

**Company registration number 06030302 (England and Wales)**

**Charity registration number 1120834 (England and Wales)**

**ASH WALES LIMITED**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

# ASH WALES LIMITED

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Mrs H Poole Mr S Wilkinson Mrs K Thompson Professor G Moore Mr J Phillips Mr R M Spear Mr S Price	
<b>Country of incorporation</b>	United Kingdom (England and Wales)	06030302
<b>Charity registration</b>	England and Wales	1120834
<b>Registered office</b>	14 Hollybush Rise Cardiff Wales CF23 6TG	
<b>Independent examiner</b>	WBV Limited The Third Floor Langdon House, Langdon Road SA1 Swansea Waterfront Swansea Wales SA1 8QY	

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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 2025

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The Trustees present their annual report and financial statements for the year ended 31 March 2025.

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 2025

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### *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 2025

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### Achievements and performance

#### *Significant activities and achievements against objectives*

##### Introduction

The 2024–2025 reporting period marked a year of strategic momentum and impactful advocacy for ASH Wales. Working across policy, education, digital engagement, and frontline delivery, we made significant strides in advancing tobacco control, influencing legislation, and protecting communities from the harms of smoking and vaping. This report outlines our activities, collaborations, and achievements across the year, celebrating the successes that have positioned ASH Wales as a leading voice in public health in Wales and a thought leader in tobacco control.

Our work this year was driven by a clear mission: to protect future generations from nicotine addiction, support those most affected by tobacco harm, and hold policy and industry to account. Every project, campaign, and conversation was anchored in evidence and designed to reduce inequalities, shift social norms, and make quitting easier and more accessible across all Welsh communities.

##### Leading on the Tobacco and Vapes Bill

ASH Wales was at the forefront of one of the most progressive tobacco control policies in recent memory - the Tobacco and Vapes Bill. The Bill's proposal to phase out tobacco sales to anyone born on or after 1 January 2009 presented a pivotal moment in public health. Our involvement aimed to ensure that Welsh evidence, voices, and values were embedded in UK legislation.

We led the Welsh campaign for the Bill by:

- Providing, producing and securing oral and written evidence to the Public Bill Committee and the Senedd Health & Social Care Committee.
- Providing, producing and securing bilingual explainer packs for all Welsh MPs and MSs to support their understanding and advocacy.
- Providing, producing and securing unanimous Welsh MP support during the vote at the Bill's third reading —demonstrating cross-party alignment.
- Coordinating the Wales Tobacco Control Alliance (WTCA) to ensure joined-up, credible representation from public health, enforcement, and environmental stakeholders.
- Proactively challenging industry narratives and misinformation, focusing on public education to build wider understanding and support for age-of-sale reforms.

We also partnered with CRUK Cymru to host a high-impact Senedd drop-in event in April 2024. Featuring frontline insights from Swansea Trading Standards, the event helped galvanise political support, including a pivotal commitment from Mabon ap Gwynfor MS to press forward with retail licensing reforms in Wales.

We provided detailed briefings to Trading Standards, MSs, and MPs, ensuring policymakers were equipped with up-to-date evidence and public opinion, including findings from our Welsh retailer survey. The media coverage across ITV Wales, Global Radio, and other platforms helped amplify these efforts.

Following the fall of the Bill during the General Election, we redoubled our efforts, lobbying new MPs and the incoming UK Government to reintroduce the legislation. Our continued engagement included a joint Cross-Party Group (CPG) with Cancer and Smoking & Health groups in May 2024, emphasising the evidence base and need for Senedd consent.

# ASH WALES LIMITED

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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### Youth Vaping: Research and Legislative Response

ASH Wales prioritised youth engagement and evidence generation to shape protective policy. Our national Youth Vaping Survey, completed by 12,524 pupils, uncovered critical trends:

- High use of unregulated products (55%)
- Dependency patterns, with 45% unable to get through a school day without vaping

We undertook this research to better understand the scale of youth vaping in Wales and to ensure the Bill's youth-focused provisions were informed by real-world data. Our findings:

- Were cited in Senedd committee sessions and supported written and oral evidence
- Informed discussions and evidence given by the Deputy Future Generations Commissioner
- Were widely shared with schools, media, public health networks, and WTCA partners

The research underpinned policy development but also helped shape our prevention resources and school training content, ensuring our delivery was both timely and relevant.

### Strengthening Tobacco Retail Regulation

Retail environments remain a key access point for young people experimenting with tobacco and vapes. ASH Wales championed the implementation of a retail register to help enforce responsible retailing and reduce illegal sales.

We:

- Co-authored and disseminated a detailed CPG report on the proposed register
- Equipped MSs with evidence-based speech materials for a Senedd debate
- Celebrated cross-party support as the Senedd passed a motion calling for legislative action
- Maintained momentum through written correspondence and briefings to MSs

In parallel, we submitted responses to major consultations on vape regulation, single-use bans, and standardised packaging, ensuring Welsh experiences were represented in national debates.

### Consultation Responses and Political Engagement

ASH Wales and the Welsh Tobacco Control Alliance (WTCA) jointly submitted detailed responses to the Welsh Government's proposed ban on single-use vapes. Through written briefings and meetings with MSs and officials, we helped shape the public affairs narrative and coordinated stakeholder responses.

We also contributed to UK-wide consultation processes, including on standardised packaging and the legislative consent memorandum (LCM) for the Tobacco and Vapes Bill. Our evidence was cited by the Senedd Health and Social Care Committee, whose recommendations echoed our positions.

### Illegal Tobacco and Vape Enforcement

Illegal tobacco and unregulated vapes pose significant risks to community health and safety. Our campaigns and evidence aimed to empower the public and authorities to challenge and report illegal trade.

The relaunch of our "No Ifs, No Butts" campaign saw a full digital overhaul, updated branding, and a successful media campaign generating over 89,000 account reaches and 348,000 impressions. We:

- Modernised our brand to better engage online users
- Reached 523,000+ individuals through social media and community outreach
- Collected 271 intelligence reports, directly resulting in enforcement actions, with a particular focus in North Wales with the support of BCUH.

# ASH WALES LIMITED

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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Building on this success, we launched "Spot It, Stop It," a scalable digital platform to support local authorities across the UK in tackling illegal sales. The model is currently being piloted in Northamptonshire with strong prospects for further expansion.

### Reducing Health Inequalities

ASH Wales remains committed to tackling health inequalities. Tobacco use disproportionately affects those in deprived communities, and our work targeted these structural disparities through:

- A joint Cross-Party Group session with the Bevan Foundation, resulting in five evidence-based recommendations to the Minister for Social Justice
- Support for smokefree public space policies (including beaches)
- Custom resources for social housing providers and frontline services
- Ongoing work on smoking in pregnancy and early years, integrating tobacco control into broader public health frameworks

These interventions were underpinned by the belief that effective tobacco control must go beyond behaviour change and address systems and environments.

### Shaping and Supporting Smoking Cessation Services

We recognise the growing importance of digital access in behaviour change and public engagement. In February 2025, we launched a redesigned ASH Wales website to provide a more interactive, user-friendly platform for learning, resources, and support.

#### Key features:

- Bilingual e-learning hub
- Resource library and donation tools
- Integrated Help Me Quit content

#### As a result:

- Site traffic grew significantly
- Bounce rate fell to 34.4%
- Over 6,000 HMQ referrals were made directly from ASH Wales platforms

In addition to digital support, we embedded cessation messaging across all major campaigns, particularly No Smoking Day and StopiOctober. Through coordinated outreach, we distributed physical and digital toolkits to schools and community organisations, ensuring that every resource promoted accessible quitting support.

### No Smoking Day 2025

With the theme "Every Minute Counts", No Smoking Day 2025 was co-produced with Public Health Wales to highlight the immediate health costs of smoking.

We designed the campaign to encourage reflection, conversation, and quitting. Key outcomes included:

- 3,800+ bilingual toolkits distributed to schools, health boards, and workplaces
- Campaign reach exceeding 1.35 million across social and physical channels
- Engagement from 120+ organisations
- Launch of two new resources—"Influence of Nic-Oh" and "Game of Choices"—to spark dialogue with young people



# ASH WALES LIMITED

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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This grassroots campaign generated powerful public momentum and opened new partnerships with sectors including optometry, early years, and emergency services.

ASH Wales also played an advisory role in the development of Wales' Nicotine Dependency Service (NDS), contributing insights to improve flexibility for priority groups, including vapers and pregnant smokers. Our evidence and experience helped shape policy discussions at Welsh Government level and in local health boards.

To ensure cessation services reflect real-world needs, we supported direct referral pathways through schools, housing associations, and youth services. Partnering with Help Me Quit, we reinforced the importance of integrated quitting support within wider health strategies.

We also attended and contributed to key events and advisory boards including:

- The NDS advisory board, helping shape the national Nicotine Dependency Pathway
- The Help Me Quit service delivery conference, sharing insights on tailoring support for young people and families

These efforts position ASH Wales not only as a communications leader, but as a credible delivery partner influencing the future of cessation provision in Wales.

### Education and Training Delivery

Across the year, ASH Wales delivered training and workshops to hundreds of school staff, youth workers, health professionals, and young people. To meet growing demand for prevention support, we:

- Delivered sessions in 34 schools, reaching 1,000+ young people
- Trained 192 professionals, from youth workers to nurses
- Disseminated 35,000+ bilingual resources
- Co-produced and delivered a Cannabis and Vaping Training Package with WEDINOS

Our training was tailored, inclusive, and grounded in lived experience—ensuring those delivering care or education felt empowered and informed. Our reach extended to organisations like the Princes Trust, cadet groups, and probation services, with plans underway to scale delivery and enhance curriculum resources.

### Communications and Media

Our team participated in high-profile media appearances on BBC Radio Wales, ITV News, and Radio 5 Live, contributing to national conversations around the Tobacco and Vapes Bill, smokefree spaces, and youth health.

Our digital reach expanded significantly, with campaigns such as StopiOctober and No Smoking Day 2025 leading to notable spikes in web traffic, impressions, and engagements across Facebook, Instagram, TikTok, and LinkedIn.

### Financial review

The income of the charity amounted to £320,822 (2024: £289,740) of which £17,302 was unrestricted (2024: £17,699). The charity made an overall surplus of £10,615 for the year ended 31 March 2025 (2024: deficit of £18,933) of which £43,648 related to an unrestricted surplus (2024: surplus of £17,615).

# ASH WALES LIMITED

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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### *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 £387,341 as at 31 March 2025 (2024: £376,726) of which £342,975 relate solely to unrestricted funds (2024: £299,327). The free reserves of the charity as at 31 March 2025 totalled £342,975 (2024: £299,327).

### Risk Management

These measures are detailed in the risk register, which is reviewed and updated quarterly by the Trustees.

### **Plans for future periods**

Smoking remains Wales' leading cause of preventable death and a major driver of health inequality—especially in our most deprived communities. ASH Wales is committed to helping achieve the 2030 smokefree target by driving policy, prevention, and support where it's needed most.

In 2025, our focus will be on:

- Pursuing a tobacco levy in Wales to generate long-term, dedicated funding for cessation and prevention.
- Holding government to account for renewing and delivering a strong post-2024 Tobacco Strategy.
- Expanding illegal tobacco enforcement, enabling more communities to report and disrupt illicit trade.
- Strengthening quit pathways in maternity, housing, education, and addiction services.
- Engaging new MSs ahead of the 2026 Senedd elections to keep tobacco control high on the political agenda.
- Countering industry interference and defending evidence-based regulation.
- Mobilising public support through campaigns, lived experience voices, and youth-led content.

We will also continue sharing learning across the UK and supporting the full implementation of the Tobacco and Vapes Bill.

With public backing, strong partnerships, and clear focus, ASH Wales will keep leading the way toward a healthier, tobacco-free Wales.

# ASH WALES LIMITED

## TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

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### **Structure, governance and management**

ASH Wales became a company limited by guarantee without share capital on the 15th December 2006, company number 06030302. ASH Wales commenced trading on the 2nd April 2007.

ASH Wales Ltd was granted charity status on the 13th September 2007, charity number 1120834.

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 J Phillips

Mr R M Spear

Mr S Price

### *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**

19 December 2025

# ASH WALES LIMITED

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

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I report to the trustees on my examination of the financial statements of Ash Wales Limited (the charity) for the year ended 31 March 2025.

### **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 Companies Act 2006 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. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

### **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 Companies Act 2006.
- 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 Companies Act 2006 other than any requirement that the financial statements 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 financial statements 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

Dated: 19 December 2025

# ASH WALES LIMITED

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 MARCH 2025**

		Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
	Notes						
<b>Income from:</b>							
Donations and legacies	3	-	-	-	2,000	-	2,000
Charitable activities	4	10,643	303,520	314,163	9,898	272,041	281,939
Investments	5	6,659	-	6,659	5,801	-	5,801
<b>Total income</b>		<u>17,302</u>	<u>303,520</u>	<u>320,822</u>	<u>17,699</u>	<u>272,041</u>	<u>289,740</u>
<b>Expenditure on:</b>							
Raising funds	6	-	2,227	2,227	-	707	707
Charitable activities	7	(26,346)	334,326	307,980	84	307,882	307,966
<b>Total expenditure</b>		<u>(26,346)</u>	<u>336,553</u>	<u>310,207</u>	<u>84</u>	<u>308,589</u>	<u>308,673</u>
<b>Net income/(expenditure) and movement in funds</b>		43,648	(33,033)	10,615	17,615	(36,548)	(18,933)
<b>Reconciliation of funds:</b>							
Fund balances at 1 April 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>
<b>Fund balances at 31 March 2025</b>		<u>342,975</u>	<u>44,366</u>	<u>387,341</u>	<u>299,327</u>	<u>77,399</u>	<u>376,726</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 2025

	Notes	2025 £	£	2024 £	£
<b>Current assets</b>					
Debtors	12	25,209		53,071	
Cash at bank and in hand		371,631		378,564	
		<u>396,840</u>		<u>431,635</u>	
<b>Creditors: amounts falling due within one year</b>	13	(9,499)		(54,909)	
<b>Net current assets</b>			<u>387,341</u>		<u>376,726</u>
<b>The funds of the charity</b>					
Restricted income funds	15		44,366		77,399
Unrestricted funds	16		342,975		299,327
			<u>387,341</u>		<u>376,726</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 2025.

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 19 December 2025

S Price

Mr S Price  
Trustee

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

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### 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 Basis of preparation

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 2025

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### 1 Accounting policies

#### 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 2025

### 1 Accounting policies

#### 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 2025 £	Unrestricted funds 2024 £
Donations and gifts	-	2,000

### 4 Income from charitable activities

	2025 £	2024 £
Training income	4,643	10,396
Performance related grants	309,520	271,543
	<u>314,163</u>	<u>281,939</u>
<b>Analysis by fund</b>		
Unrestricted funds	10,643	9,898
Restricted funds	<u>303,520</u>	<u>272,041</u>
	<u>314,163</u>	<u>281,939</u>

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 4 Income from charitable activities

#### Performance related grants analysis

	2025 £	2024 £
British Heart Foundation	53,349	52,557
Welsh Government	145,500	146,000
Cancer Research UK	59,971	58,736
Public Health Wales NHS Trust	12,500	12,500
Betsi (BCU)	12,500	1,750
Big Lottery	19,700	-
Other	6,000	-
	<u>309,520</u>	<u>271,543</u>

### 5 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	<u>6,659</u>	<u>5,801</u>

### 6 Expenditure on raising funds

	Restricted funds 2025 £	Restricted funds 2024 £
<b>Fundraising and publicity</b>		
Staging fundraising events	<u>2,227</u>	<u>707</u>

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 7 Expenditure on charitable activities

	2025 £	2024 £
<b>Direct costs</b>		
Staff costs	248,837	248,154
Other staff costs	1,810	3,241
Travel and subsistence	5,207	5,021
Rent, rates and service charges	1,606	1,553
Premises repairs and cleaning	-	150
Telephone, internet and IT	6,348	7,233
Advertising and marketing	8,937	16,312
Bank charges	207	156
Insurance	2,837	563
Research and assembly monitoring	11,055	10,632
Translation fees	1,551	860
Printing, postage, stationery and subscriptions	11,046	8,348
Other charitable expenditure	2,795	-
	<u>302,236</u>	<u>302,223</u>
<b>Share of support and governance costs (see note 8)</b>		
Governance	5,744	5,743
	<u>307,980</u>	<u>307,966</u>
<b>Analysis by fund</b>		
Unrestricted funds	(26,346)	84
Restricted funds	334,326	307,882
	<u>307,980</u>	<u>307,966</u>

### 8 Support costs allocated to activities

	2025 £	2024 £
Governance costs	<u>5,744</u>	<u>5,743</u>
<b>Analysed between:</b>		
Charitable activities	<u>5,744</u>	<u>5,743</u>

Governance costs include payments to the independent examiners of £2,640 (2024: £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 (2024: no trustees were reimbursed for travel and subsistence costs).

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 10 Employees

The average monthly number of employees during the year was:

2025 Number	2024 Number
8	8

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

	2025 £	2024 £
<b>Amounts falling due within one year:</b>		
Trade debtors	-	48,416
Prepayments and accrued income	25,209	4,655
	<u>25,209</u>	<u>53,071</u>

### 13 Creditors: amounts falling due within one year

	2025 £	2024 £
Other taxation and social security	332	22,030
Other creditors	5,853	20,627
Accruals and deferred income	3,314	12,252
	<u>9,499</u>	<u>54,909</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 £14,898 (2024: £13,075), at the year end there was £126 outstanding (2024: £7,789).

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 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 2024 £	Incoming resources £	Resources expended £	At 31 March 2025 £
Welsh Government	7,776	145,500	(143,050)	10,226
British Heart Foundation	11,331	53,349	(62,414)	2,266
Cancer Research UK	(5,802)	59,971	(54,042)	127
Pfizer	6,439	-	(6,439)	-
Awards for All	2,201	-	(2,201)	-
Respiratory Innovation Wales (RIW)	29,416	-	(7,529)	21,887
Betsi (BCU)	19,790	12,500	(30,249)	2,041
Public Health Wales	6,248	12,500	(10,929)	7,819
Big Lottery	-	19,700	(19,700)	-
	<u>77,399</u>	<u>303,520</u>	<u>(336,553)</u>	<u>44,366</u>
Previous year:	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>

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 15 Restricted funds

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.

Big Lottery is a grant to support the delivery of a Vaping Education Programme within schools and community settings.

### 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 2024 £	Incoming resources £	Resources expended £	At 31 March 2025 £
General funds	299,327	17,302	26,346	342,975
Previous year:	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
General funds	281,712	17,699	(84)	299,327

# ASH WALES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 17 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
<b>At 31 March 2025:</b>			
Current assets/(liabilities)	342,975	44,366	387,341
	<u>342,975</u>	<u>44,366</u>	<u>387,341</u>

  

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 31 March 2024:</b>			
Current assets/(liabilities)	299,327	77,399	376,726
	<u>299,327</u>	<u>77,399</u>	<u>376,726</u>

### 18 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).