

The PSHE Association

Financial Statements
for the year ended 31 March 2024

Company number: 06551975

Charity number 1127056

Company Information

Company registration Number

6551975

Registered Charity Number

1127056

Board of Directors

T Thomas (Chair)
M Holness
S Rushton (resigned 2 October 2023)
P Williams
S Wheeldon
K Reddy
J Tillin
V Pearce
Michael Belkin
Weyinmi Guate

Company Secretary

J Baggaley

Chief Executive

J Baggaley

Head Office & Registered Office

Coram Campus
41 Brunswick Square
London
WC1N 1AZ

Bankers

Unity Trust Bank
Nine Brindleyplace
Birmingham
B1 2HB

Auditors

Haysmacintyre LLP,
10 Queen Street Place,
London, EC4R 1AG

1. FINANCIAL STATEMENTS

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

2. OBJECTIVES AND ACTIVITIES

The object of the charity is to advance the education of the public in the subject of personal, social, health and economic (PSHE) education. This promotes the health and wellbeing of individuals and communities. In determining the activities of the charity the trustees have had due regard to public benefit and to guidance issued by the Charity Commission, in compliance with section 17 of the Charities Act 2011.

The PSHE Association's remit is to support teachers and other professionals in providing high quality personal, social, health and economic (PSHE) education. In addition, it helps inform national policy for PSHE education within the broader context of children and young people's wellbeing.

The Association aims to raise the status and quality of PSHE education provision by working with schools (state and independent), teachers and other professionals to ensure that all PSHE education teachers are confident and skilled in teaching children and young people the knowledge and skills to make informed decisions about their health, relationships, careers and finances.

This aim is for the public benefit in as much as:

The Association is concerned with the advancement of education: it actively seeks to enhance the quality of PSHE education provision for **all** children and young people in educational settings by:

- supporting and enhancing the skills of those delivering PSHE education;
- raising awareness of the value of PSHE to school leaders so that they ensure a basic entitlement for all children and young people; and
- working with policy makers to ensure they understand the importance of PSHE in the curriculum and in helping to realise broader national priorities such as tackling teenage pregnancy, child sexual exploitation, obesity and debt.

The Association's purpose is also concerned with the advancement of health and wellbeing by increasing children and young people's knowledge about vital aspects of their physical and mental health and developing skills that support them to stay healthy.

High quality PSHE education provides effective:

- social and emotional education (which leads to better mental and emotional health and less aggression, violence, self-harm);
- physical health education about diet, exercise and healthy lifestyles (which reduces the risk of obesity, heart disease, etc).
- sex and relationship education (which results in better sexual health in the population, fewer sexually transmitted infections; fewer unplanned pregnancies; safer, more equal relationships; less grooming, exploitation, harassment and abuse);

Trustees report (continued)

For year ended March 2024

- education for media literacy and digital resilience (which results in safer use of the internet, including social media and more critically aware consumers of online news and marketing)
- drug and alcohol education (which results in a population better able to make safe decisions about the use of alcohol, tobacco, medicinal drugs and illicit drugs);
- education that promotes diversity and community cohesion, prevents and challenges bullying, extremism and radicalisation.
- education that promotes economic understanding and financial literacy and supports young people's employability.

The Trustees confirm that they have given due consideration to the Charity Commission's general guidance on public benefit. These requirements are addressed in this report.

3. STRUCTURE, GOVERNANCE AND MANAGEMENT

The PSHE Association is a company limited by guarantee governed by its Memorandum and Articles of Association and by policies and procedures drawn up by senior management and approved by the Board. It is registered as a charity with the Charity Commission.

Recruitment, appointment and induction of new trustees

The PSHE Association aims to recruit and select trustees that both recognise the diverse society in which we live and are committed to the mission of the Association, to ensure every child and young person receives high quality PSHE education. Each trustee is asked to commit to a minimum of three-year membership of the Board, renewable for a further 3 years. The formal appointment of a trustee is made by the Board. Trustees have a full induction with the chair and senior staff in which they are briefed on the strategic direction and operational policies of the organisation. They are offered training as required.

Risk Management and disclosure of principal risks and uncertainties

The PSHE Association considers risk management to be a core and integral element of its general management. The trustees have considered the risks to which the Charity is exposed, principally staff capacity and funding, and have developed a risk management process for mitigating these risks. In the current climate the greatest risks are financial (in a period of ongoing inflation and real terms cuts to school and wider public sector budgets from which the majority of the Association's income is gained, reductions in resources remain a risk). Trustees monitor income and expenditure (in the context of the Board's reserves policy) through quarterly finance committee meetings.

Internal risks are minimised by implementing procedures for authorising and transactions, and cover arrangements for staff sickness.

Delegation to CEO/Senior management

The Chief Executive has delegated authority to implement the Board's strategy within agreed operating and budgetary parameters. The Chief Executive seeks authorisation from the Board to approve expenditure which is not within budget and on any matters relating to the overall strategy and reputation of the organisation.

Trustees report (continued)

For year ended March 2024

CEO and senior management team salaries are determined by the Board in consultation with external experts. A salary benchmarking exercise took place in March 2022. The senior management team are

J. Baggaley, Chief Executive
J. Barksfield, Deputy Chief Executive and Director of Education
J. Dillon, Director of Membership & Communications

4. REVIEW OF ACTIVITY 2023-2024

Key Activity

The year saw PSHE education, and in particular elements relating to relationships and sex, under significant challenge. This situation, however, presented an opportunity for us to lay groundwork for public affairs activity and community-building that would put us in a strong position this year to meet the challenge with strong evidence and strong support. This was also a year that saw us continue to make the most of systems and processes to better understand our network and their needs when it came to resources, guidance, training and other support and content, while better understanding the road ahead via our 'Fully Human' research arm. Our seven-pillars strategy was well suited to these challenges and allowed us to be both data driven and flexible.

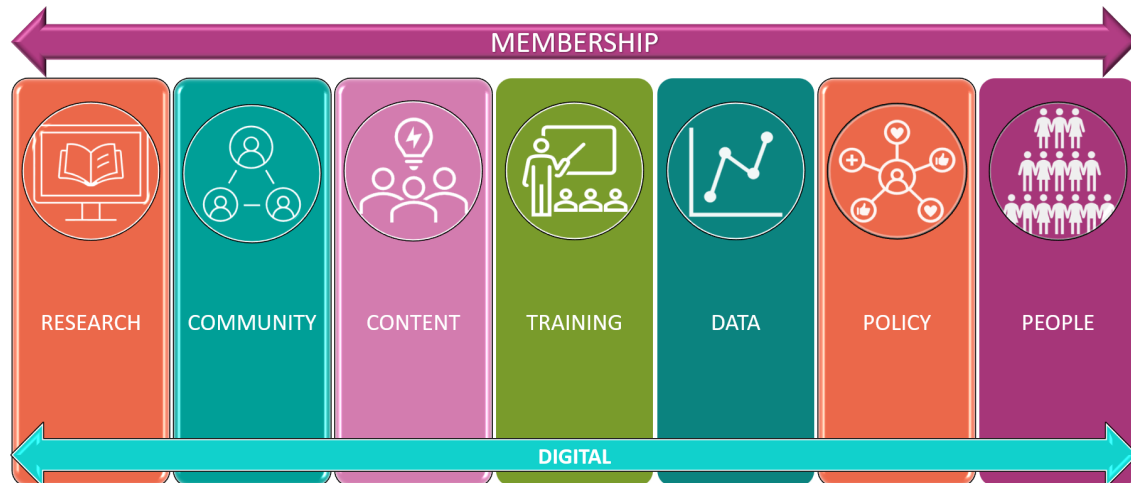
This was also a year when we continued to invest in developing the depth as well as breadth of our community. We continued for example to get the most from our CRM system, to allow us to identify what sections of our membership were engaged and what we could do to further engage other segments. This also helped us to navigate a post-covid environment where, for example, patterns of behavior regarding face-to-face training have changed. This provided inspiration for broadening our membership and training offer, and laying some of the groundwork during 2023-24 for the developments now taking place in relation to asynchronous training and our Learning Management System.

Work broken down by strategic pillar

In 2022-2023 we agreed a new strategy based around seven pillars, each of which encompass a core area of activity for the organisation. The seven pillars are:

- Research
- Community
- Content
- Training
- Data
- Policy
- People

7 strategic pillars



@ PSHE Association 2024

These seven pillars are underpinned by our digital estate, and all contribute to our overarching goal of developing, supporting and growing our membership. Our members are the heart of the organisation. They are what differentiates the PSHE Association from other charity or commercial providers, and by serving and supporting them we improve the quality of PSHE education nationally.

These members are advocates for PSHE and a field force in schools, promoting and practising high quality PSHE education. All of our activity across the seven pillars – including developing resources for other organisations, training, our policy and public affairs work, continuously improving the relevance and value of membership, increasing our profile and highlighting PSHE education's value – ultimately improves our ability to support and grow our membership.

We map activity against each of these pillars, monitoring output using our work management tool Asana.

Progress against the pillars in 2023-24

1. Content

New brand identity and design

- Providing our members with lesson resources, guidance and planning materials is a core part of our offer. During 2023-24 we placed emphasis on ensuring our look and feel matched the quality of this work, with new branding that better reflects our values, approach and the breadth of work.
- This branding work also incorporated insights from our members and the wider market insights on what teachers and schools value most from design, particularly in pupil facing resources, so our investment in brand development prioritised user-friendliness, clarity and engaging illustrations and features.
- We have been consistent in application of this new design, rolling it out across our digital estate (including website and social media presence, downloadable lesson resources and printed materials), while greater use of illustration helps to bring case studies and stories to life.

More strategic and diverse approach to content

During 2023-24 we revised our approach to content development in the following ways:

- We set up a Curriculum Review Group to inform areas of focus by identifying gaps in our current resources and new and emerging areas which will need resources in the future, while taking into account strategic and policy goals. This led to development of new member resources on areas such Friendship and Bullying, Belonging and Community and personal

Trustees report (continued)

For year ended March 2024

safety. We have also produced additional resources for Key Stage 5 on topics such as drugs and alcohol and transition to post-16 study. In addition, we have worked in partnership with a range of other organisations including the National Cyber Security Centre, the National Crime Agency and NSPCC, as well as quality assuring resources from organisations including the British Heart Foundation, the Financial Times' Financial Literacy and Inclusion Campaign (FLIC) and the British Fertility Society.

- We also put in place a more strategic approach to content and comms in general, with short, medium and long-term planning based on resource launches, events and policy developments.
- We increased the relevance of our communications with our network by using our CRM and feedback to better understand its make-up, and what content might work best for each segment.
- We created a 'shop window' on our home-page to showcase the breadth of our work. This was designed to highlight our latest guidance, opinion and research across various media from blogs to podcasts. This in turn has increased engagement and improved our SEO ranking.

2. Training and events

- The quality of PSHE education in schools is dependent on the teachers who deliver it. Ensuring access to training on PSHE pedagogy and best practice is therefore central to our work.
- Our annual online conference was attended by over 600 delegates and our regional seminars reached 200 teachers. Across the year we trained in excess of 3500 teachers nationally with 93% of delegates rating the training either 'excellent' or 'very good'.
- We continued to provide a full calendar of training, offering over 80 online and face to face courses across the academic year. Over 880 teachers attended our courses across the year, but this was a 37% decline on the previous year. This decline is due to the challenging circumstances for schools as they continue to grapple with a high inflationary economic environment, real terms funding cuts and a crisis in recruitment and retention. Also the appetite for attending face-to-face training has never recovered from the pandemic, meaning we have had to shift our focus and expectations.
- Despite this, we saw an increase in the number of training sessions we provided for individual schools, delivering over 60 in the year, and we delivered 30 network meetings for local authorities, thereby expanding our regional presence.

3. Community

- Our membership is the only national network of PSHE teachers in the country with reach into 75% of secondary schools and more than 25% of primary schools.
- We continued to foster this community during 2023-24, including a focus on improving retention by increasing engagement, while further optimising our ability to understand and meet member needs.
- PSHE teachers often report feeling isolated in their roles and greatly value opportunities to network with others in their region. We are also keen to ensure that our network is not simply a means for broadcasting information but a community that we support and can learn from.
- With this in mind, we have invested in developing a more targeted regional offer with the aim of building relationships and better understanding regional contexts and needs. This began with a pilot in the North West and North East of England in which we mapped membership in the regions, ran surveys & 'Information gathering meetings' with Local Authority PSHE and Public Health leads. This led to a far better understanding of services, budgets and geographic need.
- In 2023-2024 we built on this, expanding our regional offer across the country, allocating Subject Specialists as regional leads, delivering termly network meetings and targeted newsletters for each region. We also delivered a programme of regional seminars in seven regions providing a programme of keynote presentations and workshops to over 200 teachers across the country.

4. Data

- Utilising data to inform the design and delivery of our services is a key plank in our continuous performance improvement – in areas from more efficient planning of our CPD activities to understanding the percentage of our network that are engaged vs unengaged.
- Having rolled out work management tool Asana, and supporting processes, we have been able to improve the quantity

Trustees report (continued)

For year ended March 2024

and quality of management information across the organisation. We have focused on embedding our strategic pillars within our workstreams and creating an organisational performance management and reporting structure.

- As well as mapping all our workstreams across the Association and assigning each of these workstreams to a strategy pillar, we have also identified key measures which are recorded monthly to measure and monitor our performance, progress, and impact as well as areas for improvement.

5. Policy and influence

- To help ensure the policy environment is supportive of PSHE teachers and schools, the Association has continued to influence national policy and remain at the forefront of tackling current and emerging issues. This includes ensuring that schools and wider society see the link between these issues and the solutions that PSHE education (and by extension the Association) provides.
- PSHE education (and those of us working to support it) came under pressure when inaccurate reports of inappropriate teaching materials in schools were amplified by sections of the media.
- This was the context in which the government announced a review of the statutory guidance for Relationships, Sex and Health Education and an independent panel to look at introducing age restrictions for the teaching of sex education. The nature of this attention and coverage meant our policy and public affairs work once again took a front seat, alongside continued efforts to maintain the morale of a workforce caught in the crossfire.
- For example, it allowed us to galvanise our partnerships with leading charities, safeguarding bodies and teaching/leadership unions – while also providing the opportunity to present [evidence of PSHE education's valueⁱ](#), and continued level of support behind it from parents, schools and young people. This included commissioning [YouGov pollingⁱⁱ](#) showing high levels of support for PSHE among parents, especially when they understand what it covers, and working with schools and parents to ensure better communication about the subject, its aims and content.
- Most importantly, we played an integral role in supporting the PSHE education workforce through these difficult times. This included giving them the evidence and guidance they needed to make a positive case for the subject (with colleagues and parents); developing a suite of new resources and guidance and new content strategy; and acting on their behalf on a national, strategic level to ensure PSHE education remains understood and valued.

To this end, activity we have undertaken includes:

- Participation in advisory groups, including the:
 - o Department for Culture, Media and Sport's Media Literacy Taskforce Steering Group
 - o UK Council for Internet Safety Digital Resilience Group
 - o News Literacy Network.
- We provided written and/or oral evidence to a number of Select Committee inquiries:
 - o Our CEO Jono Baggaley gave oral evidence at the [The Women and Equalities Committee session on 10th May 2023ⁱⁱⁱ](#) regarding the Government's Relationships, Sex and Health Education (RSHE) review. This gave Jono the opportunity to make the case for the importance of PSHE, including our contribution, such as work on identifying pornography harms; the importance of schools communicating well with parents; and, the importance of ensuring teachers are trained and confident in what they deliver.
 - o Jono also gave evidence at the [Education Select Committee inquiry into screentime, 9 January 2024 session^{iv}](#), at which he could draw on our research and partnership work when outlining the complexity of the issue and the need for suitably nuanced solutions, including focus on digital literacy
 - o We submitted [written evidence](#) to the Education Select Committee inquiry into Financial Education and Jono gave [oral evidence^v](#) at a Committee session on 30 January 2024. Both focussed on the need for economic

Trustees report (continued)

For year ended March 2024

wellbeing aspects of PSHE education to be made statutory. [The Committee's resulting report](#)^{vi} – published 22 May – reflected our position in its recommendation that *'Making the economic and financial elements of PSHE education statutory at both primary and secondary school level is a simple and effective way of expanding financial education at both levels and signalling the increased importance of the subject to all students.'*

- Our press and media work has included:
 - o Focussing on keeping good relationships with trade press, in particular TES and School's Week, due to their influential position in the education sector. This included contributions to articles on the likes of [online safety and digital literacy](#)^{vii}. Also contributing to the likes of SEN Magazine, on [RSHE planning for pupils with SEND](#)^{viii}.
 - o Increasing the frequency of our own blogs and articles, via both the PSHE Association and Fully Human platforms.
 - o We also had frequent coverage via gov.uk releases from various departments, including in relation to [our forced marriage materials](#)^{ix}; [Our vaping materials](#)^x; [Water safety lessons](#)^{xi} (/); [OHID reference to our drug education resources](#)^{xii} and [Home Office mention of materials referencing nitrous oxide](#)^{xiii}.
- Other influencing work included:
 - o Besides our own well-attended, high profile events we have spoken at numerous sector events including the Pier23 child sexual abuse conference and the Marie Collins Foundation annual conference
 - o We contributed to wider thinking and debates about education with our ['How to Disagree Better About Education' report](#)^{xiv}, produced in partnership with Future Narrative Lab.
 - o We delivered a stakeholder event for the Child Financial Harms consortium – bringing leading organisations and actors in the sector together to look at how education can address increasingly complex harms, including those relating to online fraud, scams, gaming (regarding in-game purchases) and gambling.
 - o We submitted evidence to the government's pornography review on the critical role of preventative education
 - o We launched [Fully Human](#)^{xv} (our research and development arm) as a fortnightly newsletter and podcast, publishing a range of articles, video-essays and episodes on everything from misogyny and the manosphere to AI and speaking machines and attentional wellbeing in the face of distraction.

6. Research

- Engaging with academic research is a core aspect of our work and helps ensure that our curriculum and resources are up to date, robust and reflect the changing landscape of children and young people's lives whilst drawing on insights from a range of academic disciplines.
- In 2023-2024 our research efforts have been greatly amplified through a Knowledge Transfer Partnership with the University of York. This partnership has enabled us to embed a research associate within the organisation to develop a new curriculum framework and resources to support mental health and emotional wellbeing in primary aged children. This has involved working with academics at York to review the latest research in developmental psychology and neuroscience and translate those findings into actionable teaching resources.
- The Knowledge Transfer Partnership Associate has also delivered training for our subject specialist team on a range of research topics, including undertaking literature reviews and conducting qualitative research.
- We have continued to support a range of research projects beyond this, including DCMS funded research into children's experiences on social media.

Trustees report (continued)

For year ended March 2024

7. People

- We have undertaken a range of actions in the year to improve working practices for our staff and operational efficiency. This includes rolling out work management tool Asana to record all projects consistently, improve communication and capture the wider picture of our work. We have also enabled managerial staff to attend leadership and management training and sought role specific training for staff where necessary.
- We have provided greater consistency in administration and delivery of our services with the development of operational guides, delivery plans and improved governance processes. We have also updated a range of staff related policies.
- In addition, in September 2023 we began a reduced working week trial with the aim of supporting staff wellbeing, work life balance and productivity. This was supported by the consultancy Autonomy who undertook a scoping exercise prior to implementing the trial which established that there are already high levels of satisfaction with the working environment and working conditions at the Association. There was also a high level of support to trial a reduced working week and a six month trial began in September, this was extended to July 2024 to enable further collection of performance data, however, interim findings were extremely positive both in terms of impact on wellbeing and on productivity.

5. FINANCIAL REVIEW

The Board is satisfied with the organisation's financial performance in 2023-24. During the year ending 31 March 2024, the total income of the Charity was £1,588,286 (2023: £1,554,414). Despite a challenging operating environment, the Association has continued to prudently manage and optimise available resources and maintain steady income. All income areas support our key objective of supporting and enhancing the skills of those delivering PSHE education.

Expenditure in the period increased to £1,764,240 (2023: £1,510,938) largely as a result of investments in design, branding and digital development. The Charity had a deficit in the year of £175,954 (2023: surplus of £43,476).

Reserves Policy

Net Assets at the end of the year stood at £927,100 (all unrestricted), with general reserves standing at £710,281 and £216,819 in a designated fund representing the net book value of fixed assets.

It is the trustees' policy that available general funds should be maintained such that the charity can continue its core business activities for at least a year and that at no time should reserves drop below the level at which a core activity could be maintained for 12 months. Core activity is defined as maintaining our website and administrative function for our members. With this in mind, we aim to keep between 3 and 6 months of operating costs (equating to between £450,000 and £900,000 based on our 24-25 budgeted expenditure) in general reserves at all times but this policy is kept under continual review. The level of free reserves are £710,281 (2023: £806,380). The trustees have approved additional reserve spend during 2024-25 which will further reduce the available free reserves.

Fundraising note

Since the Charity's income is derived from services provided, it does not undertake fundraising activities; it is nevertheless mindful of the Code issued by the Fundraising Regulator.

Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

Trustees report (continued)

For year ended March 2024

Future developments

In order to respond to the changing demands of the schools market, particularly with regards to training, the Association intends to expand its offer and services to include on demand training and a broader suite of professional development resources. These will be provided as an additional membership subscription tier, further differentiating the Association from other providers of PSHE resources.

6. STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The Trustees are to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its income and expenditure during that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue its activities

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

The Trustees who held office at the date of approval of this Trustees' report confirm that, so far as they are each aware, there is no relevant audit information of which the Charitable Company's auditors are unaware; and each trustee has taken all the steps that he/she ought to have taken as a trustee to make himself/herself aware of any relevant audit information and to establish that the Charitable Company's auditors are aware of that information.

The Trustees Report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.



Tim Thomas
Chair of the Board of Trustees
Date: 17 September 2024

Independent auditor's report

For year ended March 2024

Independent auditor's report to the members of The PSHE Association

Opinion

We have audited the financial statements of The PSHE Association for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Independent auditor's report

For year ended March 2024

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 8, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

Based on our understanding of the charity and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to employment law, health and safety regulations and safeguarding, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the Charities Act 2011 and payroll taxes.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to recognition of income and management bias in certain accounting estimates. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of noncompliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted at the year-end or with unusual descriptions; and
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk

Independent auditor's report

For year ended March 2024

increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

Use of our report

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



Richard Weaver
(Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor
Date: 25 September 2024

10 Queen Street Place
London
EC4R 1AG

Statement of financial activities
Incorporating the income and expenditure account
For the year ended 31 March 2024

	Notes	2024 £	2023 £
Income from			
<i>Donations & Legacies</i>			
Grants & Donations		-	100
<i>Investments</i>		-	77
		<u>-</u>	<u>177</u>
 <i>Income from charitable activities</i>			
Membership		921,026	850,659
Workforce Training & Education		667,260	703,578
Total Income		<u>1,588,286</u>	<u>1,554,414</u>
 Expenditure			
Expenditure on Charitable activities			
Workforce Training & Education		1,650,321	1,419,164
Subject Policy Development		113,919	91,774
Total Expenditure	2	<u>1,764,240</u>	<u>1,510,938</u>
Net (Expenditure) Income		<u>(175,954)</u>	<u>43,476</u>
Fund balance brought forward		<u>1,103,054</u>	<u>1,059,578</u>
Fund balances carried forward	10	<u>927,100</u>	<u>1,103,054</u>

All funds are unrestricted. All of the above results derive from acquired and continuing activities. There are no gains and losses other than those disclosed above. The accompanying notes form an integral part of these financial statements.

Balance sheet
As at 31 March 2024

(Company Number 6551975)

	Notes	2024 £	2023 £
Fixed assets			
Tangible fixed asset	6	7,191	12,607
Intangible fixed asset	7	209,628	284,067
		<u>216,819</u>	<u>296,674</u>
Current assets			
Debtors	8	227,088	207,256
Cash on deposit and in hand		1,129,681	1,158,486
		<u>1,356,769</u>	<u>1,365,742</u>
Creditors: amounts falling due within one year	9	<u>(646,488)</u>	<u>(559,362)</u>
Net current assets		<u>710,281</u>	<u>806,380</u>
Net assets		<u>927,100</u>	<u>1,103,054</u>
Represented by			
Unrestricted funds			
General fund		710,281	806,380
Designated fund		216,819	296,674
	10	<u>927,100</u>	<u>1,103,054</u>

The accompanying notes form an integral part of these financial statements.

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

The accounts were approved and authorised for issue by the Trustees on 17 September 2024 and signed on its behalf by



Tim Thomas
Trustee

Statement of Cashflows
For the year ended 31 March 2024

	2024 £	2024 £	2023 £	2023 £
Cash flow from operating activities				
Net cash provided by operating activities (as below)		(25,288)		174,733
Cash flow from investing activities				
Purchase of tangible fixed assets	(3,517)		(5,686)	
Purchase of intangible fixed assets	-		(82,828)	
Investment income – bank interest	-		77	
Net cash (used in) investing activities		(3,517)		(88,437)
Change in cash and cash equivalents in the year		(28,805)		86,296
Cash and cash equivalents at the beginning of the year		1,158,486		1,072,190
Cash and cash equivalents at the end of the year		1,129,681		1,158,486
Reconciliation of net income to net cash flow from operating activities				
Net income (as per the Statement of Financial Activities)		(175,954)		43,476
Interest income		-		(77)
Depreciation		83,372		62,356
(Increase)/decrease in debtors		(19,832)		(21,346)
Increase/(increase) in creditors		87,126		90,324
Net cash provided by operating activities		(25,288)		174,733
Analysis of changes in net debt		At 1 April 2023	Cash Flows	At 31 March 2024
Cash at bank		1,158,486	(28,805)	1,129,681
Total cash and cash equivalents		1,158,486	(28,805)	1,129,681

The accompanying notes form an integral part of these financial statements.

Notes to the accounts (continued)

For the year ended 31 March 2024

1. Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Second Edition, effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The trustees have made this assessment in respect to a period of at least one year from the date of approval of these financial statements. There are no material uncertainties and the charity therefore continues to adopt the going concern basis in preparing its financial statements.

a) Financial Instruments

Financial assets such as cash and debtors are measured at their present value of the amounts receivable, less an allowance for the expected level of doubtful receivables. Financial liabilities such as trade creditors, loans and finance leases are measured at the present value of the obligation. An equity instrument is any contract that evidences a residual interest in the assets of the PSHE Association after deducting all of its liabilities.

c) Income

All income is included in the Statement of Financial Activities ('SOFA') when the charity is legally entitled to the income and the amount can be quantified with reasonable probability. Grant and donation income is deemed to be receivable when the criteria of entitlement and certainty are met and when the income can be quantified with reasonable reliability. Revenue grants are credited to the statement of financial activities in the period in which it is received, or it becomes receivable whichever is earlier.

d) Expenditure

Expenditure is classified under the principal categories of charitable and other expenditure rather than the type of expense, in order to provide more useful information to users of the accounts.

Charitable activities comprise direct expenditure including direct staff costs attributable to the activity. Support costs have been allocated to activities based on the average staff time spent as shown below. Governance costs are those incurred in connection with the management of the Association's assets, organisational administration and compliance with constitutional and statutory requirements.

Support cost allocation	% Staff time
Workforce Training & Education	92
Subject Policy Development	8
Total	100

Notes to the accounts (continued)

For the year ended 31 March 2024

Accounting policies (continued)

e) Fund accounting

The accounts disclose separately the unrestricted, designated and restricted income, expenditure and accumulated funds of the charity. Unrestricted income may be expended at the trustees' discretion to fulfil any of the PSHE Association's charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for particular purposes. Restricted funds must only be expended for specific purposes either stipulated by the funder or implicit in the way in which the funds were solicited.

f) Depreciation

Depreciation has been calculated to write off the cost of assets over their expected useful lives as follows:

Computer Equipment – 3 years (straight line basis)

PSHE's policy is to capitalise assets purchased over £500.

g) Intangible assets

Intangible assets are recognised at cost and are carried at cost or valuation, net of amortisation and any provision for impairment. The assets are amortised over its expected useful life. The amortisation rate in use is as follows:

20% per annum on a straight line basis.

PSHE's policy is to capitalise intangible assets purchased over £1,000.

h) Judgements and estimates

Judgements made by the Trustees, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are deemed to be in relation to the valuation of depreciation and amortisation.

The annual depreciation & amortisation charges for tangible / intangible assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. The trustees do not consider there to be any material judgement or estimates in the year.

Notes to the accounts (continued)

For the year ended 31 March 2024

2. Analysis of expenditure

	Workforce Training & Education £	Subject Policy Development £	2024 Total £	2023 Total £
Direct costs				
Staff costs	989,468	87,771	1,077,239	990,307
Consultants	35,379	-	35,379	78,167
Web Development	129,902	-	129,902	9,533
Marketing	6,103	-	6,103	1,129
Other	296,449	9,025	305,474	247,997
Support Costs*				
Governance				
Staff costs	50,094	4,444	54,538	40,645
Audit	20,670	1,834	22,504	10,960
Other	2,142	190	2,332	1,791
Other Support costs				
Other staff costs (incl recruitment & training)	6,007	533	6,540	9,852
Property	5,585	495	6,080	4,718
Office Costs	52,485	4,656	57,141	74,100
IT	21,115	1,873	22,988	20,120
Accountancy	22,237	1,973	24,210	18,792
Other	12,685	1,125	13,810	2,827
Total	1,650,321	113,919	1,764,240	1,510,938

* Support costs are allocated on the basis of time spent on each activity.

Notes to the accounts (continued)

For the year ended 31 March 2024

Prior Year	Workforce Training & Education £	Subject Policy Development £	2023 Total £	2022 Total £
Direct costs				
Staff costs	917,210	73,097	990,307	806,893
Consultants	78,167	-	78,167	43,270
Web Development	9,533	-	9,533	49,121
Marketing	1,129	-	1,129	9,135
Other	242,887	5,110	247,997	129,732
Support Costs*				
Governance				
Staff costs	37,645	3,000	40,645	23,184
Audit	10,151	809	10,960	10,680
Other	1,659	132	1,791	3,777
Other Support costs				
Other staff costs (incl recruitment & training)	9,125	727	9,852	8,463
Property	4,370	348	4,718	3,954
Office Costs	68,630	5,470	74,100	99,731
IT	18,635	1,485	20,120	21,874
Accountancy	17,405	1,387	18,792	16,758
Other	2,618	209	2,827	100
Total	1,419,164	91,774	1,510,938	1,226,672

* Support costs are allocated on the basis of time spent on each activity.

Notes to the accounts (continued)

For the year ended 31 March 2024

3. Net income for the year

This is stated after charging:

	2024 £	2023 £
Auditor's remuneration (excluding VAT)		
- audit services	13,600	12,420
Depreciation and amortisation	83,372	62,356

4. Taxation

The PSHE Association is a registered charity and as such its income and gains are exempt from corporation tax to the extent that they are applied to its charitable objectives. There is no corporation tax charge for the year.

5. Staff costs and employees

	2024 £	2023 £
Staff costs during the year amounted to:		
Wages and salaries	981,140	894,109
Social security costs	102,556	95,200
Employer's pension contributions	48,081	41,644
	<u>1,131,777</u>	<u>1,030,953</u>

One employee had earnings in the range £80,000-£89,999 (2023: nil) and three employees had earnings in the range £60,000-£69,000 (2023: one). The PSHE Association made contributions to a defined contribution pension scheme of £14,021 (2023: £7,095) in respect of those employees. There are no pension commitments at the year end.

The average number of employees during the year was 22 (2023: 22).

The total employee benefits including pension contributions of the key management personnel comprising of the CEO, Deputy CEO and Principal Subject Specialist, Operations Manager and Head of Marketing and Communications were £256,105 (2023: £244,121).

Notes to the accounts (continued)

For the year ended 31 March 2024

6. Tangible Fixed Assets

	Computer Equipment £	Total £
Cost		
1 April 2023	57,172	57,172
Additions	3,517	3,517
31 March 2024	<u>60,689</u>	<u>60,689</u>
Depreciation		
1 April 2023	44,565	44,565
Charge for the year	8,933	8,933
31 March 2024	<u>53,498</u>	<u>53,498</u>
Net book value		
31 March 2024	<u>7,191</u>	<u>7,191</u>
31 March 2023	<u>12,607</u>	<u>12,607</u>

Notes to the accounts (continued)

For the year ended 31 March 2024

7. Intangible Fixed Assets

	Database £	Total £
Cost		
1 April 2023	379,058	379,058
Additions		
31 March 2024	<u>379,058</u>	<u>379,058</u>
Depreciation		
1 April 2023	94,991	94,991
Charge for the year	<u>74,439</u>	<u>74,439</u>
31 March 2024	<u>169,430</u>	<u>169,430</u>
Net book value		
31 March 2024	<u>209,628</u>	<u>209,628</u>
31 March 2023	<u>284,067</u>	<u>284,067</u>

8. Debtors

	2024 £	2023 £
Trade debtors	97,664	139,630
Prepayments and accrued income	<u>129,424</u>	<u>67,626</u>
	<u>227,088</u>	<u>207,256</u>

Notes to the accounts (continued)

For the year ended 31 March 2024

9. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	91,322	43,954
Other taxes and social security	28,853	24,083
Other creditors	678	817
Accruals	35,506	22,008
Deferred income	490,129	468,500
	<u>646,488</u>	<u>559,362</u>
Deferred income brought forward	468,500	360,435
Released in the year	(468,500)	(360,435)
Deferred in the year	490,129	468,500
Deferred income carried forward	<u>490,129</u>	<u>468,500</u>

Deferred income was received for membership and projects which ran into 2024-25.

10. Funds

<u>2024</u>	Fund balance brought forward £	Income £	Expenditure £	Transfer £	Fund balance carried forward £
Unrestricted funds					
General	806,380	1,588,286	(1,680,868)	(3,517)	710,281
Designated – Fixed Asset Fund	296,674	-	(83,372)	3,517	216,819
Total funds	<u>1,103,054</u>	<u>1,588,286</u>	<u>(1,764,240)</u>	<u>-</u>	<u>927,100</u>

Fixed Asset Fund (formerly Digital Development Fund)

This designated “Digital Development Fund” has been renamed the Fixed Asset Fund upon completion of the first phase of digital development and a transfer made to match the amounts capitalised. Expenditure during the period represents the total depreciation / amortisation in the period.

Notes to the accounts (continued)

For the year ended 31 March 2024

11 Funds (continued)

<u>2023</u>	Fund balance brought forward	Income	Expenditure	Transfer	Fund balance carried forward
	£	£	£	£	£
Unrestricted funds					
General	817,467	1,554,414	(1,448,582)	(116,919)	806,380
Designated – Digital Development Fund	242,111	-	(62,356)	116,919	296,674
Total funds	1,059,578	1,554,414	(1,510,938)	-	1,103,054

11. Analysis of Net Assets between Funds

Fund balances at 31 March 2024 are represented by:

	General fund £	Designated fund £	Total £
Tangible Fixed Assets	-	7,191	7,191
Intangible Fixed Assets	-	209,628	209,628
Current assets	1,356,769	-	1,356,769
Current liabilities	(646,488)	-	(646,488)
Total net assets	710,281	216,819	927,100

Prior Year	General fund £	Designated fund £	Total £
Tangible Fixed Assets	-	12,607	12,607
Intangible Fixed Assets	-	284,067	284,067
Current assets	1,365,742	-	1,365,742
Current liabilities	(559,362)	-	(559,362)
Total net assets	806,380	296,674	1,103,054

Notes to the accounts (continued)

For the year ended 31 March 2024

13 Related Party Transactions

The Trustees did not receive any remuneration during the year (2023: £nil). Travel expenses totalling £107 (2023: nil) were reimbursed to one Trustee in the year.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year (2023: none).

There is no ultimate controlling party (2023: none).

ⁱ <https://pshe-association.org.uk/guidance/ks1-5/pshe-education-what-it-covers-and-why-it-works>

ⁱⁱ <https://pshe-association.org.uk/news/strong-parent-support-for-preventative-pshe-education>

ⁱⁱⁱ <https://committees.parliament.uk/oralevidence/13171/pdf/>

^{iv} <https://committees.parliament.uk/oralevidence/14069/default/>

^v <https://committees.parliament.uk/oralevidence/14195/default/>

^{vi} <https://pshe-association.org.uk/news/education-committee-financial-elements-of-pshe-education-should-be-statutory-from-ks1>

^{vii} <https://www.tes.com/magazine/news/general/schools-need-help-protect-pupils-online-safety-digital-literacy>

^{viii} <https://senmagazine.co.uk/featured-articles/20019/rhse-planning-and-student-vulnerabilities/>

^{ix} <https://www.gov.uk/government/publications/forced-marriage-resource-pack/forced-marriage-resource-pack>

^x <https://www.gov.uk/government/news/no-more-free-vapes-for-kids>

^{xi} <https://educationhub.blog.gov.uk/2023/06/19/drowning-prevention-week-what-children-learn-about-water-safety-at-school>

^{xii} <https://www.gov.uk/government/consultations/uk-clinical-guidelines-for-alcohol-treatment/uk-clinical-guidelines-for-alcohol-treatment-specific-settings-and-populations>

^{xiii} <https://www.gov.uk/government/publications/nitrous-oxide-ban/nitrous-oxide-ban-guidance>

^{xiv} <https://fullyhuman.org.uk/how-to-disagree-better-about-education/>

^{xv} <https://fullyhuman.org.uk/how-to-disagree-better-about-education/>