

**MENTAL HEALTH INNOVATIONS**  
**TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

Registered Charity Number - 1175670

## CONTENTS

---

Trustees Annual Report	Pages 2-24
Statement of Trustees' Responsibilities	Page 25-26
Independent Auditor's Report	Pages 27-31
<b>Financial Statements:</b>	
Statement of Financial Activities	Page 32
Balance Sheet	Page 33
Statement of Cash Flows	Page 34
Notes to financial statements	Pages 35-60

# Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ended 31 December 2022. The report and accounts comply with the requirements of the and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

## Introducing Mental Health Innovations

Mental Health Innovations ("MHI") is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout uses the technology platform of the US charity Crisis Text Line and provides free 24/7 text message support for anyone who is struggling to cope.

### Our Mission

Mental Health Innovations' mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population.

### Our Vision

Our vision is that everyone in the UK has access to the digital mental health services that they need and can access appropriate, high-quality support quickly and efficiently through the power of technology.

## Our Values



We are driven by the best interests of the people we serve and we place them at the heart of everything we do. We have high standards and we hold ourselves to account to deliver our objectives and KPIs to achieve our mission.



We embrace a diverse range of people, skills, views and experiences within our organisation to achieve better outcomes for the people we serve. We work together with empathy and mutual respect.



We are bold and push the boundaries to find new and better ways to support more people. We are not afraid to try new things and we learn from our mistakes.



Our work is evidence-based. We interrogate data and draw upon clinical expertise to inform our actions and to set standards for best practice. We are curious, reflective and we seek regular feedback on our performance.



We are nimble and flexible, responding swiftly to new challenges and innovating purposefully to achieve our goals and objectives.

## Diversity and Inclusion

Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

### **Public Benefit**

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

## **Shout: 24/7 support for the UK**

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

### **How it works**

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The Shout Volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The Shout Volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- **Prioritisation:** an algorithm reviews incoming texts, placing urgent cases to the top of the queue
- **Shout Volunteers:** aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- **Clinical Supervisors:** text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Dr Jean O'Hara FRCPsych, a Visiting Senior Lecturer (IOPPN) at King's College London and Honorary Consultant Psychiatrist (SLaM), are MHI Trustees.

The Shout service currently employs more than thirty clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 30 June 2023, Shout 85258 has more than 2200 active Shout Volunteers (compared with 2,150 as of 30 June 2022).

### **Crisis Text Line partnership**

Mental Health Innovations is in partnership with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licences the technology platform from Crisis Text Line to power the Shout service. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of June 2023, Crisis Text Line has exchanged more than 8.7 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: [www.crisistextline.org](http://www.crisistextline.org).

## Numbers

From launching the Shout service in its pilot phase in May 2018 to 30 June 2023, Shout 85258 has grown to having:

- Conducted more than **2 million** conversations
- Supported over **679,000** individuals
- Built a trained volunteer community of over **2,200** from around the country
- Established a team of **40+** clinical staff ensuring quality and supporting volunteers
- Established a team of **15+** supporting the coaching, training and admissions of volunteers
- **37%** of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness
- Over **28,000** conversations have resulted in a Shout clinician initiating what is called an 'Active Rescue'. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called. This police relationship is carefully managed, with MHI having direct links into the Met Police
- In 2022 around 29% of Shout service users were contacting us for the first time
- **77%** of texters contact us just once or twice
- **82%** of service users tell us that they thought their conversation was helpful

Historically, **62% of texters identify as straight and 38% of texters as LGBTQ+**. Female users have represented **75% of users. 62% of texters have been under 25 years old.**

Being the fifth year of operations, 2022 was a year of significant growth for the charity. The impact we were able to have on our community scaled significantly between 2021 and 2022, although the number of conversations have reduced slightly in 2023 to date, especially as a result of the pandemic.

	<b>2018</b> (May to December)	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b> (Period to 30 June)	<b>2018 - 2023</b> (Period to 30 June 2023)
Total conversations	26,571	166,620	355,870	501,568	<b>663,719</b>	<b>291,932</b>	<b>2,006,433</b>
Total texters*	14,218	81,933	159,287	208,911	<b>253,717</b>	<b>131,352</b>	<b>679,578*</b>
Active Volunteers	544 (As of 31 December)	1,671 (As of 31 December)	2,304 (As of 31 December)	1,794 (As of 31 December)	<b>2,227</b> (As of 31 December)	<b>2,244</b> (As of June 2023)	<b>2,200+</b> (As of June 2023)
Conversations per day	269 (December average)	698 (December average)	1,303 (December average)	1,614 (December average)	<b>1,740</b> (December average)	<b>1,608</b> (June average)	<b>1,129</b>

Note: \* Total texters row represents unique texters in each period. As a result, the total column is not additive.



## Texter Feedback



## Review of 2022 Operations

2022 was a landmark year for Mental Health Innovations, where we scaled Shout to meet demand from 260,000 people in mental health crisis, taking a phenomenal 670,000 conversations with people in distress. Of these conversations there were 9,500 interventions where texters were at risk of imminent suicide. During the year 4,800 volunteers took 55,000 hours of conversations with texters.

We harnessed our unique data insight and clinical expertise to launch a flagship report looking at Shout's role in UK suicide prevention and worked with 79 partners to extend mental health support and training to communities and businesses across the nation.

We collaborated with amazing figureheads including The Prince and Princess of Wales, Harry Kane, Will Young and Ed Sheeran to raise awareness of the cause and won national awards for campaigning and research.

However, as in 2021, fundraising was the biggest single challenge for the charity during the year. Conversation volumes continued to grow, resulting in an increased cost base, and maintaining a financially sustainable foundation became increasingly challenging.

During the year, MHI continued to seek to diversify income streams and build awareness of the service to help with this. We continued to make good progress in developing commissioned partnerships with organisations throughout the country to enable more users to access the service. In addition, we started to experiment with public fundraising, particularly through Facebook, to help further diversify income streams. We also continued to seek to develop further relationships with philanthropic and corporate potential donors.

In 2022, Shout continued to white-label the service to charity partners, universities and corporate partners in order to provide support to specific vulnerable groups, and to add capacity to the wider sector. Many charities that offer excellent services during the day are able to signpost their service users to Shout during the night-time, thereby offering round-the-clock support. During 2022 MHI continued to provide effective 24/7 support with a team of clinically trained supervisors in New Zealand to better support the late evenings and night-time texters in the UK.

In the year, the staff team has grown, with the average number of staff being 84 in 2022 (79 in 2021).

## 2023 Strategic Focus

MHI has continued to build each year on the strong foundation initially developed in 2018. In 2023 to date, we have continued to grow the impact and reach of the Shout 85258 service, particularly through our commissioned partnerships.

The most common issues presented from our texters are suicidal ideation, self harm, anxiety and stress. This continues to create a need for emotional support that the Shout service is able to respond to. Our clinically robust and monitored digital service demonstrated its ability to scale rapidly to facilitate the replacement of at least some of this support.

MHI has continued to focus on building out staffing and systems to respond to the pandemic and to ensure sufficient capacity to cater for this growth in service demand. This enabled us to provide the necessary service capacity and enabled us to respond to the higher number of conversations and train more volunteers.

MHI's operations in New Zealand continued, enabling MHI to have clinical supervision staff members, trained in UK practice. Increasing operations in New Zealand under aligned data protection regulations provides increased capacity to meet increased overnight demand for the 24/7 Shout service.

MHI's strategic objectives for 2022-25 are as follows:

- 1) Deliver free, 24/7 mental health support through a high quality Shout service, built upon a sustainable financial foundation, with targeted reach into diverse groups.
- 2) Deliver data and clinical insights that will support and enhance MHI's services, engage and influence external audiences, inform new product development and advance collective knowledge in addressing mental health problems.
- 3) As an organisation we are united behind our values and shared objectives, and we will:
  - a) Encourage active contribution from staff to a supportive, positive and progressive organisational culture.
  - b) Promote staff and volunteer wellbeing and facilitate continued growth in expertise, knowledge and professionalism.
  - c) Put our service users at the heart of everything we do, including increased engagement of service users in the development and evaluation of our work.
- 4) Building on MHI's clinical expertise, data insights and partnerships, develop new innovative products and services to meet underserved mental health needs within the UK. Development will depend on organisational priority, funding and resources.

The high-quality of the Shout 85258 service has been our primary aim throughout what has been a difficult period as the fundraising challenges, caused firstly by the pandemic and then the difficult economic environment, have made things more difficult operationally than we would have hoped.

In 2023, MHI has continued to seek to diversify and grow income, complementing the kind support of our philanthropic donors with support from the corporate sector and public fundraising, as well as growing the commissioned service offer to sectors that would benefit from a tailored, white-labelled version of the Shout 85258 service in serving their communities and/or customers.

The user base of Shout 85258 is currently skewed towards white, female texters aged 14-24. MHI aspires to widen the appeal and reach of the service to a broader range of demographics and seeks to grow service usage among different genders, ethnicities and socio-economic groups. We are focused on identifying underserved demographics and reaching these audiences through community based marketing activities, deploying behaviour change marketing principles. We will also reach more diverse audiences through the generation of new keyword partnerships with charities and community organisations who have reach into these demographics.

Growing our Data Insights capacity and outputs continues to be a key focus in 2023 and we have developed technology to help in this regard. Data insights support the day-to-day operation of the Shout 85258 service and MHI's future programme of charitable activities including the identification of areas for the development of additional digital products and services.

# Governance

## Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

## Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance and Operations (from October 2020). The subsidiary is currently dormant, with no financial activities.

## Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray	
Dominic Brendan Flynn	
Peter Fonagy	
Charles Stuart Mindenhall	(Resigned September 2022)
Simon Christopher Weaver	
Dr Amy Shi-Nash	
Dr Uma Vaidyanathan	
Dr Jean O'Hara	
Jerome Jude Misso	

## Senior Management Team

Victoria Hornby (Chief Executive Officer)	
Clare Bolton (Director of Marketing and Communications)	
Christopher Chapman (Finance Director)	
Edward Conway (Director of IT and Security)	
Alistair Crawford (Chief Operating Officer)	(Appointed April 2023)
Sarah Kendrick (Clinical Director)	
Dr Fiona Pienaar, PhD (Senior Clinical Adviser)	
Dr Mark Ungless (Director of Data Insights)	
Caroline Westley (Director of Income)	

### **Registered address**

Mental Health Innovations  
PO Box 78319  
LONDON  
W10 9FE

### **Independent Auditor**

Moore Kingston Smith LLP  
6th Floor,  
9 Appold Street,  
London,  
EC2A 2AP

### **Principal Bankers**

Barclays Bank Plc  
Leicester  
LE87 2BB

### **Recruitment, appointment and training of Trustees**

The Board of Trustees review the skill set of its members, via a Trustees Skill Matrix, on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. Once appointed a new Trustee is given information on the legal expectations and duties of a Trustee, meets with the Chief Executive and other relevant staff, is given an information pack of relevant documentation and is provided with any relevant training. All Trustees are kept updated on any changes to the responsibilities of a Trustee under the Charity Commission.

### **Pay Policy**

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary banding. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

### **Charity Governance Code**

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

- 1) Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
- 2) Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
- 3) Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- 4) Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
- 5) Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
- 6) Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making.
- 7) Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and Shout service grow significantly, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to improve diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK.

## Safeguarding

We believe that everyone has the right to live in safety, free from abuse or neglect no matter who they are or where or how they live.

We believe that safeguarding is everyone's responsibility and that difference and diversity should be respected and celebrated. Our mission at Shout is that everyone is treated fairly, with accessible information, advice and support to help stay safe and maintain control of their lives.

We are dedicated to safeguarding all individuals who use Shout by valuing them, listening to and respecting them and by providing a safe environment for all of our texters so that they can access the support they deserve.

We strive to identify individuals who are suffering, or at risk of suffering, abuse and neglect and where appropriate, to report concerns in a timely manner to relevant agencies. We believe that the duty to safeguard and to promote resilience, wellbeing and safety extends to all staff, Volunteers and Trustees of Shout. We recognise the devastating effect of abuse and neglect and this drives our commitment to safeguarding comprehensively and with compassion.

Our commitment at MHI is to ensure robust safeguarding measures are in place for our texters. We therefore have a Safeguarding policy in place, as well as a complaints policy.

### *Training*

Regular training in safeguarding for all staff is a standard for all employed staff. All new staff are also expected to complete their safeguarding training during the induction process. This training includes:

- Safeguarding Adults: Levels 1 and 2
- Safeguarding Against Radicalisation: The Prevent Duty
- Safeguarding Children: Levels 1, 2 and 3
- Safeguarding at Shout Level 3 bolt on
- Safeguarding Children with Disabilities

There is an ongoing programme of training and skills development for all volunteers and staff via monthly interactive safeguarding forums and podcasts which are available on Hive Learning.

All Clinical Supervisors and Coaches are trained to Level 3, and our UK Safeguarding Panel members are trained to Level 5. All staff are expected to redo all safeguarding training every two years

### *For Trustees*

Trustees have undertaken training in Safeguarding for charity trustees in line with the Charity Commission guidance on good safeguarding governance.

### *Digital safeguarding*

We launched our Digital Safeguarding training in line with the Safeguarding Children Level 3 in April 2022 and all members of the clinical team were required to complete this .

Priorities for the future are to:



- Complete an external audit of our policies, review the recommendations and integrate them into the organisation as well as our practice where possible.
- Continue to build a library of information for both staff and volunteers as a reference point for the various aspects of abuse highlighted in our updated safeguarding policy.
- Utilise the Safeguarding networks created to ensure that we are working and addressing any concerns seen by other services operating in a similar field. This can be done via peer reviews, discussions and training fora.
- To review/refresh the digital training in line for roll out in April/May 2024 when staff are due to update their training needs in line with our Safeguarding policy.
- Create guides to help supervisors in their decision making and update access to them on the platform via the Toolbox

#### *Safer recruitment*

Provide Safeguarding guidance/questions to the recruitment team to ensure our responsibilities are highlighted throughout the process from application to beyond/throughout their employment.

### **Data Protection and Information Security**

In 2022, we continued to mature our ISMS, we closed off a number of risks, including automating volunteer data retention. We had no findings in our 2022 surveillance audit. We will reach the end of our 3 year audit cycle at the end of 2023 and are preparing for a full audit. We have upgraded to the latest ISO 27001:2022 standard. We have completed a number of projects to bolster device and browser security, one of which also allows us to bring device management in-house, saving at least £15,000 per year. We are piloting a version of the service, which uses non-SMS channels, allowing us to reach underserved parts of the population.

There has been extensive work on updating our core volunteer training to use Moodle LMS and generational AI for scenario based activities. We hope this significantly reduce the key drop-out points for trainees and result in better skills. Training activity and assessments will be streamed to our analytics platform to help us target areas for improvement.

Work has commenced updating our privacy centre with clearer, more accessible policies. Based on the development of external advice, opinion and policy over the last 5 years, we will be moving to a new lawful basis for our processing, which adds greater clarity to our users and partners. We will have clear transitional arrangements for data collected to date. Ongoing 2023 include a next-generation data anonymiser and preparation for the new tech stack (Phoenix). We have applied business intelligence and automation tools to our support desk to ensure we could scale with the growing number of volunteers and staff. MHI's cyber risks have been consolidated and closely aligned with its data assets.

## Internal policies and Regulatory Compliance

Our organisation's policies are reviewed at least annually to ensure they reflect current best practice, and we provide regular awareness training to support staff in understanding, applying and complying with our policies.

## Fundraising Compliance

Our Funder Policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income as well as the Income Generation team, who are responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small inhouse fundraising team.

## Our People

Our employees and our volunteers remain at the heart of everything we do. As a fast growing organisation, we continue to work to attract the right people and to create a supportive working environment so that they want to stay.

Staff wellbeing remains at the forefront of our mind, and is especially important given the nature of our work. We continue to invest in support to help our staff look after their wellbeing. Our teams in the UK and New Zealand are offered health insurance and an employee assistance programme, and our clinical team receive paid-for supervision.

In order to create a vibrant and creative workspace we are committed to being truly representative of the people we serve. We have invested substantial effort in broadening the reach of our service, and on initiatives that increase awareness of issues around diversity and inclusion among our staff and Volunteers. Our Diversity, Equality and Inclusion working group meets regularly to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity, equality and inclusion.

We have many opportunities for staff to make their voices heard across the organisation as we seek to understand ways to better support staff, with regular surveys to identify areas to explore and working groups to ensure a broad range of voices are heard.

All staff can invest in their learning and development with a personal training budget to use on areas of interest, as well as training courses delivered to the whole organisation. Staff and Volunteers have access to a wide range of online learning courses to further their skills and knowledge.

We seek to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

## Our Supporters in 2022

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

### Our Donors and supporters in 2022 include:

- Alta Advisors
- AO Foundation
- BBC Children in Need
- Bloomberg
- Bridges Impact Foundation
- The City Bridge Trust
- CHK Foundation
- Garfield Weston Foundation
- Harrys Inc. and Harrys USA
- Huang Foundation
- Selfridges Group Foundation
- The Findlay Charitable Trust
- Marc and Lucie Jonas
- NFU Mutual Charitable Trust
- Selfridges Group
- St James Place Foundation
- The Ballys Foundation
- The Jongen Charitable Trust
- The Linbury Trust
- The Royal Foundation
- The Stone Family Foundation
- The Wolfson Foundation
- Young Minds Trust

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

### Volunteers

- A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout service

### Our Texters

- Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout 85258 and all who wish to remain anonymous.

# Financial Review

## 2022 in Review

2022 was another challenging year financially for MHI. As the year progressed, the resulting economic challenges continued to impact our fundraising efforts. As a result MHI continued with the approach to diversify income streams, where possible, in order to help protect against such circumstances impacting the organisation in the future. There was a continued growth in commissioned services, which involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the year totalled £6.1m (2021: £5.2m), which was below target for the year. In order to help meet this challenge MHI continued to look for opportunities to reduce the cost base without impacting the quality or 24/7 service provided.

In addition, fundraising for MHI was made significantly more difficult by the publication of an article in The Observer newspaper in February 2022 which made a number of allegations about our use of data for research. A subsequent investigation by the Information Commissioner's Office (ICO), completed in March 2023, found these allegations to be entirely unfounded. However, the impact on our reputation, loss of income and substantial legal fees will take some time to recover from.

In 2022, MHI again needed to support a significant growth in demand for the Shout service. In order to respond to this growing demand, further investment was required to build the capacity of the organisation to ensure we could continue to provide a quality service, including underlying systems, supporting service delivery and robust governance. However, with the fundraising challenges detailed above we approached this growth carefully and sought to control costs, particularly in support areas.

MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Data Insights** to continually monitor and enhance the Shout 85258 service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences
- Other management staff costs to manage the growth of the organisation

Over the course of 2022, MHI's expenditure was £6.7m (2021: £5.9m). Increased demand for the service necessitated a growth in staff with headcount growing from 79, as at 31 December 2021, to 84 as at 31 December 2022. This resulted in additional costs of £0.2m during the year.

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose, namely the Shout 85258 text service or Data Insights. The charity had restricted funds of £1.8m at the end of the year (2021: £0.5m).

There were negative unrestricted reserves at the end of the year of £1.1m (2021: +£0.7m).

### Reserves Policy

To safeguard the need for sufficient funds to cover on-going management, administration, and support costs, as well as respond to future investment opportunities, the Board aims to maintain unrestricted, free, reserves at a level that equals between 3 and 6 months of expenditure, which currently equates to between £1.7m and £3.3m.

As at 31 December 2022, the charity does not have any unrestricted reserves and this has largely been caused by the three-fold growth in demand for our services during the pandemic, resulting in the significant increase in our costs, which has challenged our fundraising in the current economic climate.

In anticipating this position in the previous year, the charity sought to improve cash resource levels by obtaining a £3m loan from the IGY Foundation. It has been agreed that this loan is repayable in September 2026, with no repayments needing to be made before December 2024, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. Any amount outstanding at the end of September 2026 would become repayable at that time.

The Trustees are committed to strengthening income streams and are continuing to closely monitor the charity's financial needs by managing its cash flow using all available funds at its disposal, including the IGY loan. As at 31 December 2022 our total cash balance was £2.5m (2021: £4.0m), however, the charity is forecasting to build up its unrestricted funds over the course of the next 24 months to enable it to achieve the target free reserve policy level.

### Going Concern

MHI is 5 years old and has not, therefore, had the time to build up significant unrestricted reserves. The majority of income received has been restricted to delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently,

spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

However, significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. Several new, material sources of income in Q4 2023, 2024 and beyond will secure the longer term financial sustainability for Mental Health Innovations. Most notable of these, after positive engagement with NHS England, is the requirement for national coverage of 24/7 crisis text services as set out in NHS England's Urgent and Emergency Care Recovery Plan, published in January 2023. Shout is currently the only provider of a universal 24/7 mental health crisis text services in the UK. We have begun engaging with the 42 Integrated Care Boards (ICB's) in England and expect to be successful in securing contracts with a substantial number of these ICBs. Given the scale and reach of the Shout service, MHI is also hopeful of securing a significant grant from the Department of Health and Social Care's £10m Suicide Prevention Fund for the voluntary and community sector.

In September 2021, following a sustained threefold increase in demand for the service during the pandemic we received a £3 million loan from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the challenging economic climate, the IGY Trustees have agreed to extend the original term of the loan from September 2024 to September 2026. No repayments of the loan will be made before December 2024.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months, although the stress scenarios rely on a positive outcome from material events.

The Trustees are confident that MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the financial statements have been prepared on this basis. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of up to 24 months as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.



## Risk Management - Principal risks and Uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis. Depending on the nature of the risk, the management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified, and the mitigations in place, include:

- Securing sufficient funding to meet the financial commitments, build reserves and maintain the quality and level of service provided. The organisation is working to manage this risk by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources. In addition, an extension to the repayment date of the IGY loan has been agreed to maintain suitable cash balances.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.

## Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

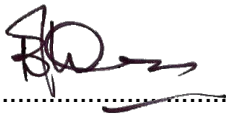
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed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

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor are aware of such information.

The Trustees' Annual Report was approved by the Board of Trustees.

A handwritten signature in black ink, appearing to be 'EJ Wray', written over a dotted line.

Edward James Wray

**Trustee**

Dated: 24 October 2023

## **INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS**

### **Opinion**

We have audited the financial statements of Mental Health Innovations for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 charity's affairs as at 31 December 2022, and of its incoming resources and application of resources, 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 Charities Act 2011.

### **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 charity'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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual 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.

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 course of 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 themselves. 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.

## **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

## **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees 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 charity or to cease operations, or have no realistic alternative but to do so.

## **Auditor's Responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### **Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud**

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.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

## Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees 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 any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.

*Moore Kingston Smith LLP*

.....  
Moore Kingston Smith LLP, Statutory auditor

Date: 24 October 2023

6<sup>th</sup> Floor, 9 Appold Street  
London, EC2A 2AP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.



## MENTAL HEALTH INNOVATIONS

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

AS AT 31 DECEMBER 2022

		Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021	Restricted funds 2021	Total 2021
	Note	£	£	£	£	£	£
Income from:							
Donations and gifts	3	507,708	4,829,196	5,336,904	1,780,047	2,624,210	4,404,258
Charitable activities	4	758,467	8,516	766,984	754,443	63,874	818,317
Investments		18,099		18,099	12,546	0	12,546
Total income:		1,284,274	4,837,712	6,121,987	2,547,037	2,688,085	5,235,121
Expenditure on:							
Raising funds	5		627,118	627,118	0	358,028	358,028
Charitable activities	6,7	3,121,923	2,987,265	6,109,188	3,434,870	2,148,345	5,583,215
Total resources expended:		3,121,923	3,614,382	6,736,305	3,434,870	2,506,373	5,941,243
Net income/ (expenditure) for the year/ Net movement in funds		-1,837,649	1,223,330	-614,319	-887,833	181,712	-706,122
Funds balances as at 1 January 2022		713,405	529,000	1,242,404	1,601,238	347,288	1,948,526
Fund balances at 31 December 2022		-1,124,244	1,752,329	628,085	713,405	529,000	1,242,404

# **MENTAL HEALTH INNOVATIONS**

## **BALANCE SHEET**

**AS AT 31 DECEMBER 2022**

		2022	2021
	Note	£	£
Fixed Assets			
Tangible assets	10	69,923	59,513
Investments	11	100	100
		<u>70,023</u>	<u>59,613</u>
Current Assets			
Debtors	12	2,053,908	662,613
Cash at bank and in hand		<u>2,503,609</u>	<u>3,953,679</u>
		4,557,516	4,616,292
Creditors: amounts falling due within one year	13	-976,438	-402,309
Net current assets		3,581,078	4,213,984
Total assets less current liabilities		<u>3,651,101</u>	<u>4,273,597</u>
Creditors: amounts falling due after more than one year	14	-3,023,016	-3,031,193
Net assets		<u>628,084</u>	<u>1,242,404</u>
Income funds			
Restricted funds	16	1,752,329	529,000
Unrestricted funds		-1,124,245	713,405
		<u>628,085</u>	<u>1,242,404</u>

The financial statements were approved by the Trustees on 24 October 2023.



Edward James Wray  
Trustee

# **MENTAL HEALTH INNOVATIONS**

## **STATEMENT OF CASH FLOWS**

**AS AT 31 DECEMBER 2022**

		<b>2022</b>	<b>2021</b>
	Note	£	£
Cash flows from operating activities			
Cash generated from operations	21	<b>-1,436,396</b>	2,171,835
Investing activities			
Purchase of tangible fixed assets		<b>-31,773</b>	-10,116
Purchase of shares in subsidiary company			0
Investment income received		<b>18,099</b>	12,546
Net cash used in investing activities		<b>-13,674</b>	2,430
Net cash used in financing activities		<b>0</b>	0
Net increase in cash and cash equivalents		<b>-1,450,069</b>	2,174,265
Cash and cash equivalents at beginning of year		<b>3,953,679</b>	1,779,414
Cash and cash equivalents at end of year		<b>2,503,610</b>	3,953,679

## MENTAL HEALTH INNOVATIONS

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

---

#### 1 Accounting Policies

##### Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number: 1175670.

#### 1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give Us A Shout Limited, which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

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

MHI is 5 years old and has not, therefore, had the time to build up significant unrestricted reserves. The majority of income received has been restricted to delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently, spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

However, significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. Several new, material sources of income in Q4 2023, 2024 and beyond will secure the longer term financial sustainability for Mental Health Innovations. Most notable of these, after positive engagement with NHS England, is the requirement for national coverage of 24/7 crisis text services as set out in NHS England's Urgent and Emergency Care Recovery Plan, published in January 2023. Shout is currently the only provider of a universal 24/7 mental health crisis text services in the UK. We have begun engaging with the 42 Integrated Care Boards (ICB's) in England and expect to be successful in securing contracts with a substantial number of these ICBs. Given the scale and reach of the Shout service, MHI is also hopeful of securing a significant grant from the Department of Health and Social Care's £10m Suicide Prevention Fund for the voluntary and community sector.

In September 2021, following a sustained threefold increase in demand for the service during the pandemic we received a £3 million loan from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the challenging economic climate, the original term of the loan has been extended from September 2024 to September 2026. No repayments of the loan will be made before December 2024.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months, although the stress scenarios rely on a positive outcome from material events. The Trustees are confident that the MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that a going concern basis

is appropriate and, on this basis, the financial statements have been prepared on this basis. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of up to 24 months as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

### **1.3 Charitable funds**

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

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

### **1.4 Income**

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

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.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

The charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

### **1.5 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all expenditure related to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the cost of compliance with constitutional and statutory requirements and other costs related to the governance of the Charity. Support and governance costs are allocated in full to the single charitable activity.

### **1.6 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

- |                         |                       |
|-------------------------|-----------------------|
| - Fixtures and fittings | 7 years straight line |
| - Computers             | 3 years straight line |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the net income/(expenditure) for the year.

#### **1.7 Fixed asset investments**

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give Us A Shout Limited is disclosed in note 11 and the investment is shown at cost.

#### **1.8 Impairment of fixed assets**

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered any impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### **1.9 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.

#### **1.10 Debtors and creditors**

Debtors are amounts owed to the Charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the Charity. They are measured at the amount the Charity expects to have to pay to settle the debt.

#### **1.11 Financial instruments**

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

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.

#### **1.12 Employee benefits**

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

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

#### **1.13 Retirement benefits**

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

## **2. Critical accounting estimates and judgements**

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

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

The Trustees consider that there are no material areas of judgement or estimation uncertainty.

### 3. Donations and Gifts

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Donations and gifts						
Huang Foundation	0	1,110,900	1,110,900	0	529,000	529,000
Department of Health and Social Care	0	437,709	437,709	0	0	0
The Bally's Foundation*	0	400,000	400,000	0	0	0
Young Minds Trust	0	320,000	320,000	250,000	0	250,000
Stone Family Foundation	0	250,000	250,000	0	250,000	250,000
Gamesys Foundation*	0	200,000	200,000	0	0	0
Alta Advisors		181,000	181,000	0	200,000	200,000
The Jongen Charitable Trust	100,000	0	100,000	100,000	0	100,000
TLA Esp Ltd	0	100,000	100,000	0	0	0
Network Rail	0	98,900	98,900	0	0	0
CHK Foundation	0	95,000	95,000	0	100,000	100,000
The Prism Charitable Trust	60,000	0	60,000	0	5,000	5,000
Linbury Trust	0	50,000	50,000	0	75,000	75,000
Selfridges	0	35,000	35,000	0	0	0
Wolfson Foundation	0	30,347	30,347	0	0	0
Bridges Impact Foundation	0	30,000	30,000	0	50,000	50,000
SJP Foundation	0	30,000	30,000	0	0	0
NFU Mutual Charitable Trust	0	25,000	25,000	0	0	0
IQSA	0	19,313	19,313	0	15,463	15,463
Gooding	0	12,000	12,000	0	0	0
ME+EM	0	11,928	11,928	0	0	0
AO Foundation	0	10,000	10,000	0	0	0
Gilead Sciences	10,000	0	10,000	0	0	0
Harry's, Inc. and Harry's USA, Inc	0	10,000	10,000	0	140,000	140,000
Bloomberg LP	0	10,000	10,000	0	20,968	20,968
Anonymous Donors	316,614	338,000	654,614	710,000	300,000	1,010,000
Public Donations	19,393	988,977	1,008,370	145,039	226,975	372,014
Other**	1,700	35,122	36,822	575,008	711,805	1,286,813
	<b>507,708</b>	<b>4,829,196</b>	<b>5,336,904</b>	<b>1,780,047</b>	<b>2,624,210</b>	<b>4,404,258</b>

\*The Bally's Foundation acquired Gamseys in October 2021

\*\*iConnections, Tides, Pavers and Randal Charitable Foundation in Other



#### 4 Commissioned Partnerships

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Student Minds	134,828	0	134,828	399,819	0	399,819
NHS England	91,748	0	91,748	92,752	0	92,752
Serco Ltd	43,690	0	43,690	3,610	0	3,610
Better Help	42,661	0	42,661	22,789	0	22,789
Wirral Clinical Commissioning Group	37,796	0	37,796	0	0	0
NHS Hampshire, Southampton and Isle of Wight CCG	36,734	0	36,734	0	0	0
Kent and Medway	33,000	0	33,000	8,300	0	8,300
Open University	26,100	0	26,100	5,335	0	5,335
Sussex Partnership NHS Foundation Trust	25,087	0	25,087	0	0	0
Sony Interactive Entertainment Europe Ltd	21,750	0	21,750	0	0	0
CW Plus	16,550	0	16,550	1,809	0	1,809
Catch 22	16,450	0	16,450	1,431	0	1,431
Renfrewshire LA	15,918	0	15,918	2,748	0	2,748
NHS Herefordshire & Worcestershire CCG	13,788	0	13,788	0	0	0
Norfolk County Council	13,379	0	13,379	0	0	0
BEN	13,352	0	13,352	0	0	0
The Lighthouse Club	13,174	0	13,174	0	0	0
NAVIGO Health and Social Care CIC	12,750	0	12,750	0	0	0
Pandas Foundation	12,647	0	12,647	0	0	0
The Football Association	12,200	0	12,200	0	0	0
Childrens Society	10,139	0	10,139	0	0	0
Clackmannanshire Council	10,027	0	10,027	0	0	0
Other Commissioned Partnerships*	104,701	8,516	113,218	215,849	63,874	279,723
	<b>758,467</b>	<b>8,516</b>	<b>766,984</b>	<b>754,443</b>	<b>63,874</b>	<b>818,317</b>

\*Snapchat, NHS England and NHS Improvement NW Region, Harrys, University of the West of England, Burnt Chef Project moved to Other Commissioned Partnerships

## 5. Raising Funds

	<b>Restricted funds</b>	Restricted funds
	<b>2022</b>	2021
	<b>£</b>	£
<b>Fundraising</b>		
Staff costs	<b>370,953</b>	315,324
Consultancy	<b>54,612</b>	2,800
Other costs	<b>192,493</b>	29,372
Office accomodation	<b>9,060</b>	10,533
	<hr/>	
	<b>627,118</b>	358,028
	<hr/>	

## 6. Charitable Activities

(a)	Delivery of Shout Service	Delivery of Shout Service
	2022	2021
	£	£
Staff costs	3,492,560	3,449,186
Other costs	1,160,454	1,058,237
	<b>4,653,013</b>	<b>4,507,423</b>
Share of support costs (see note 7)	1,439,362	1,060,818
Share of governance costs (see note 7)	16,812	14,974
	<b>6,109,188</b>	<b>5,583,215</b>

### Analysis by fund

Unrestricted funds	3,121,923	3,434,870
Restricted funds	2,987,265	2,148,345
	<b>6,109,188</b>	<b>5,583,215</b>

(b)

Clinical Supervision	2,503,496	2,359,367
Volunteer training and support	643,094	585,892
Information technology and data security	541,008	582,537
Communications and Partnership management	309,846	531,330
Data Insights	655,570	448,298
Other management staff costs	0	0
	<b>4,653,013</b>	<b>4,507,423</b>
Share of support costs (see note 7)	1,439,362	1,060,818
Share of governance costs (see note 7)	16,812	14,974
	<b>1,456,174</b>	<b>1,075,792</b>

### Clinical Supervision

Staff costs and Consultants	2,354,884	2,207,687
Other Clinical Supervision costs	98,026	80,499
Office accommodation	50,586	71,181
	<b>2,503,496</b>	<b>2,359,367</b>

---

**Volunteer training and support**

Staff costs and consultants	494,423	491,931
Other Volunteer training costs	71,312	13,439
Training and Community Management	57,094	49,101
Office accommodation	20,264	31,420
	<b>643,094</b>	<b>585,892</b>

**Information technology and data security**

Staff costs and Consultants	352,452	401,283
Tech and Data Security costs	180,040	166,478
Office accommodation	8,516	14,775
	<b>541,008</b>	<b>582,537</b>

**Communications and Partnership management**

Staff and Consultant costs	259,509	395,180
Service Marketing and Overheads	43,324	123,067
Office accommodation	7,013	13,083
	<b>309,846</b>	<b>531,330</b>

**Data Insights**

Staff and Consultant costs	504,640	336,082
Data Insights costs	93,132	54,232
Imperial Partnership costs	50,000	50,000
Office accommodation	7,797	7,983
	<b>655,570</b>	<b>448,298</b>

**Other management staff costs**

Other management staff costs and consultants*	0	0
Office accommodation	0	0
	<b>0</b>	<b>0</b>

\*Reclassification of Other management costs into Support costs

## 7. Support Costs

	Support costs	Governance costs	Total	Support costs*	Governance costs	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Staff costs	£762,376		£762,376	£636,093		£636,093
Depreciation	£2,387		£2,387	£2,240		£2,240
Accountancy fees	£6,699		£6,699	£8,777		£8,777
Consultant costs	£66,013		£66,013	£24,587		£24,587
Legal and professional costs	£22,574		£22,574	£11,390		£11,390
Office accommodation costs	£22,075		£22,075	£35,376		£35,376
Outbound Messaging Costs	£391,476		£391,476	£227,374		£227,374
Other staff related costs	£141,861		£141,861	£89,735		£89,735
Miscellaneous	£23,902		£23,902	£25,246		£25,246
Audit fees		£16,812	£16,812		£14,974	£14,974
Total	£1,439,362	£16,812	£1,456,174	£1,060,818	£14,974	£1,075,792
Analysed between Charitable Activities	£1,439,362	£16,812	£1,456,174	£1,060,818	£14,974	£1,075,792

Governance costs include payments to auditors of 2022: £16,812 (2021:£14,974) for audit fees and assistance with the preparation of the statutory accounts. MHI also outsource payroll including in Accountancy fees above. Payments to them for these services totalled 2022: £6,698.91 (2021: £8,592 )

\*Please note there is a prior year reclassification from Other management staff costs into Support costs

#### **8. Trustees**

None of the Trustees (or any person connected with them) received any remuneration, benefits or reimbursement of expenses from the Charity during the period.

## 9. Employee costs

	2022 Number	2021 Number
Average number of employees during the year	84	79

Employment costs	2022 £	2021 £
Wages and Salaries	3,860,147	3,675,412
Social Security costs	369,901	363,313
Other pension costs	395,840	361,879
	<b>4,625,888</b>	<b>4,400,603</b>

Redundancy and settlement payments of £23,378 (2021: £36,312) were made in the year.

For 2022, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Head of Operations, Head of Safeguarding and Clinical Managers. The aggregate remuneration was £1,363,945 (2021:£1,171,671.06)

The number of employees whose annual remuneration was £60,000 or more were:

	2022 Number	2021* Number
£60,000 - £69,999	8	7
£70,000- £79,999	1	0
£80,000- £89,999	3	3
£90,000- £99,999	1	2
£100,000- £109,999	0	0
£110,000- £119,999	1	1

## 10. Tangible Fixed Assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2022	15,294	115,309	130,603
Additions	4,289	42,966	47,255
Disposals	0	-15,482	-15,482
At 31 December 2022	<b>19,583</b>	<b>142,793</b>	<b>162,376</b>
Depreciation			
At 1 January 2022	6,329	64,760	71,089
Depreciation charged in the year	2,387	33,547	35,935
Depreciation on disposal	0	-14,571	-14,571
At 31 December 2022	<b>8,716</b>	<b>83,736</b>	<b>92,453</b>
Carrying amount			
At 31 December 2022	<b>10,867</b>	<b>59,057</b>	<b>69,923</b>
At 31 December 2021	8,965	50,549	59,514



## 11. Fixed asset investments

	Other investments	
	£	
Cost or valuation		
At 1 January 2022	100.00	
Additions	0	
At 31 December 2022	100.00	
Carrying amount		
At 1 January 2022	100	
<b>As at 31 December 2022</b>	<b>100</b>	
Other investments comprise of:		
	<b>2022</b>	2021
<b>Investments in subsidiaries</b>	<b>100</b>	100

Fixed asset investments not carried at market value

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant

**12. Debtors**

	2022	2021
	£	£
<b>Amounts falling due within 1 year</b>		
Other Debtors	314	313
Prepayments	36,190	25,906
Accrued Income	2,016,916	635,878
<b>Long term:</b>		
Deferred Expense	488	516
	<hr/>	<hr/>
	2,053,908	662,613

**13. Creditors: Amounts falling due within one year**

		<b>2022</b>	2021
	Notes	£	£
<b>Accruals and Deferred Income:</b>			
Accruals		<b>193,184</b>	111,949
Rent		<b>41,752</b>	0
Deferred Income	14a	<b>581,005</b>	122,832
		<b>815,941</b>	234,781
<b>Tax and Social Security:</b>			
PAYE liability		<b>98,345</b>	89,331
VAT Control		<b>31,102</b>	43,441
		<b>129,446</b>	132,772
<b>Pension liability</b>		<b>30,950</b>	34,655
<b>Other Creditors:</b>			
Investment in subsidiary		<b>100</b>	100
		<b>976,438</b>	402,309

#### 14. Creditors: Amounts falling due after more than one year

		<b>2022</b>	2021
		<b>£</b>	£
Rent		<b>0</b>	31,193
Deferred Income	14a.	<b>23,016</b>	0
Repayable Loan		<b>3,000,000</b>	3,000,000
		<b>3,023,016</b>	3,031,193

MHI received on 22 September 2021 an unsecured repayable grant of £3m from the IGY (a registered charity). This was to fund working capital and fund core costs over a period of up to three years. The agreement states that the funding will not be repayable during the deferred period. The deferred period is 12 months from the drawdown date. After this deferred period the loan is repayable when cash balances (excluding the repayable grant) exceed the MHI reserve at each quarter day as defined in the agreement which are as follows:

MHI Reserve Level	Period
£2,750,000	12 months from drawdown
£3,000,000	13 – 24 months from drawdown
£3,250,000	25 – 36 months from drawdown

The outstanding balance shall be repaid at the end of the 36 month period.

**14a. Deferred Income**

	<b>2022</b>	2021
	<b>£</b>	£
Deferred Commissioned Income b/f	<b>122,832</b>	23,629
Released to income in the year	<b>-122,832</b>	-23,629
Deferred Commission Income in the year	<b>604,021</b>	122,832
Total Deferred Commissioned Income	<b>604,021</b>	122,832

Deferred Income was calculated when we invoiced a commissioned partner in 2022 and the service, or part of the service, related to the following two years.

## **15. Retirement benefit schemes**

### **Defined contribution scheme**

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 charge to profit or loss in respect of defined contribution schemes is **£395,840** (2021:£361,878)

## 16. Restricted Funds

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

	Balance as at	Movements in funds in 2021		Balance as at	Movement in funds in 2022		Balance as at
		Incoming resources	Resources expended		Incoming resources	Resources expended	
	1 January 2021	2021	2021	1 January 2022	2022	2022	1 January 2023
	£	£	£	£			
Shout service	250,000	2,157,000	-2,407,000	0	£3,438,812	£2,958,812	£480,000
Imperial Partnership and Data Insights	0	0	0	0	£288,000	£288,000	£0
Huang Foundation	0	529,000	0	529,000	£1,110,900	£367,570	£1,272,330
One Space	10,707	0	-10,707	0	0	0	0
Our Frontline	0	2,085	-2,085	0	0	0	0
NHS England	86,581	0	-86,581	0	0	0	0
<b>Total</b>	<b>347,288</b>	<b>2,688,085</b>	<b>-2,506,373</b>	<b>529,000</b>	<b>4,837,712</b>	<b>3,614,382</b>	<b>1,752,330</b>

**The Shout service** relates to funds to provide support services to individuals struggling with their mental health through text services.

**Imperial Partnership and Data Insights** funds support the growth of Mental Health Innovations, particularly the data analysis and research work for the development of further innovations in mental health

**Huang Foundation** funds support the data analysis and research work for the development of further innovations in mental health

**One Space** relates to a special project programme which aims to support people under the age of 25 to find appropriate support for their mental health during the COVID-19 pandemic and its aftermath.

**Our Frontline** is a collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer round-the-clock one-to-one support to frontline health, care, emergency, education and key workers.

**NHS England** is an agreement that provides a helpline accessible 7 days a week, able to be setup and delivered nationally, to all ages of NHS staff, with clinical oversight, providing immediate, anonymous and confidential support for any health and care staff member, requiring mental health or crisis support at any time.

## 17. Analysis of net assets between funds

Fund balances at 31 December 2022 are represented by

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Tangible Assets	69,923		69,923	59,514	0	59,514
Investments	100		100	100	0	100
Current assets/ (Liabilities)	1,828,748	1,752,330	3,581,078	3,684,983	529,000	4,213,983
Long term liabilities	-3,023,016		-3,023,016	-3,031,193	0	-3,031,193
	<b>-1,124,245</b>	<b>1,752,330</b>	<b>628,085</b>	<b>713,404</b>	<b>529,000</b>	<b>1,242,404</b>



## 18. Operating lease commitments

At the reporting date the Charity has outstanding commitments for future minimum lease payments under non- cancellable operating leases, which fall due as follows;

	<b>2022</b>	2021
	£	£
Within one year	<b>78,485</b>	171,055
Within two to five years	-	78,485
	<hr/> <b>78,485</b>	<hr/> 249,540

## **19. Related party transactions**

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. The Trustee, Charles Mindenhall, also sits on the board of the Royal Foundation. No donations were received this year from the Royal Foundation (2021: nil).

Former Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provides a learning and community management environment for Shout volunteers. A fee of £49,619.33 was paid to Hive Learning for delivery of this service in 2022 (2021: £29,947).

The CEO, Victoria Hornby, and the former Trustee Charles Mindenhall, also sit on the board of Bridges Impact Foundation, which is one of the donors supporting Mental Health Innovations. In 2021 MHI received a donation of £30,000 (2021:£50,000).

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. MHI received £nil (2021: nil) from Crisis Text Line.

## **20. Subsidiaries**

The Charity owns 100% of the ordinary share capital of Give Us A Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

## 21. Cash Generated from Operations

### a. Cash generated from operations

	2022	2021
	£	£
Surplus/ (deficit) for the year	-£614,319	-£706,122
Adjustments for:		
Investment Income (SOFA)	-£18,099	-£12,546
Depreciation and Impairment of Tangible Fixed Assets	£21,364	£9,890
Movements in working capital		
(Increase)/Decrease in Debtors	-£1,391,295	-£95,895
Increase/(Decrease) in Creditors	£565,953	£2,976,508
Cash generated from Operations	-£1,436,396	£2,171,835

### b. Reconciliation of Net Cash Flow to Movements in Net Cash

	2022	2021
	£	£
Decrease in cash in the year representing change in net debt	-1,449,994	2,174,189
Loan changed to pre share as debt		
Net cash at 1 Jan 2022	3,953,603	1,779,414
At 31 December 2022	2,503,609	3,953,603

**c. Analysis of Changes in Net Debt**

	<b>1 January 2022</b>	<b>Non-cash changes</b>	<b>Cash Flows</b>	<b>31 December 2022</b>	<b>1 January 2021</b>	<b>Non-cash changes</b>	<b>Cash Flows</b>	<b>31 December 2021</b>
	£	£	£	£	£	£	£	£
Cash at bank and in hand	<b>3,953,603</b>	-	<b>1,449,994</b>	<b>2,503,609</b>	1,779,414	-	2,174,189	3,953,603
Debt due < 1 year		-			-	-	-	-
Debt due > 1 year		-			-	-	-	-