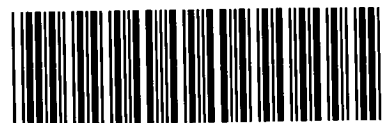


Charity registration number 1120834

Company registration number 6030302 (England and Wales)

ASH WALES LIMITED
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

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COMPANIES HOUSE

ASH WALES LIMITED

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ASH WALES LIMITED

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2022

The trustees present their annual report and financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's [governing document], the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

ASH Wales is the only public health charity in Wales whose work is exclusively dedicated to tackling the harm and inequality caused by tobacco. Set up in 2007, we are an independent body working in partnerships with other leading health bodies and our sister organisations across the UK.

Our mission

To achieve a smoke free Wales by working for strong tobacco control policy. We work to raise awareness of the health, social and economic effects of smoking by working with communities, young people and partners across Wales. We work on projects, campaigns and policy in order to achieve a reduction in, and eventual elimination of, the health problems associated with smoking and tobacco use.

Summary of the objectives of the charity set out in its governing document

The objectives for which the Charity is established are to preserve and protect the physical and mental health of people living in Wales who are those, in particular but not exclusively, practising or likely to practise cigarette or other forms of smoking by:

- Advancing the education of the public in Wales concerning the effects of cigarette and other forms of smoking and their effects on the health of the community and the individuals;
- Assisting, carrying out, promoting and encouraging research into cigarette and other forms of smoking and to collect and study information relating thereto with a view to the publication of the same and the communication of information in connection therewith to the general public and others having a legitimate interest in receiving such information for the benefit of the health of the community at large;
- Alerting the public to the dangers of tobacco use and to seek to prevent the disability and death which it causes.

Our key activities

- We communicate the issues relating to smoking and tobacco use in Wales
- We build effective networks of interested parties working in tobacco control in Wales
- We provide support and advocacy to individuals and projects in the tobacco control arena, and to those who are not adequately represented in public health policy or practice
- We campaign for public health measures to protect the health of all people in Wales from the harm caused by smoking and tobacco
- We research and develop policy and projects in the areas of smoking and tobacco control

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

The main activities undertaken to further the charity's purpose for the public benefit are noted throughout the report.

ASH WALES LIMITED

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

Achievements and performance

New ways of working

ASH Wales adopted new working practices to ensure the organisation is best positioned to thrive in the post-pandemic environment. A hybrid blended working model was embedded to combine distance working from home with 'in-person' meetings, when appropriate. Remote working has now become the normalised practice for the organisation and will remain in place for the foreseeable future, however, the organisation is conscious and alert to the ongoing need to monitor and support the health and wellbeing of staff.

As Wales begins to emerge from the pandemic it is vital that ASH Wales is responsive to new opportunities, entrenching the influence of our evidence-led policy positions and broadening the scope of stakeholder engagement.

Key Developments

The consultation and subsequent publication of Wales's new Tobacco Control Plan has dominated the year's activities. ASH Wales used its extensive network of partners to ensure the views of the third sector, members of the public and healthcare professionals were considered during the formulation of the plan.

Through our policy and advocacy work we were able to significantly influence political action and the direction of future tobacco control measures. ASH Wales and the tobacco alliance were instrumental in securing a commitment to an endgame target for Wales, which forms the backbone of Wales's new Tobacco Control Plan.

Respiratory health remains a pertinent issue for Welsh society, further ingrained in the public consciousness by the emergence of Covid-19 and the associated risks to those with underlying health conditions. The pandemic underlined the importance of becoming 'smoke-free' and strengthened our determination to advocate this position vociferously in the public domain.

Our campaigning took an acute focus on children, the environment, the lobbying powers of the tobacco industry, their affiliates and efforts to influence health policies. These areas show high levels of public support as reflected in our annual [YouGov](#) survey, and in turn garnered extensive media coverage of our work. A full breakdown of the years' campaigns, lobbying and educational work has been included in the report below.

The current statistics in Wales

Smoking prevalence in Wales currently stands at 14% of the adult population. Smoking prevalence still remains highest within certain priority groups. Those from less affluent demographics in Wales are more likely to smoke, a health disparity which is also reflected in national SHRN data that found students from less affluent families are twice as likely as those from more affluent families to report current smoking habits (6% vs. 3%). In addition, smoking rates amongst 15-16 year olds were comparable to levels seen in 2013.

The National Survey for Wales is used by Welsh Government to assess smoking prevalence in Wales. The survey methodology was changed from face-to-face to telephone interviews with results showing a steep drop in smoking prevalence from 17% to 14% among the Welsh adult population. ASH Wales are liaising with the Welsh Government to understand and gauge the veracity of the current statistics and future plans.

Current services

In the last financial year (2021-22), an estimated 4.07% of the current Welsh smoking population made a quit attempt through national stop smoking services. According to the National Survey for Wales, around 22% of smokers in Wales tried to give up smoking in the last three months, which means the vast majority of smokers still 'go it alone'. This trend presents an immediate concern as studies show the chances of successfully becoming smoke-free are emphatically boosted through access to quit smoking aids and professional support.

With the launch of the new Smoke-free Wales strategy, there is promise of a new, nationally integrated stop smoking service to be accessible in all Welsh hospitals, which will identify and treat all hospital in-patients through providing nicotine replacement therapy (NRT) and support.

ASH WALES LIMITED

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

ASH Wales anticipates this will considerably improve the user engagement with national quit smoking services, as it will employ an 'opt out' model. While this service is being formulated, ASH Wales will continue to support developments in this field, and will continue to highlight and signpost to the current smoking cessation services.

Highlighting the national stop smoking service remains our key 'call to action' within our campaigns and press activity.

1. Tobacco Control Policies and Regulation

New Tobacco Control Strategy for Wales:

Welsh Government has launched a new Tobacco Control Plan for Wales, named 'A Smoke-free Wales'. As part of this strategy, WG set forth an ambition to make Wales smoke-free by 2030, a target that ASH Wales has strongly campaigned for. ASH Wales are pleased with the strategy's launch, however, believe a significant acceleration in action is needed if Wales is to reach its smoke-free target by the end of the decade.

ASH Wales will continue to campaign for the employment of impactful tobacco control measures throughout its implementation. Our priority areas and recommendations for the new strategy are summarised within the consultation section of this document.

ASH Wales called for the following UK wide policies to be adopted within Wales' new strategy (given the significant impact these areas hold on tobacco control in Wales):

- Raising the age of sale tobacco from 18 to 21 in Wales (a policy intention recently supported by Welsh Government).
- A Tobacco Levy to fund tobacco control measures in the devolved nations.

These areas depend on UK Government action and lay outside of the powers of the Senedd. However, given their impact on the devolved nations, it is essential that ASH Wales continues to show support for these measures, and supports the Welsh Government in voicing Welsh interests at a UK-wide level.

It is worth noting that our lobbying on Welsh Government's obligations to the WHO Framework Convention on Tobacco Control (FCTC) was taken into account in the creation of the new Smoke-free Strategy. The FCTC is an international treaty that regulates government interactions with the Tobacco Industry in a bid to protect health policy. Our letters to the Senedd, consultation response, and our vocal concerns in the strategy's stakeholder focus group resulted in the FCTC explicitly written into the new strategy.

Illegal Tobacco

The first pan-Wales Illegal Tobacco campaign, 'No Ifs No Butts', was launched in January 2022 with the aim of driving public awareness around the growing availability of illegal tobacco and the harmful impact this has on children. ASH Wales has played an instrumental role in this work from lobby to inception. A centralised reporting platform has been conceived and rolled out allowing the public to report those suspected of selling/distributing illegal tobacco, with this information being shared with the relevant authorities.

The platform has directly resulted in the seizure of considerable amounts of illegal tobacco in Wales. We are currently lobbying for progress to continue in this field, with assistance from Welsh Government. In context to legacy, we have long campaigned for greater enforcement efforts on this front, so it has been promising to see it realised.

Notable achievements in the campaign lifetime:

- Aggregated 4.9m views on social media.
- A compelling marketing campaign, along with social media resources and partner packs.
- 20,000 website clicks, 13,238 website visitors and over 113 actionable reports.
- ASH Wales has hosted 3 webinars, delivering talks to over 360 Police officers, school liaison officers, Trading Standards officers and PCSOs in Wales.
- Onsite lessons and assemblies for over 1,000 school children in Wales.
- Produced a national NEMS survey (examining illegal tobacco use in Welsh adults and youth).

ASH WALES LIMITED

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

FOR THE YEAR ENDED 31 MARCH 2022

This workstream is vital if ASH Wales is to keep across tobacco control in both the formal and informal markets.

Public Health (Wales) ACT 2017

On 1st March 2021 Wales became the first country in the UK to extend its smoking ban to outdoor areas including hospital grounds, schools grounds and local authority playgrounds. ASH Wales has supported this legislation through communications and highlighting our ongoing 'smoke-free' campaigns. ASH Wales continues to recommend more spaces in Wales to become smoke-free, which presently exist outside of the new legislation.

ASH Wales successfully championed for a fourth smoke-free beach site, a voluntary initiative underpinned by research from the Marine Conservation Society to tackle the increasing volume of cigarette butts being deposited on Welsh beaches. The launch saw substantial media coverage, with ASH Wales speaking on BBC Wales, Capital and Heart. The Deputy Minister for Mental Health and Wellbeing, who is spearheading the Smoke-free Wales strategy, providing his endorsement for this work.

As an organisation, we will continue to champion legislation which reduces exposure to second-hand smoke and changes social attitudes towards smoking.

It is noted that Chapters 3-4 of the 2017 Act have yet to be implemented, which include: provisions for a planned Tobacco Retail Register for Wales, enhanced offence orders relating to tobacco, and enhanced regulations to protect children. ASH Wales are currently responding to a consultation for these chapters and will continue to support progress in this field.

2. Communication and Campaigns

This year our campaigns and messaging has had a conscious focus on the environmental impact of smoking, children, reducing inequalities, the tobacco industry and illegal tobacco. Our main call to action for our campaigns was signposting to the national stop smoking service 'Help Me Quit'.

Stopping Smoking Services

ASH Wales are continuing to liaise with service leads and representatives from the national stop smoking service. We collaborated with the service to produce a short informational video outlining the support available to smokers in Wales. The video was launched on social media for 'National No Smoking Day' and was disseminated to Senedd Members and partners. We will continue to work cooperatively with the national service for campaigns, events and information materials.

Smokefree School Gates

Our Smokefree School Gates campaign made significant strides with banners laid across the gates of 300 schools in Wales (almost 20% of Welsh schools). The Minister Wellbeing and the Children's Commissioner have both previously backed the incentive with the visual aids playing an important role in reminding parents, pupils, staff and visitors that school grounds prohibit smoking.

This campaign has opened a channel of communication with Welsh schools, enabling us to distribute educational resources to over 120 schools in Wales. Educational materials comprised of four key areas:

- Smoking and general health
- Illegal tobacco
- Vaping
- Cannabis and tobacco use

ASH WALES LIMITED

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

FOR THE YEAR ENDED 31 MARCH 2022

Smoking and Young People

ASH Wales held discussions with professional bodies throughout Wales around how to prevent young people from starting smoking and supporting them to quit. We produced 'Andrew's Journey', an interactive training and awareness programme for a south Wales training provider and delivered to over 250 of their young learners. More than 20 of their learners are now requesting help to quit. ASH Wales also delivered awareness and coaching methods training to wellbeing staff. Our work in this area continues.

Smoking in Pregnancy

ASH Wales hosted a stakeholder group of midwives with a view to assess how best to support their smoking session work. It was identified that further information was needed to articulate the profound effect smoking has on unborn babies, the cost implications of smoking and current stance on e-cigarettes. Our stakeholders have been equipped with a range of videos, including 'Alaya's Story', 'Baby Talk' and supporting case studies from those who've successfully quit with all materials authored and produced by ASH Wales. The stakeholders continue to use our NRT guides, and we will continue to provide ongoing support.

Smoking and the Environment

ASH Wales worked in close partnership with the Marine Conservation Society to inform how Welsh beaches held the highest amount of littered cigarette butt waste in Great Britain in 2021. We have highlighted and reinforced the need to ban single-use plastic cigarette filters in Wales in a bid to eliminate their environmental harms. This body of work has attracted strong media coverage and demonstrates strong public-backing for such an initiative. According to our latest YouGov survey, 84% of adults in Wales support banning plastic filters in a bid to protect the environment. ASH Wales will continue to push for progress on this front.

In addition to the above, 'World No Tobacco Day' centred on environmental messaging. ASH Wales created a brief on the campaign and a media pack, which was sent to: Senedd Members, NHS partners and the third-sector organisations throughout Wales.

Smokefree Homes

ASH Wales opened communication channels with Welsh Housing Associations and the Fire Services in a joint approach to highlight health risks associated with smoking in the home. Powerful messaging was co-authored and promulgated through social media channels which also signposted to cessation services. A training platform to support the work of the Fire Service is in the planning phase with full implementation due in the year forthcoming.

Smokefree Sidelines

Work in this area was halted by the pandemic. However, the FA in Wales has continued to endorse the initiative through their social media channels notably sharing campaign materials and expressing support to its 300K following. As conditions normalise around spectator sports, we aim to expand this programme focussing on rugby clubs and associations throughout Wales.

Smokefree Hospitals

Ash Wales established a working group of secondary care smoking cessation advisors who identified the need for additional resources. In response, specialist NRT pocket guides were produced and distributed in hospital settings throughout Wales. An interactive electronic version of the NRT guide was also developed to supplement digital access for prospective medical students looking to further their training and knowledge base.

Healthcare professionals have consistently identified that new legislation on smoke-free hospital grounds has not been uniformly embraced. ASH Wales will keep under observation adherence to these measures and seek expansion with the launch of smoke-free mental health units. In support of this, we have provided a consultation response (a smoke-free Wales) calling for an assessment of the new smoke-free legislation to measure efficacy and compliance.

ASH WALES LIMITED

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

3. Our Professional Networks

ASH Wales works in partnership with a number of leading health bodies in Wales and its sister organisations in other parts of the UK, sharing best practice, legislative changes, research publications whilst exploring new methodologies of engaging hard to reach, priority groups.

We provide third sector leadership through the Wales Tobacco Control Alliance (WTCA) and Wales Tobacco or Health Network (WTHN). Crucially, we bring partners together to support progress and ensure the views of the alliance are represented to the Tobacco Control Strategy Board. By co-ordinating these groups, ASH Wales is able to influence decision makers with the backing of eminent and respected voices across the sector including Cancer Research UK and British Heart Foundation.

WTCA consists of more than 20 professional and voluntary organisations and is the only independent think tank dedicated to issues relating to tobacco control. The alliance is a unified voice and powerful supporter of actions to reduce smoking rates and take up. ASH Wales continually keeps the alliance updated with developments on the tobacco control landscape and has sent briefs relating to: a tobacco levy, the recent Khan Review, e-cigarette use amongst youth and the protection of health policy in relation to the tobacco industry.

In context to the new Smoke-free Wales Strategy, ASH Wales organised a survey in which members could contribute towards and help formulate a unified response to Welsh Government's Smoke-free consultation.

Cross Party Group on Smoking and Health

Two cross party groups have been convened; the first centred on 'Digitalisation and Smoking Cessation' in Wales discussing potential improvements to stop smoking services by harnessing digital healthcare solutions.

With keynote speeches from respiratory experts and heads of private sector digital technology firms, it was attended by more than 50 stakeholders from across the UK in a virtual capacity, including Members of the Senedd, their representatives, NHS Wales and third-sector public health bodies. Utilising digital technology will play a pivotal role in increasing engagement with national stop smoking services, if Wales is to hit its 2030 smoke-free target.

The second focused on the launch of the Welsh Government's illegal tobacco campaign and encompassed the WHO Framework Convention on Tobacco Control (FCTC: a global treaty which regulates how ratified governments should interact with the tobacco industry). More than 60 stakeholders attended the event, including Members of the Senedd, government representatives, Trading Standards professionals, and various healthcare and third-sector representatives. The findings highlighted the need for a cohesive, multi-agency approach to disrupt the trade of illegal tobacco combining improved surveillance, regulation of retailers and punitive action should offenders be identified.

WTHN – The Wales Tobacco or Health Network (WTHN) is an independent forum that brings together individuals and organisations with an interest in tobacco and health inequalities in Wales. Through the WTHN annual conference we share latest evidence and best practice and identify some feasible solutions for Wales. The next meeting is scheduled for this year and will work towards supporting the new Smoke-free Strategy for Wales.

4. National Policies, Research and Consultation

Through its work ASH Wales regularly responds to consultations relating to tobacco and health in Wales, and the across the UK.

'A Smoke-free Wales' Consultation:

A critical consultation response was the new Smoke-free strategy consultation, which provided us the opportunity to relay our recommendations to enhance tobacco control measures in Wales.

ASH WALES LIMITED

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

The consultation was broad in its scope addressing almost every element of the tobacco control landscape. This required a comprehensive response substantiated with detailed research, partnership working (chiefly with our sister organisation and funders) and collating evidence sources from other countries with shared 'smoke-free' ambitions. This consultation response was labour intensive to match our determination to maximise impact.

Some of our key recommendations included:

- Firm support for the setting of 5% Endgame target for 2030.
- A call for overarching actions to tackle health inequalities in Wales.
- Urgent need to assess access to services by priority groups.
- Support for a systematic secondary care cessation service.
- A call for robust data and analysis.
- An enhanced approach to smoking prevention in Wales.
- A collective stance on e-cigarettes, marking their relative safety (compared to tobacco) and use as a smoking cessation tool.

ASH Wales has had longstanding history campaigning for the above and is pleased that the new strategy has embedded many of these recommendations within the themes and priority actions. However, there remain many areas overlooked within the published strategy which would make a considerable difference to the Welsh Government's realisation of a smoke-free nation.

ASH Wales will continue to lobby for these additional measures and highlight areas for continual improvement. Notably, we have a longstanding campaign history of employing incentives to help pregnant people to stop smoking. We will continue to inform the growing evidence base in areas not yet covered by the new strategy.

Children, Young People and Education Committee Sixth Senedd Priorities Consultation:

ASH Wales used the above consultation to highlight to the Senedd the high smoking rates of certain lower age groups in Wales, notably the smoking prevalence of 15-16 year olds which has not significantly changed since 2013. The response recommended the following:

- A national education programme to be delivered in all secondary schools with a revised approach to prevention and the impact of smoking.
- A targeted approach to tackling smoking prevalence in the most deprived parts of Wales and among pregnant teenagers.
- A tailored intervention and support programme for Pupil Referral Units and further education colleges.
- The extension of smokefree policies for all further education settings.
- A cross-governmental approach to address the co-use of tobacco and cannabis given the strong links between the two substances.
- The development of innovation digital solutions to raise awareness of the harms of smoking among children and young people.

ASH Wales YouGov Survey 2021

ASH Wales continues to publish our annual YouGov opinion poll. This survey provides public backing for many of the consultation recommendations. The survey is funded by the British Heart Foundation and is completed by over 1,000 adults in Wales each year. We will continue to highlight the opinion survey to Welsh Government, Members of the Senedd and the Tobacco Control Strategy Board.

5. Political Cohesion and Third Sector Leadership

This year ASH Wales have harnessed national campaigns to engage with members of the Senedd. For example, this years 'National No Smoking Day' (NNSD) saw solid cross-party support, with Leader of the Opposition (Andrew RT Davies MS) recording a video to vocalise his backing. Members from Plaid, Welsh Labour and the Welsh Liberal Democrats also expressed support through recording videos or taking pictures with our NNSD sign.

ASH WALES LIMITED

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

To complement the above, ASH Wales provided NNSD digital assets to all Members of the Senedd to show support for smokers and services in Wales and hope to repeat this on an annual basis.

Across our campaigns, we have witnessed ministerial backing. For example, our environmental campaigns saw lines of support from the Deputy Minister for Climate Change (Lee Waters MS) and Deputy Minister for Mental Health and Wellbeing (Lynne Neagle MS). Furthermore, the current Minister for the Economy and past Deputy Minister for Health, Vaughan Gething MS, reached out to ASH Wales in support of our tobacco industry lobbying.

ASH Wales will continue to build relations with Ministers and Senedd Members to ensure solid cross-party support for all our future endeavours.

Outside of the Senedd, we have recently been liaising with parliamentarians. Policy briefs and lines of support were provided to Hywel Williams (MP) in a backbench debate on a tobacco levy. In collaboration with ASH UK we have kept abreast of tobacco control developments in Westminster. We understand that many substantial tobacco control measures depend on UK Government action (chiefly the age of sale and a Tobacco Levy).

ASH Wales continues to cement its role in third sector leadership, utilising the WTCA and various third-sector partnerships to further advance tobacco control initiatives in Wales. The organisation shared its Smoke-free Wales consultation response to the WTCA, CRUK and BHF. We did this so that the third sector in Wales could collectively call for similar tobacco control measures for the new strategy.

Financial review

The income of the charity amounted to £301,681 (2021: £303,861) of which £130 was unrestricted (2021: £132). The charity made an overall surplus of £25,575 for the year ended 31 March 2022 (2021: £49,396).

Reserves policy

The Trustees review the organisation's Reserve policy on an annual basis as part of its future planning processes. Considerations are made in accordance with the best practice approach set out by the Charity Commission's guidance CC19. This recognises the need to hold adequate free reserves to ensure the protection of our core activities in the event of an income shortfall. Our income is primarily generated through grant funding which can be subject to volatility in the current economic climate. The Trustees will keep this under regular review and act decisively when action is required.

To serve business continuity, the Trustees feel it prudent to operate with no less than 6 months of reserves with a maximum value of 12 months reserves to be held in the event of unprecedented circumstances. This is with the view to ensure greater flexibility and adaptation to market conditions through the provision of working capital.

It should be noted that a reserve surplus was recorded in the last financial year as planned activities were constrained by the pandemic and its effect on business practices. The Trustees have agreed this surplus should be allocated for investment in business expansion and development in the current financial year with reserve levels to be normalised within this expenditure period.

The charity has reserves totalling £356,947 as at 31 March 2022 (2021: £330,922) of which £281,807 relate solely to unrestricted funds (2021: £281,677). The free reserves of the charity as at 31 March 2022 totalled £281,807 (2021: £281,677).

Risk Management

The Trustees have ultimate responsibility for the management of the organisation's risks. The impact of Covid-19 has brought with it a period of uncertainty and change and as part of its good governance the Trustees have considered a wide range of areas that could impact the future of ASH Wales. The Trustees have worked with staff to make savings and consider the most effective way to secure the future operation of the organisation. Changes to the register are subject to constant review and agreed at every quarterly meeting.

ASH WALES LIMITED

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

FOR THE YEAR ENDED 31 MARCH 2022

Plans for future periods

ASH Wales will continue to engage with the Welsh Government and will continue to support their understanding of developments on the tobacco control landscape culminating in the implementation of a new tobacco control strategy for Wales. As an organisation we will also be seeking to increase our income from a diverse range of funding partners and further extend our relationships with smokers, advisers and educators through devising innovative training solutions. Additionally, we will explore how we can expand our remit to cover other areas of addiction.

Securing Wales' Endgame Target

Our last report placed great emphasis on securing an Endgame target for Wales, which would mean a smoking rate of 5% or less by 2030. The Endgame target has been achieved as a result of considerable efforts to lobby Welsh Government and represents a step change for Wales in alignment with the ambitions of other UK nations.

ASH Wales is determined to see this target realised, as if the current pace of actions continue, forecasts predict Wales will not secure a smoke-free future until 2037. ASH Wales is now seeking the Welsh Government to demonstrate ambition within the implementation of the new smoke-free strategy. Our recommendations include:

- Improved national stop smoking services through greater digital integration, a user-centric service and support mechanisms for those most at risk.
- Enhanced support and preventative interventions around children.
- Targeted support and preventative work with identified priority groups.
- Realised commitments to collaborating with UK administrations on a range of non-devolved issues (inc. Raising the Age of Sale of tobacco, a Tobacco Levy, and UK wide environmental policy).

Structure, governance and management

ASH Wales became a company limited by guarantee without share capital on the 15th December 2006. ASH Wales commenced trading on the 2nd April 2007.

ASH Wales Ltd was granted charity status on the 13th September 2007.

The governing documents of ASH Cymru Wales are the Memorandum and Articles of Association.

Trustees

The Directors of ASH Wales Ltd are the Trustees for the charity and are referred to as Trustees throughout this report. The Trustees form the Board of the company, which meets at least four times each year and which sets the Operational and Financial Strategic Framework for the company.

The Board elects trustees, including the Chairman. Trustees are given an induction pack in line with Charities Commission's guidance.

Organisational Structure


The Chief Executive of ASH Cymru Wales is a paid member of staff who is responsible for the day-to day operation of the organisation, within the Strategic Framework set by the Board, and is accountable to the Board.

ASH WALES LIMITED

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

Charity name	Action on Smoking and Health Cymru Wales
Company number	1120834
Charity number	6030302
Registered office	2nd Floor 14-18 City Road Cardiff CF24 3DL
Trustees	Scott Sanders - resigned 20/07/22 Darren Talbot - resigned 03/11/21 Helen Poole Iolo Doull - resigned 03/11/21 Simon Wilkinson Kate Thompson Professor Graham Moore Matthew Cridland - appointed 03/11/21 Jonathan Phillips - appointed 03/11/21 Richard Spear - appointed 11/05/2022 Stuart Price - appointed 20/07/2022 Kirstie Retallick - appointed 20/07/2022
Independent Examiners	Azets Audit Services Ty Derw Lime Tree Court Cardiff Gate Business Park Cardiff CF23 8AB
Bankers	HSBC Bank plc Business Banking Canton Branch 259 Cowbridge Rd, East Cardiff CF11 9TN

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

 28.11.22
TRUSTEE - Stuart Price

ASH WALES LIMITED

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ASH WALES LIMITED

I report to the trustees on my examination of the financial statements of Ash Wales Limited (the charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

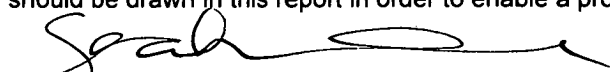
Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

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

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Sarah Case
Azets Audit Services

Ty Derw
Lime Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8AB
United Kingdom

Dated: 21-12-2022

ASH WALES LIMITED

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total Unrestricted funds 2022 £	Restricted funds 2021 £	Total 2021 £
<u>Income from:</u>						
Charitable activities	3	-	301,551	301,551	-	283,729
Other trading activities	4	100	-	100	-	20,000
Investments	5	30	-	30	132	-
Total income		130	301,551	301,681	132	303,729
<u>Expenditure on:</u>						
Raising funds	6	-	4,538	4,538	-	3,847
Charitable activities	7	-	271,568	271,568	-	250,618
Total expenditure		-	276,106	276,106	-	254,465
Gross transfers between funds		-	-	-	19	(19)
Net income for the year/ Net movement in funds		130	25,445	25,575	151	49,245
Fund balances at 1 April 2021		281,677	49,245	330,922	281,526	-
Fund balances at 31 March 2022		281,807	74,690	356,497	281,677	330,922

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

All income and expenditure derive from continuing activities.

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

ASH WALES LIMITED

BALANCE SHEET

AS AT 31 MARCH 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	11	24,694		23,449	
Cash at bank and in hand		337,299		315,813	
		<u>361,993</u>		<u>339,262</u>	
Creditors: amounts falling due within one year	12	<u>(5,496)</u>		<u>(8,340)</u>	
Net current assets			<u>356,497</u>		<u>330,922</u>
Income funds					
Restricted funds	14		74,690		49,245
Unrestricted funds			<u>281,807</u>		<u>281,677</u>
			<u>356,497</u>		<u>330,922</u>

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

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 23.11.22.


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Trustee - Stuart Price

Company registration number 6030302

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

Charity information

Ash Wales Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is 14-18 City Road, 2nd Floor, Cardiff, CF24 3DL, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

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

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

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

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

1.3 Charitable funds

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

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

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

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

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

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

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

Basic financial assets

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

Basic financial liabilities

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

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

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

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Charitable activities

	2022 £	2021 £
Performance related grants	301,551	283,729
British Heart Foundation	51,522	50,517
Welsh Government	166,800	139,000
Cancer Research UK	60,845	58,986
Pfizer	-	7,600
Awards for All	-	9,500
HMRC - CJRS	-	18,126
Respiratory Innovation Wales (RIW)	10,000	-
Public Health Wales NHS Trust	12,384	-
	301,551	283,729

ASH WALES LIMITED

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

4 Other trading activities

	Unrestricted funds	Restricted funds
	2022 £	2021 £
Trading activity income: other	100	20,000

5 Investments

	Unrestricted funds	Unrestricted funds
	2022 £	2021 £
Interest receivable	30	132

6 Raising funds

	Restricted funds	Restricted funds
	2022 £	2021 £
<u>Fundraising and publicity</u>		
Cost of Sales	4,370	3,060
Events and Exhibitions	168	787
	<u>4,538</u>	<u>3,847</u>

ASH WALES LIMITED

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

7 Charitable activities

	2022 £	2021 £
Staff costs	164,060	189,223
Other staff costs	4,055	5,949
Travel and subsistence	372	68
Rent and Rates and Service Charges	22,072	12,883
Heat and Light	1,530	1,299
Premises repairs and Cleaning	348	2,963
Telephone, internet and IT	10,739	5,776
Advertising and Marketing	8,258	3,943
Equipment hire	246	894
Bank Charges	166	64
Insurance	1,238	1,066
Research and Assembly Monitoring	27,420	9,023
Translation fees	484	358
Printing, Postage, Stationary and Subscriptions	11,145	12,637
Expensed Equipment	3,295	-
Consultancy	10,949	-
	<u>266,377</u>	<u>246,146</u>
Share of governance costs (see note 8)	5,191	4,472
	<u>271,568</u>	<u>250,618</u>

8 Support costs

	Support costs £	Governance costs £	2022 Support costs £	Governance costs £	2021 £
Governance costs heading 1	-	5,165	5,165	-	4,459
Governance costs heading 2	-	26	26	-	13
	<u>-</u>	<u>5,191</u>	<u>5,191</u>	<u>-</u>	<u>4,472</u>
Analysed between Charitable activities	-	5,191	5,191	-	4,472

Governance costs includes payments to the independent examiners of £2,160 (2021: £2,160)

ASH WALES LIMITED

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

9 Trustees

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

No trustees were reimbursed for travel and subsistence costs during the year (2021: no trustees were reimbursed for expenses).

10 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	5	5
Employment costs	2022	2021
	£	£
Wages and salaries	140,126	159,350
Social security costs	9,563	11,546
Other pension costs	14,371	18,327
	164,060	189,223

The key management personnel of the charity received benefits including gross salary, employers national insurance contributions and pension contributions totalling £93,810 (2021: £92,060).

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

11 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Trade debtors	23,842	22,637
Prepayments and accrued income	852	812
	24,694	23,449

12 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	-	5,286
Accruals and deferred income	5,496	3,054
	5,496	8,340

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

13 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund. The amount paid in relation to pension costs in the year totalled £14,371 (2021: £18,327), at the year end there was £1,574 outstanding (2021: £1,191).

14 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds		
	Incoming resources	Resources expended	Transfers	Balance at 1 April 2021	Incoming resources	Resources expended	Balance at 31 March 2022
	£	£	£	£	£	£	£
Welsh Government	139,000	(138,981)	(19)	-	166,800	(155,882)	10,918
British Heart Foundation	50,517	(46,510)	-	4,007	51,522	(46,664)	8,865
Cancer Research UK	58,986	(50,848)	-	8,138	60,845	(53,773)	15,210
Pfizer	7,600	-	-	7,600	-	(1,161)	6,439
Awards for All	9,500	-	-	9,500	-	(5,658)	3,842
Respiratory Innovation Wales (RIW)	20,000	-	-	20,000	10,000	(584)	29,416
HMRC - CJRS	18,126	(18,126)	-	-	-	-	-
Public Health Wales (PHW)	-	-	-	-	12,384	(12,384)	-
	<u>303,729</u>	<u>(254,465)</u>	<u>(19)</u>	<u>49,245</u>	<u>301,551</u>	<u>(276,106)</u>	<u>74,690</u>

Welsh Government is a grant to provide tobacco control services and third sector leadership.

British Heart Foundation is a grant to undertake tobacco related research and policy analysis for Wales.

Cancer Research is a grant to support our campaigns and communications work.

Pfizer is a grant to facilitate a social media campaign to promote smoking cessation during the Covid 19 pandemic.

Awards for All is a grant to create a range of smoking cessation materials for debt and housing advisers.

Research Innovation Wales (RIW) Consultancy to carry out survey and research work into the digitalisation of smoking cessation services.

HMRC -CJRS was grants received from the government to cover 80% of the furloughed workers salaries.

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

15 Analysis of net assets between funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 31 March 2022 are represented by:						
Current assets/(liabilities)	281,807	74,690	356,497	281,677	49,245	330,922
	<u>281,807</u>	<u>74,690</u>	<u>356,497</u>	<u>281,677</u>	<u>49,245</u>	<u>330,922</u>

16 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).