (the 'group') for the year ended 31 March 2021 which comprise the statement of financial activities (including consolidated income and expenditure account), the consolidated balance sheet, the statement of cash flows and consolidated statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial

- give a true and fair view of the state of the group's and parent charitable company's affairs as at 31 March 2021, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual report, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BRITISH ALLERGY FOUNDATION

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report including the strategic report for the financial year for which the financial statements are prepared is consistent with the financial statements
- the strategic report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- reviewing minutes of meetings of those charges with governance;
- enquiry with staff to identify any instances of non-compliance with laws and regulations;
- performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias; and
- reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE BRITISH ALLERGY FOUNDATION

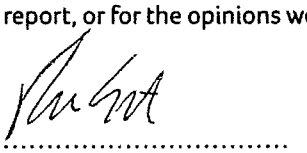
Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at:
www.frc.org.uk/auditorsresponsibilities.

This description forms part of our Auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Duncan Cochrane-Dyet BSc BFP FCA

(Senior Statutory Auditor)

For and on behalf of MHA MacIntyre Hudson

Chartered Accountants

Statutory Auditor

Victoria Court

17-21 Ashford Road

Maidstone

Kent

ME14 5DA

Date: 05 November 2021

MHA MacIntyre Hudson is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

THE BRITISH ALLERGY FOUNDATION
STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2021

	Notes	Unrestricted Funds	Designated Funds	Restricted Funds	Total 2021	Total 2020
		£	£	£	£	£
Income						
Donations and Legacies	3	199,425	-	73,809	273,234	44,674
Other Government Grants	4	85,595	-	-	85,595	-
Income from charitable activities	5	9,620	-	-	9,620	20,226
Income from trading activities :						
Seal of approval	6	338,326	-	-	338,326	510,895
Renewals	6	621,303	-	-	621,303	589,589
Allergy Friendly Products	6	61,525	-	-	61,525	62,950
Allergy Awareness Scheme	6	(117)	-	-	(117)	4,850
Alerts	6	4,325	-	-	4,325	2,608
Corporate partners	6	285,392	-	51,800	337,192	285,116
Fundraising events		19,453	-	-	19,453	38,341
Investment Income	7	8,770	-	-	8,770	6,262
Total Incoming Resources	8	1,633,617	-	125,609	1,759,226	1,565,512
EXPENDITURE	9					
Cost of raising Funds :						
Voluntary income		157,954	5,263	-	163,217	241,757
Commercial trading operations		495,175	-	-	495,175	826,900
Expenditure on charitable activities		564,005	156,531	49,290	769,826	830,715
Total resources expended		1,217,134	161,794	49,290	1,428,218	1,899,372
Net income /(expenditure) for the year	10	416,483	(161,794)	76,319	331,008	(333,860)
Reconciliation of funds						
Total funds brought forward		91,665	737,095	9,600	838,360	1,172,220
Transfer between funds	21	(219,146)	219,146	-	-	-
Total funds carried forward		289,002	794,447	85,919	1,169,368	838,360

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

THE BRITISH ALLERGY FOUNDATION
CONSOLIDATED BALANCE SHEET
AS AT 31 MARCH 2021

Company registration number 04509293

	Notes	2021 £	2021 £	2020 £	2020 £
Fixed Assets					
Intangible Assets	**15**		126,851		145,755
Tangible Assets	**15**		22,695		30,260
Investments	**16**		12		12
			149,558		176,027
Current Assets					
Debtors	**17**	252,335		420,274	
Short Term Investments	**18**	853,098		652,852	
Stock		600		-	
Cash at Bank and in Hand		515,702		234,033	
		1,621,735		1,307,159	
Creditors: Amounts falling due within one year	**19**	601,925		644,826	
Net Current Assets			1,019,810		662,333
Total Assets Less Current Liabilities			1,169,368		838,360
Net assets			1,169,368		838,360
Funds					
Restricted	**20**		85,919		9,600
Unrestricted	**21**		1,083,450		828,760
Total funds			1,169,368		838,360

The financial statements were approved and authorised by the Board of Trustees on 30 September 2021 and signed on their behalf by:

L Pritchard - Chairman

The notes on pages 46 to 58 form part of these financial statements.

THE BRITISH ALLERGY FOUNDATION
BALANCE SHEET AS AT 31 MARCH 2021

Company registration number 04509293

	Notes	2021 £	2021 £	2020 £	2020 £
Fixed Assets					
Intangible Assets	15		124,104		142,553
Tangible Assets	15		21,746		28,996
Investments	16		12		12
			145,863		171,561
Current Assets					
Debtors	17	63,955		61,046	
Allergy Research Limited	17	112,054		25,543	
Stock		600		-	
Short Term Investment	18	853,098		652,851	
Cash at Bank and in Hand		70,798		26,798	
		1,100,505		766,238	
Creditors: Amounts falling due within one year					
Other Creditors	19	98,183		120,622	
		98,183		120,622	
Net Current Assets			1,002,322		645,616
Total Assets Less Current Liabilities			1,148,185		817,177
Net assets			1,148,185		817,177
Funds					
Restricted	20		85,919		9,600
Unrestricted	21		1,062,266		807,577
Total funds			1,148,185		817,177

The financial statements were approved and authorised by the Board of Trustees on 30 September 2021 and signed on their behalf by:

L Pritchard - Chair of Trustees

The notes on pages 46 to 58 form part of these financial statements.

THE BRITISH ALLERGY FOUNDATION
STATEMENT OF CASH FLOWS AND CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2021

	Notes	Group	
		2021	2020
		£	£
Cash inflow/(outflow) from operating activities	24	473,146	(82,671)
Cash inflow from investing activities			
Interest income		8,770	6,262
Cash used in investing activities			
Purchase of fixed assets		-	(38,311)
Increase in term deposit accounts		(200,246)	(52,852)
Net cash (outflows) from investing activites		(191,476)	(84,901)
Increase/(decrease) in cash and cash equivalents in the year		281,670	(167,572)
Cash and cash equivalents at 1 April 2020		234,033	401,605
Total cash and cash equivalents at 31 March 2021		515,702	234,033
Cash and cash equivalents consists of:			
Cash at bank and in hand		515,702	234,033
Cash and cash equivalents at 31 March 2021		515,702	234,033

THE BRITISH ALLERGY FOUNDATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2021

1. Accounting policies

Legal status of the charity

The charity is a company limited by guarantee, registered in England and Wales and has no share capital. The liability of each member in the event of a winding up is limited to £1. Its registered office and place of business is Planwell House, LEFA Business Park, Edgington Way, Sidcup, Kent DA14 5BH.

The principle activity of the charity is to increase awareness of allergy and causes of anaphylaxis through services, advocacy, campaigns for policy and legislation changes, education on management and prevention of allergy, supporting the allergic community, promoting research into causes of allergy and improving quality of life, advocacy, advice, support and information services.

General information and basis of preparation

The British Allergy Foundation meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under the historical convention modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) - (Charities SORP (FRS 102), the Financial reporting standard applicable in the UK and Republic of Ireland (FRS 102), the Charities Act 2011, Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Generally Accepted Practice as it applies from 1 January 2015

The financial statements are rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Group financial statements

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Allergy Research Limited, Allergy UK Limited, Allergy Aware Scheme Limited, Allergy England Limited, Allergy Scotland Limited and Allergy Europe Limited on a line by line basis. A separate statement of financial activities, and income and expenditure account are not presented for the charity itself following the exemptions afforded by section 408 of the Companies Act 2006.

1. **Accounting policies (Cont.)**

Recognition of income

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Incoming resources from charitable trading activities are recognised as follows:

The sale of goods – revenue is recognised when donated goods are sold;

The rendering of services – revenue is recognised as follows:

Applications for the seal of approval when the application has been signed and the terms agreed;

Renewal of the seal of approval in the month of commencement of the new period; and

Services , such as training, in the month the services are supplied.

Voluntary income is received by way of grants, donations, legacies and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the charity earns the right to consideration by its performance.

Investment income is included when receivable.

Legacies are included when the Charity has legal entitlement, the amount can be measured reliably and it's probable that the income will be received.

Income from government grants are included at the point of application for the funds if that funding is considered to meet the criteria of measurability, reliability and probability. Otherwise it is accounted for upon receipt.

Intangible Income

Donated services is included in income at a valuation which is an estimate of the financial cost borne by the donor where such a cost is quantifiable and measurable. No income is recognised when there is no financial cost borne by a third party.

Resources Expended

Resources expended are included in the Statement of Financial Activities on an accrual basis and has been classified under heading that aggregate all costs related to the category inclusive of any VAT which cannot be recovered. Expenditure is recognised where there is a legal or constructive obligation to make payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Fundraising costs are those incurred in seeking voluntary contributions and the staging of fundraising events.

Support costs

Support costs are those costs incurred directly in support of expenditure on the objects of the company.

Allocation to support costs

Certain expenditure is directly attributable to specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by staff on those activities.

Pension costs

The charity participates in defined contribution schemes. The pension costs charged in the financial statements represent the amounts payable by the company to the fund in respect of the year.

Intangible assets

Intangible fixed assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website: 10 years from when the website is live

Development costs: 10 years from when the CRM system goes live

1 **Accounting policies (Cont.)**

Tangible fixed assets

Tangible fixed assets, except low value items (below £500) which are not capitalised, are included at cost. Depreciated is provided on all tangible assets fixed assets, at rates calculated to write off the cost, less estimated residual value over their expected useful life as follow:

Furniture and fittings 25% reducing balance basis; and

Other assets three or four years using straight line basis.

Operating leases

Amounts payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease.

Foreign currency

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Profit and Loss account.

Fund accounting

Funds held by the charity are either:

Restricted - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Unrestricted - these are funds that can be used in accordance with the charitable objects at the discretion of the Trustees. Unrestricted reserves are split between separate funds as disclosed in note 20.

Designated funds - comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Investments

Investments in subsidiaries are measured at cost less impairment.

Current assets investments are short term highly liquid investments and are held at fair value. These include cash on deposit and cash equivalents with a maturity of less than one year.

Stock

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

1 **Accounting policies (Cont.)**

Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses from impairment are recognised in expenditure.

Judgements and key sources of estimation uncertainty

No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have the most significant effect on amounts recognised in the financial statements.

There are no key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next year

Volunteers

The volunteers' time is not included in the financial statements.

2. Financial performance of the Charity

The consolidated statement of financial activities includes the results of Allergy Research Limited one of the Charity's wholly owned subsidiaries which operates the trade activities of the group including the Seal of Approval, training, Allergy Aware Scheme and an allergy alert service.

The summary financial performance of the Charity alone is:

	2021	2020
	£	£
Income	396,641	109,251
Service charge from a subsidiary company	300,000	300,000
Gift aid from a subsidiary company	851,332	660,713
	1,547,973	1,069,964
Expenditure on fund raising	86,932	52,764
Expenditure on trading	228,808	355,952
Expenditure on charitable activities	739,430	862,241
	1,055,171	1,270,957
Net income	492,802	(200,993)
Total funds brought forward	950,046	1,151,039
Total funds carried forward	1,442,848	950,046

3. Income from donation and legacies

	2021	2020
	£	£
Gifts	108,234	44,674
Legacies	165,000	-
	273,234	44,674

The income from donations and legacies was £199,425 unrestricted (2020: £35,674) and £73,809 restricted (2020: £9,000).

4 Income from government grants

	2021	2020
	£	£
Government Grants - Coronavirus Job Retention Scheme	85,595	-
	85,595	-

The income from government grants was £85,595 unrestricted (2020: £nil) and £nil restricted (2020: £nil).

5. Income from charitable activities

	2021	2020
	£	£
Income from translation cards	326	19,230
Fees received	9,294	92
Affiliate marketing	-	904
	9,620	20,226

Income from charitable activities was £9,620 unrestricted (2020: £20,226) and £nil restricted (2020: £nil).

6. Income and expenditure of trading subsidiary

The wholly owned trading subsidiary Allergy Research Limited is incorporated in the United Kingdom (company number 03550847) and pays all its profits to the Charity under the gift aid scheme. Allergy Research Limited operates: the Charity's Seal of Approval scheme; works with corporates in the allergy sector; the Allergy Aware scheme the Charity's foodservice operators accreditation scheme; and issues allergy alerts.

The following subsidiaries are wholly owned, incorporated in the United Kingdom and are dormant: Allergy Aware Scheme Limited (06300759); Allergy UK Limited (06302734); Allergy England Limited (08494679); Allergy Europe Limited (08695950); and Allergy Scotland Limited (SC447980).

The summary financial performance of the Allergy Research Limited alone is:

	2021	2020
	£	£
Turnover	1,362,554	1,456,008
Cost of sales and administration costs	(511,253)	(795,548)
Interest income	31	253
Net profit	851,332	660,713
Amount gift aided to the charity	(851,332)	(660,713)
Retained in subsidiary	-	-

The assets and liabilities of the subsidiary were:

Fixed assets	3,695	4,467
Current assets	614,987	566,463
Current liabilities	(597,497)	(549,747)
Total net assets	21,186	21,183
Share capital	2	2
Profit and loss reserve	21,184	21,181
	21,186	21,183

All income and expenditure from trading activities are attributable to unrestricted funds.

7. Investment income

All the groups investment income arises from money deposited with the group's bankers.

All income from investment income are attributable to unrestricted funds.

8. Turnover

	2021	2020
Turnover split geographically:		
United Kingdom	936,876	565,389
The Rest of the World	813,580	991,123
	1,750,456	1,556,512

9. Total resources expended

	Basis of allocation	Voluntary income	Trading income	Charitable activities: Advice & information*		Charitable activities: Education & training		Governance	Total	
									2021	2020
Costs directly allocated to activities				unrestricted	restricted	unrestricted	restricted			
		£	£	£	£	£		£	£	£
Staff costs	direct	42,580	137,032	216,728	49,290	23,996			469,626	599,881
Professional fees	direct	5,263	-	-	-	-	-	-	5,263	1,770
Trading costs	direct	-	199,230	-	-	-	-	-	199,230	487,101
Communications	direct	-	-	12,106	-	-	-	-	12,106	19,484
Other direct costs	direct	71,520	7,063	108,857	-	-	-	16,355	203,794	219,632
Bad debts	direct	-	-	-	-	-	-	-	-	3,264
Depreciation	direct		10,721	-	-	-	-	-	10,721	13,547
		119,363	354,046	337,691	49,290	23,996	-	16,355	900,741	1,344,680
Support costs allocated to activities										
Premises	staff costs	11,113	35,765	69,430	-	6,263	-	-	122,571	117,768
General office and Finance Staff	staff costs	23,482	75,570	146,703	-	13,233	-	-	258,988	255,414
Communications	staff costs	391	1,257	2,441	-	220	-	-	4,309	18,966
Legal & professional	staff costs	(6)	(21)	(40)	-	(4)	-	-	(71)	37,208
General office expenses	staff costs	11,195	36,027	69,938	-	6,309	-	-	123,469	103,332
Depreciation	staff costs	1,428	4,595	8,921	-	805	-	-	15,748	18,359
Financial charges	staff costs	223	719	1,395	-	126	-	-	2,463	3,646
		47,826	153,912	298,788	-	26,952	-	-	527,477	554,693
Total resources expended - 2021		167,189	507,959	636,479	49,290	50,947	-	16,355	1,428,218	1,899,373

*Advice & information is supplied to allergy sufferers and their carers via our telephone helpline, website and web chat facilities. More details are available in the Trustees' Report.

Governance costs are split between auditors remuneration £10,350 (2020 - £11,794), Trustees meeting and travelling expenses £1,902 (2020 - £10,655) and a special Board project £4,103 (2020 - £nil).

10. Net income for the year

This is stated after charging:	2021 £	2020 £
Operating leases - office	71,214	75,738
Operating leases -equipment	10,560	9,789
Auditors fees	10,350	11,794

11. Analysis of staff costs, Trustees expenses and the cost of key management personnel

	2021 £	2020 £
Salaries and wages	633,171	757,939
Redundancy costs	18,032	-
Social security costs	58,144	69,584
Pension costs	19,267	23,627

Number of employees' with emoluments, as defined for tax purposes, that amounted to over £60,000 in the year.

	2021	2020
£70,000 to £79,999	1	1
£60,000 to £69,999	1	-

The average monthly head count was 23 staff (2020 = 28) and the average number of full time equivalent employees (FTE) during the year were as follows:

	2021 Number	2020 Number
Charitable activities	13	15
Generating funds	6	9

Key Management Personnel

During the year the CEO was responsible for the day to day running of the charity and her benefits amounted to £85,033 (2020: £84,009) being salary, employer's national insurance contributions and employer's pension contributions.

Pension costs

The charity operates defined contribution pension schemes for the benefit of 23 employees. Contributions payable by the charity for the period was £19,267 (2020: £23,627).

The charity Trustees

The charity Trustees received no benefits from employment with the charity or its subsidiary in the year nor the previous year. They were all reimbursed expenses incurred in properly performing their duties as Trustees that in aggregate amounted to £Nil (2020:£5,556, which included travelling costs and overnight accommodation for those Trustees who reside overseas or when attendance was required earlier than was reasonable for their normal journey time. One Trustee was also reimbursed for the cost of carer support).

12. Auditors remuneration

	2021 £	2020 £
Fees payable to the charity's auditors for the audit of the charity's annual accounts	6,135	6,392
Fees payable to the charity's auditors for other services:		
Audit of the charity's subsidiaries	4,215	2,901
Other services	-	2,500
	10,350	11,794

13. Related party transaction

There were no related party transactions during the year.

14. Corporation taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

15. Intangible fixed assets

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Website and development costs				
Cost				
At 1 April 2020	233,905	215,072	229,349	210,516
Additions	-	18,833	-	18,833
Disposals	-	-	-	-
At 31 March 2021	233,905	233,905	229,349	229,349
Amortisation				
At 1 April 2020	88,150	63,647	86,797	62,749
Charge for the year	18,904	24,503	18,449	24,048
On disposals	-	-	-	-
At 31 March 2021	107,055	88,150	105,245	86,797
Net book value				
At 31 March 2021	126,850	145,755	124,104	142,552
At 31 March 2020	145,755	151,425	142,552	147,767

Tangible fixed assets

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Office furniture and equipment				
Cost				
At 1 April 2020	135,574	116,095	120,517	101,038
Additions	-	19,479	-	19,479
Disposals	-	-	-	-
At 31 March 2021	135,574	135,574	120,517	120,517
Depreciation				
At 1 April 2020	105,313	97,910	91,521	84,482
Charge for the year	7,565	7,403	7,249	7,039
On disposals	-	-	-	-
At 31 March 2021	112,878	105,313	98,770	91,521
Net book value				
At 31 March 2021	22,695	30,261	21,747	28,996
At 31 March 2020	30,260	18,185	28,996	16,556

16. Investments	Reserves		Shares	
	2021	2020	2021	2020
Shares and reserves in subsidiary undertakings.	£	£	£	£
All subsidiaries are 100% holdings.				
Allergy Research Ltd: 2 ordinary shares	21,184	21,184	2	2
Allergy UK Ltd: 2 ordinary shares (dormant)	-	-	2	2
Allergy Aware Scheme Ltd : 2 ordinary share (dormant)	-	-	2	2
Allergy England Ltd: 2 ordinary shares (dormant)	-	-	2	2
Allergy Scotland Ltd: 2 ordinary shares (dormant)	-	-	2	2
Allergy Europe Ltd: 2 ordinary shares (dormant)	-	-	2	2
			12	12

No subsidiary made a profit or a loss during the year or the previous year. The reserves were unchanged during this year and also in the previous year.

17. Debtors	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade debtors	195,133	366,313	6,754	7,086
Prepayments	55,501	51,982	55,501	51,982
Other debtors	1,700	1,978	1,700	1,978
Amount owed by group undertakings:				
Allergy Research Ltd	-	-	112,054	25,543
	252,335	420,274	176,010	86,589

18. Current assets investments	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Short term deposits	853,098	652,852	853,098	652,852

19. Creditors	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade creditors	126,588	126,151	59,113	52,212
Taxation and social security costs	46,247	76,430	4,683	26,200
Other creditors	429,090	442,245	34,387	42,211
	601,925	644,826	98,183	120,623

20. Restricted funds

	At 1 April 2020	Incoming	Outgoing	At 31 March 2021
	£	£	£	£
HCP Scotland Training Fund	600	-	-	600
Research Project	9,000	49,600	-	58,600
Digital Media	-	25,000	-	25,000
National Lottery - Helpline costs	-	49,290	49,290	-
Over The Wall - Camp in the Cloud	-	1,719	-	1,719
	9,600	125,609	49,290	85,919

The HCP (health care professional) Scotland Training Fund is to enable the charity to encourage training in allergy, by making grants to committed HCPs to meet a percentage of their training costs, at a time when the Health Service has reduced their funding in this area.

The Research Project is to conduct further analysis of the impact of allergy on peoples' lives.

The Digital Media funding is excess monies from corporate partners for the Masterclasses which has been agreed can be used towards the cost of the Charity's new website.

The National Lottery funding was provided to maintain the operation of the helpline duiring the COVID-19 pandemic and was totally expended on the running costs of that service during the year.

Over the Wall - Camp in the Cloud is funded by the Co-operative's Local Community Fund and is a virtual camp for families living with allergies.

21. Unrestricted Funds - 2020/2021

	As at 1st April 2020	Surplus/Deficit for 2020/21	Expenditure	Transfers	As at 31st March 2021
	£	£	£	£	£
General free reserve	70,482	416,483	-	(219,146)	267,819
Designated:					
Fixed assets reserve	28,996	-	-	(7,250)	21,746
Allergy UK nurses project	186,616	-	(108,618)	(77,998)	-
CRM/Digital Media reserve	50,000	-	(43,810)	15,000	21,190
Contingency fund	466,220	-	-	-	466,220
Fundraising reserve	5,263	-	(5,263)	50,000	50,000
Board Project reserve	-	-	(4,103)	4,103	-
Shout Out to Allergy reserve	-	-	-	50,000	50,000
Resource Building reserve	-	-	-	100,291	100,291
Project Delivery reserve	-	-	-	75,000	75,000
IT reserve	-	-	-	10,000	10,000
Total Charity Reserves	807,577	416,483	(161,794)	-	1,062,266
Allergy Research Ltd	21,183	-	-	-	21,183
Total Group Reserves	828,760	416,483	(161,794)	-	1,083,449

Unrestricted Funds - 2019/2020

	As at 1st April 2019	Surplus/Deficit for 2019/20	Expenditure	Transfers	As at 31st March 2020
	£	£	£	£	£
General free reserve	85,227	(174,293)	-	159,548	70,482
Designated:					
Fixed assets reserve	16,556	-	-	12,440	28,996
Allergy UK nurses project	212,260	-	(46,686)	21,042	186,616
CRM/Digital Media reserve	200,000	-	-	(150,000)	50,000
Contingency fund	600,694	-	-	(134,474)	466,220
Fundraising reserve	-	-	(86,181)	91,444	5,263
Total Charity Reserves	1,114,737	(174,293)	(132,867)	-	807,577
Allergy Research Ltd	21,183	-	-	-	21,183
Total Group Reserves	1,135,920	(174,293)	(132,867)	-	828,760

The fixed assets reserve is to differentiate the funds already invested in fixed assets from free reserves. The Allergy UK nurses reserve was to part fund the cost of an allergy nurse in the community. The contingency fund is set at five months relevant expenditure and is available to fund the costs should unforeseen events disrupt the charity. The CRM reserve is for investment in a new system to improve data capture and account management. The fundraising reserve is to establish an additional revenue stream through individual giving. The Shout Out to Allergy reserve is to fund an awareness raising campaign. Resource Building reserve represents funds set aside to grow the Charity's resources through recruitment of key personnel in income generation, campaigning and volunteer support. The Project Delivery reserve is to fund the delivery of a key project for 2021/22 around parent education. The IT reserve is for the review and upgrade, if necessary, of the current IT infrastructure and operating systems.

22. Analysis of group net assets between funds

As at 31 March 2021

	General Reserves	Fixed Assets	Contingency Fund	CRM Reserve	Fundraising Reserve	Shout Out to Allergy Reserve	Resource Building Reserve	Project Delivery Reserve	IT Reserve	Restricted Funds	Total Funds
	£	£	£	£	£	£	£	£	£	£	£
Tangible fixed assets	127,812	21,746	-	-	-	-	-	-	-	-	149,558
Current assets	743,350	-	466,220	21,190	50,000	50,000	100,291	75,000	10,000	85,919	1,601,969
Current liabilities	(582,160)	-	-	-	-	-	-	-	-	-	(582,160)
Net assets at 31 March 2021	289,002	21,746	466,220	21,190	50,000	50,000	100,291	75,000	10,000	85,919	1,169,368

As at 31 March 2020

	General Reserves	Fixed Assets	Contingency Fund	Nurses Reserve	CRM Reserve	Fundraising Reserve	Restricted Funds	Total Funds
	£	£	£	£	£	£	£	£
Tangible fixed assets	147,031	28,996	-	-	-	-	-	176,027
Current assets	589,460	-	466,220	186,616	50,000	5,263	9,600	1,307,159
Current liabilities	(644,826)	-	-	-	-	-	-	(644,826)
Net assets at 31 March 2020	91,665	28,996	466,220	186,616	50,000	5,263	9,600	838,360

23. Obligations under operating leases

The future minimum rentals payable under non-cancellable operating leases are as follows;

	2021	2020
Within one year	118,107	116,241
In two to five years	213,617	336,308
	331,724	452,549

24. Reconciliation of net income to net cash flow from operating activities

	2021	2020
Net income for the year	331,008	(333,860)
Adjustments for:		
Depreciation charges	26,469	31,906
Interest income	(8,770)	(6,262)
Decrease/(increase) in debtors	187,105	(67,959)
(Decrease)/increase in creditors	(62,666)	293,504
Net cash provided by operating activities	473,146	(82,671)

FOOTNOTES

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AllergyUK

We're here to help

Contact our Helpline Monday - Friday, 9am-5pm:

Call: 01322 619898

Webchat: allergyuk.org

Email: info@allergyuk.org

Planwell House • Lefa Business Park • Edgington Way • Sidcup • Kent • DA14 5BH

Tel: 01322 619898 • Fax: 01322 470330

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