

Charity registration number 1120834

Company registration number 06030302 (England and Wales)

ASH WALES LIMITED
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

ASH WALES LIMITED

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Mrs H Poole
Mr S Wilkinson
Mrs K Thompson
Professor G Moore
Mr J Phillips
Mr R M Spear
Mr S Price

Charity number

1120834

Company number

06030302

Registered office

14 Hollybush Rise
Cardiff
Wales
CF23 6TG

Independent examiner

WBV Limited
The Third Floor
Langdon House, Langdon Road
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ASH WALES LIMITED

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ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2024

The Trustees present their annual report and financial statements for the year ended 31 March 2024.

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 Memorandum and Articles of Association, 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 dedicated to tackling the harm and inequality caused by tobacco. Set up in 2007, we are an independent body working in partnership with other leading bodies and our sister organisations across the UK.

Our mission

To achieve a smoke-free Wales by working for robust 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 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 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.

Public benefit

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Activities

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 public benefit are noted throughout the report.

Strategic Priorities

In 2023 ASH Wales developed a three-year strategy aimed at bringing about the changes needed for Wales to achieve its smoke-free ambition (5% smoking rate by 2030).

With a strategic focus on influencing policy, community engagement, and emboldening tobacco regulation and enforcement ASH Wales aims to reach its vision of a world free from the harm caused by tobacco.

Addressing health inequalities and outcomes ensuring that no smoker is left behind is a key priority as we move towards the 2030 target.

There are three primary strategic aims;

- Secure national strategies to achieve a smoke-free Wales by 2030
- Maximise existing tobacco control actions and minimise smoking-related harm and inequalities
- Influence policy development and actions through strong coalitions and stakeholder engagement

The Tobacco Control Action Plan 2022-2030 sets out a clear path to a smokefree Wales including, two-year reviews and long-term targets;

- A framework of analysis that ensures accountability, benchmarking and periodic reviews of progression against the endgame target of 5% by 2030.
- Adequate funding for all the costs of tobacco control measures.
- The timely implementation of tobacco control measures and legislation
- Wales aligned with UK on legislation and additional measures to reduce tobacco availability and attractiveness.
- Adherence to the requirements of Article 5.3 of the WHO FCTC

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Achievements and performance

Significant activities and achievements against objectives

Building robust coalitions to support changes in tobacco control

Consolidating a strong network of coalition partners and alliances has been of paramount importance in leveraging legislative changes within the Welsh Parliament. Ash Wales was a lead contributor on Wales' Tobacco Control Strategy Board, Incident Response Group established by Public Health Wales, Smokefree Action Coalition connecting at a UK level as well as facilitating the Wales Tobacco Control Alliance (WTCA) and Cross-Party Groups. Through these networks, we have effectively advocated measures that prioritise public health and make positive steps towards our collective smoke-free ambition.

Within our **WTCA** forums, we secured joint endorsement for the UK Government's Tobacco and Vapes Bill that includes **Raising the Age of Sale** for tobacco products. This proposed legislation would mean that people born since the start of 2009 would never legally be sold tobacco products. ASH Wales and partners worked with Welsh Government to support the positive four nation approach to introducing this bill.

In addition, ASH Wales championed calls for the implementation of a retail register for tobacco and nicotine products in Wales, communicating the evidence of support received both from the retail industry and the wider public. Provisions for a retail register were laid down in the Public Health (Wales) Act 2017, but the legislation has yet to be enacted. We engaged with all Welsh MPs and every MS to ensure that the rationale, evidence and delivery of this legislation would be articulated without undue influence from the tobacco industry.

To deepen the understanding of the benefits of further regulation, our **cross-party group** provided the conduit to engage more than 40 stakeholder organisations and political actors in key discussions on the introduction of a register or a licensing scheme. We provided a platform for expert voices from Scotland (where a retail register has been enacted) to communicate the successes and challenges of implementing a register. This established coalition support for a retail register to be included in the second phase of the Tobacco Control Plan for Wales 2024/2026.

Gathering evidence and expansion of tobacco control

ASH Wales has actively sought to develop valuable evidence/datasets that demonstrate and measure the broader societal support for tobacco control measures and exploring trends and behavioural influences that present emerging challenges. Ash Wales commissioned and developed three surveys canvassing perceptions from industry, schoolchildren and the wider public securing feedback from 13,736 respondents across Wales. These powerful insights have enabled us to channel perspectives through our professional networks and underpin calls for changes within the tobacco control landscape. Their publication generated significant interest across broadcast and print media. Additionally, they have supported our outreach and intervention methods highlighting pockets of smoking and vaping prevalence within a national context and how we can best tackle the stubbornly enduring health inequalities.

In broadening our communications strategy, we have used flagship events notably '**No Smoking Day**' and '**World No Tobacco Day**' to emphasise the health, financial and environmental consequences of tobacco use – and signifying it is never too late to quit for even the most ardent smokers. Supported through both digital and physical engagements, we delivered highly impactful campaigns stimulating new audiences about the importance of smokefree Wales. Securing both political endorsement within the Senedd whilst also promoting our messaging across 4,000 community settings such as GP surgeries, pharmacies, dentists, community hubs and sexual health clinics. Our campaign materials enjoyed an audience of over 1 million across all social media platforms while generating substantial coverage across broadcast, online and print media.

We extended our reach to reduce public visibility of smoking thus denormalising the habit by securing two new voluntary **smokefree beach** sites on the Isle of Anglesey. Developed through collaboration with Betsi Cadwaladr University Health Board, ASH Wales championed calls for the beaches of Benllech and Trearddur Bay to adopt the voluntary ban. This was achieved through extensive consultation with vested stakeholders, ensuring public involvement at every step and was coronated with a launch event with participation from more than 70 local schoolchildren. The event helped elevate the profile of the scheme featuring on the national news bulletins of both BBC Cymru and ITV Wales.

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

ASH Wales engaged with the Greater Manchester Integrated Care Partnership (ICP) and Dr. Matthew Evison, clinical lead of Greater Manchester's 'Make Smoking History' programme, to gain insights into the implementation of **smokefree hospital grounds** across the UK. Based on these insights, we formulated a briefing document for the Welsh Government with the following recommendations:

- Support vaping as a smoking cessation tool for over-18s in Wales within its upcoming stance on e-cigarettes.
- Introduce vape-friendly policies on hospital grounds in Wales to reduce exposure to harmful second-hand smoke.
- Provide nicotine-containing e-cigarettes as a frontline quitting aid alongside traditional pharmacotherapy in smoking cessation services in Wales.

Targeted Interventions to address health inequalities

ASH Wales appointed a project delivery lead to coordinate future engagements with educational bodies through assemblies, workshops, webinars, educational resources, and digital engagement. A scheme of learning aligned with the RSE New Curriculum for Wales has been developed, adaptable to different age groups and teaching environments. This intervention package has been essential in building relationships within the sector and providing schools and local authorities with accessible solutions. Our key drivers include:

- Focusing on areas with identified health inequalities.
- Informing each young person we engage with about support pathways to cessation services.
- Strengthening public health messages/awareness around the relative harms of smoking/vaping

Supported by the National Lottery Community Fund, ASH Wales created a **webinar series** focusing on the emerging popularity of vaping. The series provided informative and educational content to those dealing with underage vaping in their communities. The webinars, titled "Introduction to Vaping" "Vaping Among Young People" and "Illegal Vapes and Tobacco Among Young People" attracted 172 attendees, and strong engagement. The sessions covered the illicit market of vapes and tobacco, including cannabis sales, drawing insights from ASH Wales' research, including the NEMs Survey in 2021 and the interim results of the Vaping Survey in Secondary Schools across Wales.

A private webinar was delivered to 21 members of Dyfed Powys Police, highlighting the series' diverse audience, spanning educational, health, care, trading standards, and government sectors. With 542 tickets registered and positive engagement across all webinars, ASH Wales plans to host more sessions, leveraging the success and accessibility of the recorded sessions available on our website.

In June 2023, we delivered the annual **Wales Tobacco and Health Network** with keynote speakers specializing in the evidence concerning smoking and cannabis co-use among young people, highlighting the possible long-term effects and influence on current smoking rates. Speakers included:

- Dr. Kerry Bailey, Public Health Wales and Practicing GP, on the current landscape of cannabis use in Wales.
- Dr. Nicholas Page, Cardiff University, on the change over time in youth smoking, cannabis use, and their association.
- Chloe Burke, PhD student, University of Bath, on cannabis, tobacco, and mental health.
- Sam Craft, PhD student, University of Bath, on cannabis products and associated harms of synthetic cannabinoids.

The event attracted cross-sector appeal with attendees from public health, enforcement, education, academia, and frontline services. Breakout sessions enabled participants to share learning and experiences, proposing service improvements to better interface with individuals. The forum provided invaluable perspectives for our stakeholders, with 101 attendees (58 physical, 43 digital)

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Tackling the illegal tobacco and vape market

ASH Wales again collaborated with Betsi Cadwaladr UHB to build on the brand recognition of the No Ifs, No Butts platform and incite further community action to combat the impact of illegal tobacco through a short-burst high-intensity campaign across North Wales spanning 10 weeks (August-October). The campaign's focus was to increase knowledge on illegal tobacco; the addiction it causes and the crime it brings into the community. Using well defined behavioural-focused messaging to promote community engagement, increase instances of reporting and overall awareness of the No Ifs, No Butts brand.

Analysis showed a 600% increase in reports from North Wales (directly comparing the campaign period with 2022) with 99 reports received.

- Increased reach and engagement across digital channels (number of people who saw an advert at least once) = 623,198
- Engagements (the total number of actions involving advert) = 33,705
- Clicks (from adverts to the illegal tobacco website) = 33,702

In the national picture, we continued to support our Trading Standards Wales operatives calling publicly for additional resourcing to tackle the increasing problem of illegal tobacco and vapes. Following the conclusion of training rolled out at the beginning of 2023, ASH Wales developed a toolkit to support Trading Standards teams which is accessible through a secured online platform detailing public health messaging and effective methods for identification, surveillance and prosecution of illegal retailers. Statistical insights below demonstrate the important function it continues to serve in supplying Trading Standards Wales with actionable intelligence on rogue retailers.

No Ifs, No Butts 1st April 2023 – 31st March 2024

Users: 24,097

Page views: 31,442

Actionable reports: 397

Financial review

The income of the charity amounted to £289,740 (2023: £320,943) of which £17,699 was unrestricted (2023: £400). The charity made an overall deficit of £18,933 for the year ended 31 March 2024 (2023: surplus of £39,162) of which £17,615 related to an unrestricted surplus (2023: deficit of £95).

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.

The charity has reserves totalling £376,726 as at 31 March 2024 (2023: £395,659) of which £299,327 relate solely to unrestricted funds (2023: £281,712). The free reserves of the charity as at 31 March 2024 totalled £299,327 (2023: £281,712).

Risk Management

The Trustees have ultimate responsibility for the management of the organisation's risks. The impact of Covid-19 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 affect the future of ASH Wales. The Trustees have worked with staff to put in place measures to secure the future of the organisation. These measures have been set out in the risk register and changes to these are agreed at every quarterly meeting.

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Plans for future periods

Ash Wales has committed to a number of established workstreams aimed at maximising tobacco control actions and minimise smoking-related harm and inequalities throughout 2024-2025. This will encompass a broad spectrum of activities in which Ash Wales will assume a leading role in delivery, actively supporting cross-sector/cross-organisational collaboration and lend our expertise in the fulfilment of policy development, service innovation and pioneering research undertaken by external parties.

These activities have been agreed in principle with our primary funders and will shape our priorities for 2024-2025 as below to:

Support national strategies to achieve a smoke-free Wales

- Structured engagement with the Tobacco Control Strategy Board
- Expanding network of communication and influence involving third sector organisations, interested parties and local service providers to cascade best practice, challenges and opportunities
- Strengthening engagement with National Health Service and Public Health Wales focussing on targeted action and refining tobacco control implementation
- Engaging and appraising political actors reinforcing evidence-based approaches to tobacco control measures
- Facilitating the Cross-Party Group as a vehicle to present shared learnings, latest developments and tracking policy development across the political spectrum
- Leverage the operation of our professional networks to examine data trends, published research and behavioural indicators to develop effective, practical solutions.

Support action to reduce tobacco-related inequalities.

- Champion the need for additional targeted support for disadvantaged groups of smokers utilising localised and national data sets
- To create and tailor multimedia behaviour change campaigns engaging with web-based smokers who are otherwise hard to reach.
- Construct a case for action through collaboration with midwives, mental health professionals, debt advisors, drug and alcohol services, social housing providers and high-risk young adults that attenuates smoking prevalence within known, at risk cohorts.

Supporting action to ensure every smoker has the support they need to quit.

- Engagement with the Implementation group convened quarterly.
- To utilise our networks to champion the expansion of NHS prevention services.
- To create and distribute effective physical and digital resources utilised by our stakeholders and delivery partners, especially within NHS smoking cessation services
- Share data insights and latest contemporary research across our stakeholder that address misperceptions around harm reduction.
- Contribute towards the ongoing development of integrated services for smokers including digital accessibility

Work to optimise tobacco related regulations.

- Promote the understanding of existing regulations in a multi-agency partnership
- Define best practice approach through interpretation of national survey data into prevalence and attitudes
- Entrench support for enforcement teams by creating a suite of resources, virtual training and videos.
- Rollout a campaign for national action to support local enforcement, increase community awareness and promote reporting channels
- Support informational exchange with our sister organisations ASH UK and ASH Scotland to ensure track and trace data defines location specific information.

Promote working with partners across Europe and the UK

- To ensure legislation in Wales coheres with UK legislation specifically to reduce tobacco availability and attractiveness.
- To build the case for converging policy approaches on raising the age of sale, polluter levy and quit messaging/health warning on packaging.

ASH WALES LIMITED

TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Structure, governance and management

ASH Wales became a company limited by guarantee without share capital on the 15th December 2006, company number 1120834. ASH Wales commenced trading on the 2nd April 2007.

ASH Wales Ltd was granted charity status on the 13th September 2007, charity number 6030302.

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

The registered office of the charity is:

14 Hollybush Rise

Cardiff

Wales

CF23 6TG

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Mrs H Poole

Mr S Wilkinson

Mrs K Thompson

Professor G Moore

Mr M Cridland

(Resigned 29 January 2024)

Mr J Phillips

Mr R M Spear

Mr S Price

Mrs K Retallick

(Resigned 29 January 2024)

Recruitment and appointment of 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 Chair. 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.

The trustees report was approved by the Board of Trustees.

S Price

.....
Mr S Price

Trustee

10 December 2024

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 2024.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the 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 company'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 Association of Chartered Certified Accountants, 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.

Richard Chapple

Mr Richard N Chapple ACCA

The Third Floor
Langdon House, Langdon Road
SA1 Swansea Waterfront
Swansea
SA1 8QY
Wales

10 December 2024

ASH WALES LIMITED

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
Income from:							
Donations and legacies	3	2,000	-	2,000	-	-	-
Charitable activities	4	9,898	272,041	281,939	400	319,230	319,630
Investments	5	5,801	-	5,801	-	1,313	1,313
Total income		<u>17,699</u>	<u>272,041</u>	<u>289,740</u>	<u>400</u>	<u>320,543</u>	<u>320,943</u>
Expenditure on:							
Raising funds	6	-	707	707	-	2,920	2,920
Charitable activities	7	84	307,882	307,966	495	278,366	278,861
Total expenditure		<u>84</u>	<u>308,589</u>	<u>308,673</u>	<u>495</u>	<u>281,286</u>	<u>281,781</u>
Net income/(expenditure) and movement in funds		17,615	(36,548)	(18,933)	(95)	39,257	39,162
Reconciliation of funds:							
Fund balances at 1 April 2023		<u>281,712</u>	<u>113,947</u>	<u>395,659</u>	<u>281,807</u>	<u>74,690</u>	<u>356,497</u>
Fund balances at 31 March 2024		<u>299,327</u>	<u>77,399</u>	<u>376,726</u>	<u>281,712</u>	<u>113,947</u>	<u>395,659</u>

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

ASH WALES LIMITED

BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Debtors	12	53,071		50,432	
Cash at bank and in hand		378,564		365,364	
		<u>431,635</u>		<u>415,796</u>	
Creditors: amounts falling due within one year	13	(54,909)		(20,137)	
Net current assets			376,726		395,659
Net assets excluding pension liability			376,726		395,659
			<u> </u>		<u> </u>
The funds of the charity					
Restricted income funds	15	77,399		113,947	
Unrestricted funds		299,327		281,712	
		<u>376,726</u>		<u>395,659</u>	
			<u> </u>		<u> </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 2024.

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 10 December 2024.

S Price
.....
Mr S Price
Trustee

Company registration number 06030302 (England and Wales)

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

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 Hollybush Rise, Cardiff, CF23 6TG, Wales.

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. 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 or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the 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 2024

1 Accounting policies

(Continued)

1.5 Expenditure

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

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges 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 2024

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.

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 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	2,000	-

4 Income from charitable activities

	2024 £	2023 £
Training income	10,396	-
Performance related grants	271,543	319,630
	281,939	319,630
Analysis by fund		
Unrestricted funds	9,898	400
Restricted funds	272,041	319,230
	281,939	319,630

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

4 Income from charitable activities (Continued)

Performance related grants analysis

	2024 £	2023 £
British Heart Foundation	52,557	53,114
Welsh Government	146,000	156,700
Cancer Research UK	58,736	53,544
Public Health Wales NHS Trust	12,500	19,500
Awards for All	-	9,664
Betsi (BCU)	1,750	22,000
Tactical Medical	-	400
Cardiff University	-	4,708
	<u>271,543</u>	<u>319,630</u>

5 Income from investments

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Interest receivable	<u>5,801</u>	<u>-</u>	<u>5,801</u>	<u>-</u>	<u>1,313</u>	<u>1,313</u>

6 Expenditure on raising funds

	Restricted funds 2024 £	Restricted funds 2023 £
Fundraising and publicity		
Events and exhibitions	<u>707</u>	<u>2,920</u>

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

7 Expenditure on charitable activities

	2024 £	2023 £
Direct costs		
Staff costs	248,154	200,001
Other staff costs	3,241	4,589
Travel and subsistence	5,021	3,718
Rent, rates and service charges	1,553	14,664
Heat and light	-	462
Premises repairs and cleaning	150	5,264
Telephone, internet and IT	7,233	7,556
Advertising and marketing	16,312	13,797
Bank charges	156	193
Insurance	563	694
Research and assembly monitoring	10,632	8,400
Translation fees	860	1,238
Printing, postage, stationery and subscriptions	8,348	11,538
	<u>302,223</u>	<u>272,114</u>
Share of support and governance costs (see note 8)		
Governance	5,743	6,747
	<u>307,966</u>	<u>278,861</u>
Analysis by fund		
Unrestricted funds	84	495
Restricted funds	307,882	278,366
	<u>307,966</u>	<u>278,861</u>

8 Support costs allocated to activities

	2024 £	2023 £
Governance costs	<u>5,743</u>	<u>6,747</u>
Analysed between:		
Charitable activities	<u>5,743</u>	<u>6,747</u>

Governance costs include payments to the independent examiners of £2,400 (2023: £2,400)

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 (2023: no trustees were reimbursed for travel and subsistence costs).

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

10 Employees

The average monthly number of employees during the year was:

2024 Number	2023 Number
8	6

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

11 Taxation

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

12 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	48,416	45,778
Prepayments and accrued income	4,655	4,654
	<u>53,071</u>	<u>50,432</u>

13 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	22,030	-
Other creditors	20,627	14,637
Accruals and deferred income	12,252	5,500
	<u>54,909</u>	<u>20,137</u>

14 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 £13,075 (2023: £11,351), at the year end there was £7,789 outstanding (2023: £nil).

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

15 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
Welsh Government	8,731	146,000	(146,955)	7,776
British Heart Foundation	15,520	52,557	(56,746)	11,331
Cancer Research UK	10,212	58,736	(74,750)	(5,802)
Pfizer	6,439	-	-	6,439
Awards for All	6,089	-	(3,888)	2,201
Respiratory Innovation Wales (RIW)	29,416	-	-	29,416
Betsi (BCU)	18,040	1,750	-	19,790
Public Health Wales	19,500	12,998	(26,250)	6,248
	<u>113,947</u>	<u>272,041</u>	<u>(308,589)</u>	<u>77,399</u>

Previous year:	At 1 April 2022 £	Incoming resources £	Resources expended £	At 31 March 2023 £
Welsh Government	10,918	158,013	(160,200)	8,731
British Heart Foundation	8,865	53,114	(46,459)	15,520
Cancer Research UK	15,210	53,544	(58,542)	10,212
Pfizer	6,439	-	-	6,439
Awards for All	3,842	9,664	(7,417)	6,089
Respiratory Innovation Wales (RIW)	29,416	-	-	29,416
Betsi (BCU)	-	22,000	(3,960)	18,040
Public Health Wales	-	19,500	-	19,500
Cardiff University	-	4,708	(4,708)	-
	<u>74,690</u>	<u>320,543</u>	<u>(281,286)</u>	<u>113,947</u>

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

15 Restricted funds

(Continued)

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 communication 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 advisors.

Respiratory Innovation Wales (RIW) is a grant to carry out survey and research work into the digitalisation of smoking cessation services.

Betsi (BCU) is a grant to increase public awareness of the Welsh Government illegal tobacco and vapes campaign 'NO IFS. NO BUTTS' in targeted communities in North Wales.

Public Health Wales is a grant to deliver an All Wales Campaign to support No Smoking Day in Wales on 13th March 2024.

16 Unrestricted funds

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

	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
General funds	281,712	17,699	(84)	299,327
Previous year:	At 1 April 2022 £	Incoming resources £	Resources expended £	At 31 March 2023 £
General funds	281,807	400	(495)	281,712

ASH WALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

17 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 March 2024:			
Current assets/(liabilities)	312,082	64,644	376,726
	<u>312,082</u>	<u>64,644</u>	<u>376,726</u>
Per balance sheet	299,327	77,399	376,726
Balance to allocate	(12,755)	12,755	-

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 March 2023:			
Current assets/(liabilities)	281,712	113,947	395,659
	<u>281,712</u>	<u>113,947</u>	<u>395,659</u>

18 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).