HELOA

England & Wales · Charity number 1182953

Details

Status	Registered
Legal form	CIO
Registered	2019-04-12
Register	View on the Charity Commission register

Contact

Address	Edge Hill University St. Helens Road Ormskirk L39 4QP
Phone	01695654392
Email	office@heloa.ac.uk
Website	http://www.heloa.ac.uk

Activities

Objects: THE OBJECT OF THE CIO IS FOR THE PUBLIC BENEFIT TO ADVANCE THE EDUCATION OF PEOPLE WITHIN THE UNITED KINGDOM IN SUCH WAYS AS THE CHARITY TRUSTEES THINK FIT, INCLUDING (WITHOUT LIMITING THE GENERALITY OF THE FOREGOING) BY:PROMOTING ENTRY TO HIGHER EDUCATION;SUPPORTING HIGHER EDUCATION PROVIDERS IN THE PROVISION OF INFORMATION AND ADVICE SERVICES TO STUDENTS (BOTH CURRENT AND POTENTIAL) AND THEIR FAMILIES;PROVIDING TRAINING AND KNOWLEDGE SHARING OPPORTUNITIES FOR HIGHER EDUCATION PROVIDERS.

Activities: HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, acts as a network for sharing best practice.

Classification

- **How:** Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Education/training
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

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Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£329,817	£304,303	-	-
2024-03-31	£334,239	£324,562	-	-
2023-03-31	£287,160	£303,073	-	-
2022-03-31	£226,085	£209,784	-	-
2021-03-31	£102,210	£74,857	-	-

Trustees

Name	Role	Appointed
Clive Sheridan		2024-11-05
David Metcalfe		2025-03-11
James Riley		2026-05-25
Jennifer May Lewis		2025-07-22
Joelle Pointing		2026-01-20
Katie Marshall-Gamston		2026-06-02
Keir Robinson		2026-01-31
Lucy Nottingham		2025-07-25
Rebecca Williams		2023-10-03
Ross Gordon Stuart Pickering		2025-05-07
Victoria Elizabeth Bannerman		2024-06-25

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HELOA

England & Wales - Charity number 1182953

Accounts

HELOA

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Financial Statements
For the year ended 31 March 2025

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HELOA
General Information
For the year ended 31 March 2025

Charity registration numbe	England and Wales	1182953
	Scotland	SC050285
Company number	CE017172	
Trustees	C Sheridan	Vice Chair (Finanace)
	E Day	Vice Chair (Training)
	A Whitham	Vice Chair (Memberships & Admin)
	H Goodwin	Vice Chair (Comms)
	R Cuccia	Vice Chair (Partnerships)
	A Slater-McGill	Vice Chair (Governance & Policy)
	G Green	Vice Chair (Group Development)
	L Nottingham	Anglia Group Chair
	R Pickering	London Group Chair
	B Williams	Midlands Group Chair
	D Metcalfe	North East Group Chair
	E Collins (Nee Lloyd-Davies	North West & NI Group Chair
	V Bannerman	Scotland Group Chair
	R Jackson	South East Group Chair
	J Lewis	South West Group Chair
	B Kibble-Smith	Wales Group Chair
Chair	S Littlehales (formerly R Kaur)	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2025

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	England and Wales	1182953
	Scotland	SC050285
Company number	CE017172	
Principal office	Edge Hill University St. Helens Road Ormskirk L39 4QP	

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

Chair	S Littlehales (formerly R Kaur)	
Vice Chair (Finance)	F Curry	Resigned February 2025
	C Sheridan	Apointed July 2025
Vice Chair (Training)	E Day	
Vice Chair (Memberships & Admin)	A Cooper	Resigned July 2024
	A Whitham	Appointed July 2024
Vice Chair (Comms)	H Goodwin	
Vice Chair (Partnerships)	R Cuccia	
Vice Chair (Governance & Policy)	A Slater-McGill	
Vice Chair (Group Development)	A Jackson	Resigned March 2025
	G Green	Appointed March 2025
Anglia Group Chair	S Jong	Resigned November 2024
	C Sheridan	Appointed November 2024
		Resigned July 2025
	L Nottingham	Appointed July 2025
London Group Chair	G Green	Resigned May 2025
	R Pickering	Appointed May 2025
Midlands Group Chair	B Williams	
North East Group Chair	K Blemings	Resigned March 2025
	D Metcalfe	Appointed March 2025
North West & NI Group Chair	E Collins (Nee Lloyd-Davies)	
Scotland Group Chair	C Fraser	Resigned June 2024
	V Bannerman	Appointed June 2024
South East Group Chair	S Coogans	Resigned December 2024
	R Jackson	Appointed January 2025
South West Group Chair	C Smith	Resigned June 2025
	J Lewis	Appointed July 2025
Wales Group Chair	L Williams	Resigned November 2024
	B Kibble-Smith	Appointed November 2024

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by:

- Supporting our members to help students make informed decisions;
- Finding opportunities to enable our members to develop in their careers;
- Provide meaningful partnerships between sector relevant bodies and our members;
- Representing the values of HELOA to a wider audience.

Vision

HELOA is a professional and engaged advocate for higher education. We enhance how higher education providers support potential students to make informed decisions about their futures. We support our members in providing access to high-quality information and advice services. HELOA works collaboratively to share best practice amongst members and provides opportunities to develop new skills.

Values

1. Every potential higher education student has the right to make informed decisions about their future.
2. Higher education providers must (actively) support students from all backgrounds to access the right education and career pathway for them
3. Our members are key stakeholders in informing potential students and their supporters about higher education options.
4. We are a democratic member-led charity, with a commitment to engaging our membership through a network of UK wide events, communications, and geographical groups.
5. We collaborate to share best practice in student information and advice services.
6. HELOA commits to being more sustainable in the various areas of our work and consider our impact as an association in the sector.
7. We are an inclusive charity, providing equal opportunities and embrace diversity in all aspects of our work.

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships.

Strategic Report

Achievements and Performance

Between now and 2026 we will:

1. Understand the growth of HELOA and strengthen our stability to ensure the delivery of charitable objectives.
2. Maintain and grow meaningful partnerships with third-party organisations at national level and identify more group-level partnerships.
3. Continue to provide sector-leading training, best-practice sharing and networking opportunities for our members that are accessible and informative.
4. Engage with, understand, and learn from our members to improve our relevance and purpose.
5. Further raise the profile of HELOA's work and that of our members internally and externally.

Updates on Strategic Priorities

1. Since the approval of our current strategy, each of the HELOA areas diligently tracks against team metrics at each quarterly committee meeting. Each team considers our engagement with members and are RAG rates strategic targets once per year. The HELOA Office link significantly to each strategic objective and have created an office responsibilities document allowing for an overarching overview of priorities and in the last quarter of this financial year were made full time to reflect the necessity of their input to meeting our strategic priorities. We review our risk register annually to ensure we are aware of and can mitigate risks to the organisation and this year we are conscious of the pressures on the wider Higher Education sector and its impact on our members. Tracking our membership engagement has been a big project over the past few years to identify which areas of HELOA are the most beneficial and how we can further target events or communications to further engage our wide membership.
2. In the past year, as well as maintaining a wide range of National level Partnerships, we have made significant strides to more group-level Partnerships especially in the Scotland and Wales nations where access to Higher Education and engagement varies in comparison to the England counterparts. Over 20 different partnerships were represented as part of our National Conference varying from our strategic level partners such as UCAS, to our supporters such as Save the Student who delivered a closing keynote on the cost of living. The team consistently reviews partnerships to ensure they are in line with membership expectations and regularly meet with prospective external partners to explore new opportunities.
3. In 2024-25, the team consistently delivered all planned conferences and training events with the National Conference for 2024 being one of the most popular in history, filling all full delegate places within 4 weeks of opening. However, the overall year was not without minor challenges due to budget and cost restraints being seen across the Higher Education sector. The team have adjusted plans accordingly and are assessing plans to ensure successful events across the final year of our current strategy.
4. In the final quarter of the financial year, we conducted our biennial Membership survey which saw over 230 responses. Over 95% of those who responded agreed that they get value from their HELOA membership and members stated that networking, best practice and training are the main benefits. There were specific questions for each area of HELOA such as training, communications and groups and Vice Chairs have been tasked with taking away feedback and individual responses to consider how they can improve specific areas and outputs for members over the next financial year.
5. Our communications team has been working hard over the past year to raise our internal and external profile with members and stakeholders. We have seen rises in our social profiles, particularly LinkedIn with a follower count up by 45%, with a 13.8% average post engagement rate (well above the education sector average of 1.8%). On Instagram we have continued utilising this account by increasing video content for member feedback at events and on a member facing group on Facebook we have 32% of HELOA members actively participating in this group across the year, using the platform to connect and share best practices.

Financial Review

Overview of the year

We started the financial year with our reserves intact.

Membership fees

In October 2023, the trustees voted to increase membership fees effective from September 2024 membership renewals by 25% rounded to the nearest pound, with increases in line with CPI thereafter. This was presented to the membership at the January 2024 AGM and accepted. Whilst we saw a slight decrease in membership due to financial constraints in the Higher Education sector, due to our CPI increases we have remained in line with our forecasted income and conducted a membership survey to ensure costs are in line with member value.

This inflationary increase was reflected in the proposed 2025/26 budget that was accepted at AGM, to sustain necessary reserves for upfront costs of Conference, in addition to investing in all other areas of HELOA.

Staffing costs

In October 2023, the hours of the Office Assistant were increased to ensure that procedural finance activities such as invoicing, chasing outstanding payments and consolidating payments in Sage were completed in a timely manner, removing the need for one of the Finance Manager roles. This increase was budgeted into the 2024/25 budget and was a successful change to workload. Following our annual Risk Register review, near the end of the 2024/2025 financial year, the trustees reflected on the importance of consistent Office Support and after the newly elected VC Finance was unable to take up the post due to health issues there was a concern about risks of core business during a gap between the prior VC Finance stepping down from post and appointment of a new successor. In January 2025, it was decided that unspent forecasted budget could be utilised to increase the hours of the Office Manager from 0.8 to 1.0 FTE and the Office Assistant from 0.6 to 1.0 FTE from w/c 3rd February 2025. This increase in hours has been allocated across all areas of the charity, and allowed additional capacity for any unforeseen workload that may arise. The increased full time equivalent hours have been budgeted into the 2025/2026 budget and will be reviewed in October 2025.

UKC

The UKC were allocated a reduced budget to the previous financial year, and were able to continue with two in person meetings for 2024/25 including an executive committee planning meeting the day before the UKC meeting in December, under budget. This was possible due to additional costing exercises taking place to determine reduced use of funds before confirming meeting locations. The remaining budget was used to host an additional in-person trustee meeting to discuss the future proposed structure of HELOA, which is due for an AGM email vote Summer 2025. The final underspend was used to increase the office staff hours to full-time for a two month period ahead of the new financial year, where these hours have been budgeted. We will be further reducing the budget for UKC in 2025/26 to reflect the need to maximise funds available to subsidise value for money for our training events and membership, while actual costs of providing HELOA events and support rise.

Training events

2024/25 was a challenging year for the sector financially, and this is reflected in the booking numbers for National Training events and the loss made overall. Whilst booking numbers were decreased, as we had financially committed to contracts a few years prior, the VC (Training) worked closely with the VC (Finance) and wider executive team to minimise losses as much as possible. Where possible, the team aimed to reinvest into the membership and offered free places at events to engaged members to ensure charity money was not spent ineffectively. Each training event was assessed individually and whilst a more accurate budget was set for the 24/25 year, we were unable to foresee the drop in bookings which happened quickly across the budget year rather than gradually, however this decrease has been taken into account for the 2025/26 budget year with a reduced income expected from training events due to sector demand fall.

Groups

In 2024/25 the group budget allocation was managed centrally through the Group Chairs overseen by VC (Groups) with more transparent reporting provided across all group trustees by the Finance manager. This process seems to have been more effective and will continue for the next budget year. As the overall spend for the 24/25 year was only 53% of projected forecast, the Group budget has again been reduced and Group Chairs will work closely with VC (Groups) to ensure that budget is spent fairly across the membership and in the most valuable way to members given sector challenges.

Developmental activity

The Communications and Marketing budget has been approved to carry over allocation for a website accessibility review, that was recommended as part of the EMBED EDI consultancy that was conducted as part of our surplus spend in 2023/24. The intention was for the VC (Communications) to lead on this work in 2024/25, however this was agreed to be carried forward, due to team changes and the need to agree the future structure of HELOA first. A further development fund has been allocated as it is foreseen that there will be a future cost for moving volunteer expenses to an online system, and potentially a need for charity insurance as part of continued risk assessment of the charity.

Reserves Policy

HELOA carries reserves of approximately £100,000. This is required to manage outgoings, for example, the National Conference must be paid for before the event takes place and income received from invoicing members is received afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered in England and Wales on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to the auditors

We, the trustees of the charitable incorporated organisation (CIO) who held office at the date of approval of these Financial Statements as set out above each confirm, so far as we are aware, that:

-there is no relevant audit information of which the CIO's auditors are unaware; and
-we have taken all the steps that we ought to have taken as trustees in order to make ourselves aware of any relevant audit information and to establish that the CIO's auditors are aware of that information.

The Report has been prepared having taken advantage of the small companies exemption in the Companies Act 2006.

In approving the Trustees' Annual Report, we also approve the Strategic Report included therein.

On behalf of the board

S LITTLEHALES

.....
S Littlehales (formerly R Kaur)

11 DECEMBER 2025

.....
Date

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2025 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 2025, 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

17 DECEMBER 2025

HELOA
Statement of Financial Activities
For the year ended 31 March 2025

			2025			2024
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	119,770	-	119,770	101,344
ANNUAL CONFERENCE		2	115,930	-	115,930	134,425
TRAINING COURSES	NPC & PDC	2	66,585	-	66,585	71,910
MISCELLANEOUS	Bank Interest	3	-	-	-	-
	Miscellaneous	2	-	-	-	-
PARTNERSHIPS		2	27,532	-	27,532	26,560
TOTAL INCOME			329,817	-	329,817	334,239
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		11,597	-	11,597	20,193
HELOA OFFICE	Operating Costs		81,587	-	81,587	81,908
	Loss on disposal of fixed assets		-	-	-	-
	Depreciation		1,629	-	1,629	1,631
ANNUAL CONFERENCE			127,909	-	127,909	140,909
TRAINING COURSES			58,721	-	58,721	55,262
GROUP SUPPORT			16,925	-	16,925	19,084
MISCELLANEOUS	Auditors remuneration	4	5,616	-	5,616	5,300
	Legal and professional		-	-	-	-
	Bank charges		102	-	102	102
	Other		217	-	217	173
	Bad debts		-	-	-	-
TOTAL EXPENDITURE			304,303	-	304,303	324,562
Net income/(expenditure) for the year			25,514	-	25,514	9,677
Total funds brought forward			118,499	-	118,499	108,822
Total funds carried forward			144,013	-	144,013	118,499

HELOA
Balance Sheet
For the year ended 31 March 2025

	Note	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible assets	**7**		352		1,981
Current assets					
Trade debtors	**8**	9,218		2,164	
Prepayments and accrued income	**8**	9,094		23,287	
Cash at bank		153,393		116,492	
		171,705		141,943	
Creditors: Amounts falling due within one year	**9**	(28,044)		(25,425)	
Net current assets			143,661		116,518
Net assets			144,013		118,499
Represented by					
Unrestricted funds			144,013		118,499
Restricted funds			-		-
Total funds of the Charity			144,013		118,499

Approved by the Trustees on **11 December 2025** and signed on their behalf by

S LITTLEHALES

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S Littlehales (formerly R Kaur), Chair

1) Summary of significant accounting policies

a) General information

The Charity is a charitable incorporated organisation, incorporated in England and Wales.

The address of its registered office is:
Edge Hill University
St. Helens Road
Ormskirk
L39 4QP

b) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

c) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

e) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

f) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2025 £	2024 £
Subscriptions	119,770	101,344
Annual Conference	115,930	134,425
Training Courses - New Practitioners & Professional Development	66,585	71,910
Other	-	-
Partnerships	27,532	26,560
Total income before investments	329,817	334,239

3) Investment income

	2025 £	2024 £
Bank interest	-	-
	-	-

4) Auditors remuneration

	2025 £	2024 £
Non-statutory audit	2,640	2,500
Other financial services	2,640	2,500
Software support	336	300
	5,616	5,300

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

Expenses totalling £7,461 were incurred by 24 Trustees to be reimbursed during the year (2024 £8,262 by 24 Trustees). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2024	5,275	5,275
Additions	-	-
Disposals	-	-
At 31 March 2025	5,275	5,275
Depreciation		
At 1 April 2024	3,294	3,294
Charge for the year	1,629	1,629
Eliminated on disposal	-	-
At 31 March 2025	4,923	4,923
Net Book Value		
At 31 March 2025	352	352
At 31 March 2024	1,981	1,981

8) Debtors and prepayments

	2025 £	2024 £
Debtors	9,218	2,164
Prepayments	8,494	23,287
Accrued income	600	-
	18,312	25,451

9) Creditors: Amounts falling due within one year

	2025 £	2024 £
Accounts payable	806	1,990
Accruals	27,238	23,435
	28,044	25,425

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2024 - £nil)

HELOA

England & Wales - Charity number 1182953

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Financial Statements
For the year ended 31 March 2024

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General Information
For the year ended 31 March 2024

Charity registration number	England and Wales	1182953
	Scotland	SC050285
Company number	CE017172	
Trustees	F Curry	Vice Chair (Finance)
	A Whitham	Vice Chair (Memberships & Admin)
	H Goodwin	Vice Chair (Comms)
	R Cuccia	Vice Chair (Partnerships)
	A Slater-McGill	Vice Chair (Governance & Policy)
	A Jackson	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	G Green	London Group Chair
	B Williams	Midlands Group Chair
	K Blemings	North East Group Chair
	E Lloyd-Davies	North West & NI Group Chair
	V Bannerman	Scotland Group Chair
	S Coogans	South East Group Chair
	C Smith	South West Group Chair
	L Williams	Wales Group Chair
Chair	S Littlehales (formerly R Kaur)	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2024

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	England and Wales	1182953
	Scotland	SC050285
Company number	CE017172	
Principal office	Edge Hill University St. Helens Road Ormskirk L39 4QP	

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

Chair	S Littlehales (formerly R Kaur)	
Vice Chair (Finance)	F Curry	
Vice Chair (Training)	E Day	Resigned September 2024
Vice Chair (Memberships & Admin)	A Cooper	Resigned July 2024
	A Whitham	Appointed July 2024
Vice Chair (Comms)	A Cotterill	Resigned January 2024
	H Goodwin	Appointed January 2024
Vice Chair (Partnerships)	J Clare	Resigned April 2023
	R Cuccia	Appointed April 2023
Vice Chair (Governance & Policy)	K Filimon	Resigned December 2023
	A Slater-McGill	Appointed September 2023
Vice Chair (Group Development)	A Jackson	
Anglia Group Chair	S Jong	
London Group Chair	A Hope	Resigned January 2024
	G Green	Appointed January 2024
Midlands Group Chair	S Joesbury	Resigned September 2023
	B Williams	Appointed October 2023
North East Group Chair	P Cook	Resigned February 2024
	K Blemings	Appointed February 2024
North West & NI Group Chair	E Lloyd-Davies	
Scotland Group Chair	C Fraser	Resigned June 2024
	V Bannerman	Appointed June 2024
South East Group Chair	S Coogans	
South West Group Chair	C Smith	
Wales Group Chair	A Jackson	Resigned May 2023
	L Williams	Appointed May 2023

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by: Supporting our members to help students make informed decisions; Developing opportunities to enable our members to excel in their careers; Providing a forum for sector-relevant bodies and our members to interact; Representing the values of our members to a wider audience.

Vision

Our members are and will be professional, passionate and engaged advocates for higher education, helping potential students make an informed decision about their future in education by providing high-quality information, advice and/or guidance.

Values

Every potential student has the right to make informed decisions about their future; Higher Education providers must support those students with the ability to participate to gain access to their courses; Our members are key stakeholders in informing potential students about their higher education options; We are a democratic, member-led association with a commitment to engaging and developing our membership through a network of national and regional Groups; The sharing and celebration of best practice for providing high-quality information, advice, and guidance is core to our success. Stakeholders, such as parents, teachers, and careers advisors, are better able to help potential students if they are themselves better informed about higher education options.

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships.

Strategic Report

Achievements and Performance

Strategic priorities 2024 to 2026

1. Understand the growth of HELOA and strengthen our stability to ensure the delivery of charitable objectives.
2. Maintain and grow meaningful partnerships with third-party organisations at national level and identify more group-level partnerships.
3. Continue to provide sector-leading training, best-practice sharing and networking opportunities for our members that are accessible and informative.
4. Engage with, understand, and learn from our members to improve our relevance and purpose.
5. Raise the profile of HELOA's work and that of our members internally and externally.

Update on Strategic priorities:

1. The UK Executive along with the office and UKC review the ODP at regular intervals to track progress against our current strategy and projects. The strategic aims are RAG rated annually and a new strategy was approved at AGM 2024. We review the risk register annually to ensure we are aware of and can mitigate against any risks to the organisation. The Office Assistant's hours were increased in October 2023 to support the growth of HELOA membership and ensure resourcing of fundamental finance tasks. Membership fees were approved to be increased for September 2024 onwards to ensure future financial stability of the charity.

2. New partnerships were formed to reflect feedback from membership and existing partnerships recognised formally. These included supporter agreements with long-standing partner UniTasterDays, and new partners Zero Gravity, Save the Student, The Brilliant Club and IDP connect. Strategic Partnerships were renewed with UCAS, The Student Room, The Student Loans Company and FindAUniversity.

3. In 2023-24 our Training team delivered a full calendar of in-person events. New Practitioner and Professional Development Conference events received approval from the CPD accreditation service in addition to two group training events.

4. The membership tracker allows us to look at individual and institutional engagement as well as local and national engagement. We use data to engage our members and work collaboratively with primary contacts to ensure they take full advantage of membership benefits. We piloted the AGM online as voted for by members in 2023 AGM. Engagement was successful across all pre-agreed metrics and the format will be reviewed after a second year of the pilot in 2025.

5. The chair and members of the executive regularly attend consultation and advisory boards and the chair remains a permanent member of the UCAS council. Some of the surplus spend was committed to new videography assets to help raise the profile of HELOA's work both internally and externally

Financial Review

Overview of the year

We started the financial year with our reserves intact.

Membership fees

Despite the rising operating costs of the association due to rising inflation and an 85% increase in membership since 2016, there has been no increase to the membership subscription fees since 2016. In October 2023, the trustees voted to increase membership fees effective from September 2024 membership renewals by 25% rounded to the nearest pound, with increases in line with CPI thereafter. This was presented to the membership at the January 2024 AGM and accepted.

This increase was reflected in the proposed 2024/25 budget that was accepted at AGM, to sustain necessary reserves for upfront costs of Conference, in addition to investing in all other areas of HELOA.

Staffing costs

Through a risk-based review of the Finance team and its responsibilities, it was identified that invoicing which had previously been the responsibility of the Office team before it moved to Edge Hill, should return to the Office as was originally intended. Voluntary Finance manager roles had since been created to fulfil invoicing for training events and chase outstanding payments, with the support of the VC Finance, who was also responsible for consolidating payments in Sage accounting software each week. The risks of core business activity not being carried out due to illness, capacity, and vacancies held in the team and the need to reduce the UKC have resulted in an agreed increase in hours of the Office Assistant from 0.4138 (FTE) to 0.6 FTE from w/c 30th October 2023. This additional increase in cost over 6 months, while not budgeted into the 2023/24 spend, was affordable due to the development fund. The increased hours have been budgeted into the 2024/25 budget.

UKC

The UKC returned to two meetings in person for 2023/24 and included an executive committee planning meeting the day before the UKC meeting in December. We will be further reducing the budget for UKC in 2024/25 to reflect the need to maximise funds available to subsidise value for money for our training events and membership, while actual costs of providing HELOA events and support rise. A meeting owl was approved as a purchase to facilitate better hybrid meetings, aiding keeping travel costs of UKC down.

Training events

While training events prices were increased to ensure that they were sustainable for HELOA to deliver, leading to higher than projected income of an additional 13%, the costs of events exceeded the projection by 16%, not including future deposits for 2024/25 events. The shortfall, made by National Conference, was offset by the significant income generated by the Partnerships Team through sponsors and partnerships attending Conference. The new VC (Training) has worked closely with the VC (Finance) to try and forecast a more accurate budget for events for 2024.25. The cost of UKC supporting conference has been added to the training budget expenditure to reflect the whole cost of running conference including staffing. This is also reflected in the decrease of the UKC budget for 2024/25.

Groups

A significant uplift was allocated to Groups in 2023/24 as part of the surplus allocation. However, year on year, group spend is significantly below the amount asked for. For 2024/25, the allocation has been reduced, while still providing an uplift of over 54% on the total amount spent by groups in 2023/24. This will be managed centrally through the Group Chairs overseen by VC (Groups) with more transparent reporting provided across all group trustees by the Finance manager, whose time if redirected from previously

Developmental activity

An increase has been approved for the Communications and Marketing budget, to allow implementation of a website accessibility review that was recommended as part of the EMBED EDI consultancy that was conducted as part of our surplus spend. The new VC (Communications) will lead on this work in 2024/25.

Reserves Policy

HELOA carries reserves of approximately £100,000. This is required to manage outgoings, for example, the National Conference must be paid for before the event takes place and income received from invoicing members is received afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered in England and Wales on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

S Littlehales (formerly R Kaur)

27th September 2024

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2024 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 2024, 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

18th October 2024

HELOA
Statement of Financial Activities
For the year ended 31 March 2024

			2024			2023
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	101,344	-	101,344	93,735
ANNUAL CONFERENCE		2	134,425	-	134,425	132,715
TRAINING COURSES	NPC & PDC	2	71,910	-	71,910	44,710
MISCELLANEOUS	Bank Interest	3	-	-	-	-
	Miscellaneous	2	-	-	-	25
PARTNERSHIPS		2	26,560	-	26,560	15,975
TOTAL INCOME			334,239	-	334,239	287,160
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		20,193	-	20,193	24,788
HELOA OFFICE	Operating Costs		81,908	-	81,908	72,679
	Loss on disposal of fixed assets		-	-	-	3
	Depreciation		1,631	-	1,631	1,281
ANNUAL CONFERENCE			140,909	-	140,909	138,330
TRAINING COURSES			55,262	-	55,262	37,536
GROUP SUPPORT			19,084	-	19,084	14,734
MISCELLANEOUS	Auditors remuneration	4	5,300	-	5,300	4,900
	Legal and professional		-	-	-	4,909
	Bank charges		102	-	102	102
	Other		173	-	173	3,811
	Bad debts		-	-	-	-
TOTAL EXPENDITURE			324,562	-	324,562	303,073
Net income/(expenditure) for the year			9,677	-	9,677	(15,913)
Total funds brought forward			108,822	-	108,822	124,735
Total funds carried forward			118,499	-	118,499	108,822

HELOA
Balance Sheet
For the year ended 31 March 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	**7**		1,981		2,563
Current assets					
Trade debtors	**8**	2,164		9,866	
Prepayments and accrued income	**8**	23,287		6,336	
Cash at bank		116,492		112,528	
		141,943		128,730	
Creditors: Amounts falling due within one year	**9**	(25,425)		(22,471)	
Net current assets			116,518		106,259
Net assets			118,499		108,822
Represented by					
Unrestricted funds			118,499		108,822
Restricted funds			-		-
Total funds of the Charity			118,499		108,822

Approved by the Trustees on **27th September 2024** and signed on their behalf by

S Littlehales (formerly R Kaur), Chair

F Curry, Vice-Chair (Finance)

1) Summary of significant accounting policies

a) General information

The Charity is a charitable incorporated organisation, incorporated in England and Wales.

The address of its registered office is:
Edge Hill University
St. Helens Road
Ormskirk
L39 4QP

b) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

c) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

e) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

f) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2024 £	2023 £
Subscriptions	101,344	93,735
Annual Conference	134,425	132,715
Training Courses - New Practitioners & Professional Development	71,910	44,710
Other	-	25
Partnerships	26,560	15,975
Total income before investments	334,239	287,160

3) Investment income

	2024 £	2023 £
Bank interest	-	-
	-	-

4) Auditors remuneration

	2024 £	2023 £
Non-statutory audit	2,500	2,300
Other financial services	2,500	2,300
Software support	300	300
	5,300	4,900

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

Expenses totalling £8,262 were incurred by 24 Trustees to be reimbursed during the year (2023 £17,450 by 23 Trustees). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2023	4,226	4,226
Additions	1,049	1,049
Disposals	-	-
At 31 March 2024	5,275	5,275
Depreciation		
At 1 April 2023	1,663	1,663
Charge for the year	1,631	1,631
Eliminated on disposal	-	-
At 31 March 2024	3,294	3,294
Net Book Value		
At 31 March 2024	1,981	1,981
At 31 March 2023	2,563	2,563

8) Debtors and prepayments

	2024 £	2023 £
Debtors	2,164	9,866
Prepayments	23,287	5,996
Accrued income	-	340
	25,451	16,202

9) Creditors: Amounts falling due within one year

	2024 £	2023 £
Accounts payable	1,990	1,445
Accruals	23,435	21,026
	25,425	22,471

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2023 - £nil)

HELOA

England & Wales - Charity number 1182953

Accounts

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Financial Statements
For the year ended 31 March 2023

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Charity registration number	1182953	
Company number	CE017172	
Trustees	F Curry	Vice Chair (Finance)
	E Day	Vice Chair (Training)
	A Cooper	Vice Chair (Memberships & Admin)
	A Cotterill	Vice Chair (Comms)
	R Cuccia	Vice Chair (Partnerships)
	K Filimon	Vice Chair (Governance & Policy)
	A Jackson	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	A Hope	London Group Chair
	S Joesbury	Midlands Group Chair
	P Cooke	North East Group Chair
	E Lloyd-Davies	North West & NI Group Chair
	C Fraser	Scotland Group Chair
	S Coogans	South East Group Chair
	C Smith	South West Group Chair
	L Williams	Wales Group Chair
Chair	R Kaur	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2023

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number

England and Wales	1182953
Scotland	SC050285
Company number	CE017172

Principal office

Edge Hill University
St. Helens Road
Ormskirk
L39 4QP

Trustees of the charity

The trustees who have served during the year and since the year end were as follows:

Chair	J Atkinson	Resigned January 2023
	R Kaur	Appointed January 2023
Vice Chair (Finance)	F Curry	
Vice Chair (Training)	R Kaur	Resigned January 2023
	E Day	Appointed January 2023
Vice Chair (Memberships & Admi	A Cooper	
Vice Chair (Comms)	A Cotterill	
Vice Chair (Partnerships)	J Clare	Resigned April 2023
	R Cuccia	Appointed April 2023
Vice Chair (Governance & Policy)	K Filimon	
Vice Chair (Group Development)	A Kenningley	Resigned January 2023
	A Jackson	Appointed March 2023
Anglia Group Chair	S Jong	
London Group Chair	A Hope	
Midlands Group Chair	E Day	Resigned January 2023
	S Joesbury	Appointed January 2023
North East Group Chair	J Barton	Resigned June 2023
	P Cook	Appointed June 2023
North West & NI Group Chair	C Mullen	Resigned November 2022
	E Lloyd-Davies	Appointed January 2023
Scotland Group Chair	C Fraser	
South East Group Chair	S Coogans	
South West Group Chair	C Smith	
Wales Group Chair	A Jackson	Resigned May 2023
	L Williams	Appointed May 2023

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by: Supporting our members to help students make informed decisions; Developing opportunities to enable our members to excel in their careers; Providing a forum for sector-relevant bodies and our members to interact; Representing the values of our members to a wider audience.

Vision

Our members are and will be professional, passionate and engaged advocates for higher education, helping potential students make an informed decision about their future in education by providing high-quality information, advice and/or guidance.

Values

Every potential student has the right to make informed decisions about their future; Higher Education providers must support those students with the ability to participate to gain access to their courses; Our members are key stakeholders in informing potential students about their higher education options; We are a democratic, member-led association with a commitment to engaging and developing our membership through a network of national and regional Groups; The sharing and celebration of best practice for providing high-quality information, advice, and guidance is core to our success. Stakeholders, such as parents, teachers, and careers advisors, are better able to help potential students if they are themselves better informed about higher education options

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships;

Strategic Report

Achievements and Performance

Strategic priorities 2021 to 2023

1. Strengthen the stability of HELOA to ensure the delivery of charitable objectives.
2. Maintain and grow meaningful partnerships with third-party organisations at national and group level.
3. Continue to provide sector-leading training, best-practice sharing and networking opportunities for our members.
4. Engage with and learn from our membership to improve our relevance and purpose.
5. Raise the profile of HELOA's work and that of our members internally and externally.

Update on Strategic priorities:

1. The UK Executive along with the office and UKC review the ODP at regular intervals to track progress against our current strategy and projects. The strategic aims are RAG rated annually. We review the risk register annually to ensure we are aware of and can mitigate against any risks to the organisation. A plan was put in place for surplus spend across 2022-2023, to ensure that it was in line with charitable objectives. As part of the spend, the EDI Accessible and Inclusive Events review of our National Conference and a desktop review of our policies were conducted by EDI consultancy, EMBED.

2. New partnerships were formed to reflect feedback from membership, including with Find a University reflecting the growing rate of PG demands on our members roles; and with Zero Gravity. Existing partnerships were renewed within the new partnership framework to be categorised as either a Sponsor, Supporter or Strategic Partner.

3. In 2022-23 our Training team delivered a full calendar of in-person events. New Practitioner and Professional Development Conferences received approval from the CPD accreditation service. One of the PDCs was run with one free place allocated per institution as appropriate use of some of the surplus.

4. The membership tracker allows us to look at individual and institutional engagement as well as local and national engagement. It will inform group chairs of their institutional members engagement to ensure HELOA can best support members.

5. A full review of the communications strategy has taken place changing the structure of communications with a new bulletin, blog and communications calendar. The chair and members of the executive regularly attend consultation and advisory boards and the chair remains a permanent member of the UCAS council. Some of the surplus spend was committed to new videography assets to help raise the profile of HELOA's work both internally and externally

Financial Review

This financial year has been the first since 2018-19 where we have faced no restrictions to offering in-person training events in addition to group, UKC and partnership meetings in person. We started the financial year with our minimum £80,000 reserves intact and a surplus of £44,735. This was due to controls put in place during the pandemic, to ensure the charities sustainability as government guidance prevented in-person events and therefore limiting our income.

Surplus spend

With a surplus brought forward from 2021-22 financial year, a call for submissions of ideas was made to the UK committee to spend the surplus in line with our charitable objectives. These were reviewed by the Chair and VC (Finance) against Time, Impact, Price and Sustainability. The following were approved and costs incurred in 2022-2023 budget year.

Description of additional spend	**Cost**
September 2022 PDC with subsidised place per institution- reinvesting in members.	74x free member places allocated. HELOA member day delegate rate @£130. Therefore £9620 in kind.
One-off EDI consultancy led by VC (Governance) to review	£4,909.19
Project management qualifications training and development	£3,331.20
Replacement IT equipment.	£3,843.33
Sustainable water bottles for conference events.	£2,325.00
An additional in-person UKC meeting.	£4,843.24
TOTAL - Actual	**£19,251.96**
TOTAL - including loss of income from PDC	**£28,871.96**

While the planned surplus spend accounts for some of the overspend against UK committee, office costs and legal and professional; overspend in UK committee, office costs, national conference and training courses have been impacted by the high rate of inflation over the budget year. This has been accounted for in the 2023-24 budget. This has led to the loss visible in the end of year accounts.

Membership fees

Despite the rising operating costs of the association, there has been no increase to the membership subscription fees since 2016. Based on our continued carry over of surplus into the 2023-24 financial year, it was agreed at AGM in January 2023 for membership fees to remain the same for a further year.

However, it was agreed to review membership fees in 2023 before holding a vote in AGM 2024. Our surplus has been planned to be reinvested into the charity and members over the course of three years. From 2024, it is likely we will need to raise the cost of membership fees, to ensure that the charity has stable finances. This will allow us to continue investing in the central office team and running costs of the association, groups, communications, partnerships and more, in line with the rise of Customer Price Index (CPI) on goods and services that the charity is able to absorb at present, through its surplus.

2023-24 spend

A further deficit has been planned into the 2023-24 budget to run down the surplus to reinvest into the membership through increasing budget lines to reflect inflation increases and provide a budget line for Communications and marketing to reflect the changing way HELOA communicates with and supports its members.

We will return to two face- to- face UKC meetings and two virtual meetings to reflect the growing cost of UKC meetings in person, while acknowledging the benefits of development that takes place through volunteers meeting in person to review plans and practice for supporting the membership.

Reserves Policy

HELOA carries reserves of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive the income from invoicing members for attending the event until sometime afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered in England and Wales on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

R Kaur - Chair



Date

08/09/2023

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2023 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 2023, 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

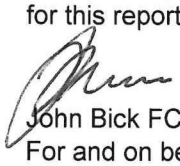
Irregularites, including fraud, are instances of non-compliance with laws and requlations. We design procedures in line with our responsibilites, outlined above, to detect material misstatements in respect of irregularitues, including fraud. The extent to which our procedures are capable of detecting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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

Date: 8/9/2023

HELOA
Statement of Financial Activities
For the year ended 31 March 2023

			2023			2022
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	93,735	-	93,735	89,093
ANNUAL CONFERENCE		2	132,715	-	132,715	93,337
TRAINING COURSES	NPC & PDC	2	44,710	-	44,710	22,590
MISCELLANEOUS	Bank Interest	3	-	-	-	-
	Miscellaneous	2	25	-	25	-
PARTNERSHIPS			15,975	-	15,975	21,065
TOTAL INCOME			287,160	-	287,160	226,085
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		24,788	-	24,788	10,340
HELOA OFFICE	Operating Costs		72,679	-	72,679	58,303
	Loss on disposal of fixed asset		3	-	3	-
	Depreciation		1,281	-	1,281	575
ANNUAL CONFERENCE			138,330	-	138,330	116,029
TRAINING COURSES			37,536	-	37,536	14,179
GROUP SUPPORT			14,734	-	14,734	2,476
MISCELLANEOUS	Auditor remuneration	4	4,900	-	4,900	4,500
	Legal and professional		4,909	-	4,909	-
	Bank charges		102	-	102	92
	Other		3,811	-	3,811	3,120
	Bad debts		-	-	-	170
TOTAL EXPENDITURE			303,073	-	303,073	209,784
Net income/(expenditure) for the year			(15,913)	-	(15,913)	16,301
Total funds brought forward			124,735	-	124,735	108,434
Total funds carried forward			108,822	-	108,822	124,735

HELOA
Balance Sheet
For the year ended 31 March 2023

	Note	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible assets	7		2,563		4
Current assets					
Trade debtors	8	9,866		16,782	
Prepayments and accrued income	8	6,336		-	
Cash at bank		112,528		126,466	
		128,730		143,248	
Creditors: Amounts falling due within one year	9	(22,471)		(18,517)	
Net current assets			106,259		124,731
Net assets			108,822		124,735
Represented by					
Unrestricted funds			108,822		124,735
Restricted funds			-		-
Total funds of the Charity			108,822		124,735

Approved by the Trustees on 08/09/2023 and signed on their behalf by

R Kaur, Chair

F Curry, Vice-Chair (Finance)

Fiona Curry

1) Summary of significant accounting policies

a) General information

The Charity is a charitable incorporated organisation, incorporated in England and Wales.

The address of its registered office is:
Edge Hill University
St. Helens Road
Ormskirk
L39 4QP

b) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

c) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

e) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

f) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2023 £	2022 £
Subscriptions	93,735	89,093
Annual Conference	132,715	93,337
Training Courses - New Practitioners & Professional Development	44,710	22,590
Other	25	-
Partnerships	15,975	21,065
Total income before investments	287,160	226,085

3) Investment income

	2023 £	2022 £
Bank interest	-	-
	-	-

4) Auditors remuneration

	2023 £	2022 £
Non-statutory audit	2,300	2,100
Other financial services	2,300	2,100
Software support	300	300
	4,900	4,500

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

Expenses totalling £17,450 were incurred by 23 Trustees to be reimbursed during the year (2022 £4,911 by 23 Trustees). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2022	1,738	1,738
Additions	3,843	3,843
Disposals	(1,355)	(1,355)
At 31 March 2023	4,226	4,226
Depreciation		
At 1 April 2022	1,734	1,734
Charge for the year	1,281	1,281
Eliminated on disposal	(1,352)	(1,352)
At 31 March 2023	1,663	1,663
Net Book Value		
At 31 March 2023	2,563	2,563
At 31 March 2022	4	4

8) Debtors and prepayments

	2023 £	2022 £
Debtors	9,866	16,782
Prepayments	5,996	-
Accrued income	205	-
	16,067	16,782

9) Creditors: Amounts falling due within one year

	2023 £	2022 £
Accounts payable	1,445	420
Accruals	20,408	18,097
	21,853	18,517

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2022 - £nil)

HELOA

England & Wales - Charity number 1182953

Accounts

CHARITY COMMISSION FOR ENGLAND AND WALES

Trustees' Annual Report for the period

Period start date 01/04/2021 Period end date 31/03/2022

Charity name: HELOA

Charity registration number: 1182953

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is for the public benefit to advance the education of people within the United Kingdom in such ways as the charity trustees think fit, including (without limiting the generality of the foregoing) by: ● Promoting entry to higher education ● Supporting higher education providers in the provision of information and advice services to students (both current and potential) and their families ● Providing training and knowledge sharing opportunities for higher education providers
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	This year has seen some continued disruption due to the Covid-19 pandemic, followed by a gradual return to face-to-face training events, including running our first in-person national conference since 2019. The HELOA Exec team have continued to hold monthly virtual meetings to ensure continued support and information sharing on a frequent basis. The following training and knowledge sharing events were held during the period for HELOA members: ● Full in person 3-day National Conference, running in January 2022, which saw excellent engagement and was fully booked to capacity ● 1 virtual Professional Development Conference (PDC) in April 2021, followed by an in person PDC in November 2021 ● 1 virtual New Practitioners Conference (NPC), followed by an in person NPC in October 2021. Attendance at these grew from the virtual events in 2020, and we received 99% positive feedback

		● Our regional committees (of which there are 9 in total, based in the regions and nations of the UK), have continued to hold a mixture of virtual, physical and hybrid meetings, responding to the needs of their members locally. Attendance has continued to be buoyant, particularly at online group meetings. ● The Midlands, North East, Yorkshire and Humber groups have joined the North West & Northern Ireland and Scotland groups in running their own mentoring schemes, and all are proving to be well received, with plans to roll this out to all groups over the next financial year. Key strategic developments this year have been: ● Creating and beginning to implement our 2021-23 strategy, including reviewing our mission, aims and values statements ● Creating an Organisational Development Plan (ODP) and updating this regularly to ensure that objectives are on track to be achieved in a timely manner ● Beginning the process to welcome Associate Members to the charity following a vote at the 2021 AGM in January. This includes adapting our policies and processes to suit the new category of membership ● Redrafting of the HELOA Code of Conduct is underway ● Significant expansion of external partnerships, including a full communications plan and packages of opportunities created. Memorandums of Understanding with key partners such as The Student Room, SLC and UCAS have been reviewed and re-signed.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have acted in accordance with the public benefit as set out in HELOA's constitution and in line with the guidance issued by the Charity Commission.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	

Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	**Training** We were delighted to be able to hold the HELOA National Conference in January 2022 at Carden Park. The conference was extremely popular, and we filled all available places. The programme was fully based on member suggestions. We received exceptionally positive feedback, despite the challenges Covid 19 was still presenting, and 99.1% of attendees rated the conference as 'good' or 'excellent', with 100% willing to attend future HELOA events. Prior to this, we also ran a mix of virtual and physical 1-day PDCs and NPCs throughout 2021, with virtual events in April and June, and physical events in October and November. Whilst attendance at our PDCs dropped overall, we did run an additional event in 2020. Attendance at NPCs overall rose significantly with the return to face-to-face, and we received 99% positive feedback. We will continue to review feedback and listen to members to review the balance of physical and virtual events, and will also investigate the possibility of hybrid event delivery, as requested by members. We have purchased a three-year HELOA membership to the CPD Certification Service, and all of our conferences either hold CPD accreditation or have accreditation in principle. This is a great addition to the HELOA training offer and the value we provide to our members. **Groups & Membership** Attendance at online group meetings has continued to be buoyant. Groups are adapting meetings to suit their areas, providing greater choice and flexibility for members going forward. This may involve hybrid meetings, or a mix of online and face-to-face meetings throughout the year. A guidance document for booking training for groups has been created, which combined with the training

		spreadsheet, should make potential training opportunities quick and simple to book. Each group has their own Google Drive to allow ease of access for committee members. Filling group committees has remained challenging in some areas, but we continue to endeavour to fill all vacant committee slots and have made good progress towards having a full complement of group committees this year. We are working on ways to track engagements, helping Group Chairs to see which activities are well-received and how members interact with group and national events. We continue to collect feedback from members through our membership survey. **Partnerships** Our commercial partnerships provide a robust income stream, helping to subsidise training and networking opportunities. Revenue through this avenue has increased year-on-year, and we continue to engage key partners as well as expanding the scope of partnerships we engage with. There have also been substantial developments within the UCAS Events Working Group and UCAS Product Development Group. We have worked hard to engage members and facilitate contribution and conversation through initiatives to discuss priority issues within the sector, including member-led consultation on responses to PQA. **Communications** This has proved to be a challenging year for communications, with the team going through numerous personnel changes. However, there have still been many key achievements: ● A new HELOA Bulletin was launched, redesigning HELOA's main member communication, with shorter and sharper content. Testing has been carried out to see when members engage most with content to inform best send times. ● The brand refresh has continued to ensure a consistent look and feel. ● HELOA blogs have been increasingly used to highlight the memberships' expertise, with the format allowing members and external bodies to access whenever relevant. ● We have continued to share additional opportunities, best practice, engagement and updates through social media accounts. More content has also been shared on the YouTube channel, particularly whilst training opportunities were reduced. ● The HELOA website has had updates including embedded forms for training events; new links to documents; enhanced web presence for both the AGM and National Conference; and more regular updates to the document library.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	We have begun to implement our 2021-23 strategy and reviewed our mission, aims and values statements. Our Organisational Development Plan has been created and updated to ensure that objectives are on track to be achieved in a timely manner and this is reviewed quarterly.
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	There has been an inevitable reduction of income this year due to it not being possible to return to the delivery of face-to-face training events until October 2021. This has been mitigated by restrictions on in-person meetings and related expenses until September 2021. Despite the rising operating costs, there has been no increase in membership subscription fees since 2016, and this will continue in 2022. We have maintained our operating surplus at £16,301 and generated a further budget surplus of £34,000 this year. This can be attributed to restrictions on in-person meetings for the majority of the year, which led to an under-spend of both group budgets and reduced UKC travel expenses. The proposed budget for 2022/23 projects a deficit of £15,000 in income against expenditure, which will be mitigated against by reinvesting surplus funds in order to cover operating costs. A full and comprehensive audit of our accounts was undertaken by ICA accredited accountants (Bick Accountants Ltd, reg 6846992) who found no reportable errors or risks. The organisation continues to have three dedicated finance roles (a Vice Chair(and trustee), and two managers) related to monitoring and processing the charity's finances, with additional support if needed provided by the charity's central office. The Vice Chair (Finance) also produces an annual report which is verified by our UK committee and presented at our AGM for scrutiny and acceptance. The income that is received is mainly via membership fees and through a series of managed external partnerships and sponsorship opportunities related to aforementioned CPD events and communications. All income is spent on ensuring the charity can meet its charitable objectives in supporting our members' training and development, and investing in a supportive and compliant central office. 2021/22 Total Income: £226,085 Total Expenditure: £209,784 If further details are required we are happy to share our annual reports detailing our income and expenditure.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We maintain minimum reserves of approximately £80,000 which is necessary to maintain our cash-flow. As we are not able to gain credit, it is crucial that we ensure that we retain sufficient funds to cover expenses in advance of

		receiving associated income; for example we cover all costs associated with our training and national conferences in advance of receiving payment from delegates. The reserves are also necessary as a contingency in case of unforeseen reduction in income due to the suspension of training conferences, for example the COVID-19 pandemic. A further surplus of £44,735 was generated over the course of the last two financial years due to continued mitigations as the effects of the pandemic continued to impact restricting events in 2021. This will be reinvested into the charity and its members.
Amount of reserves held	Para 1.22	£124,735
Reasons for holding zero reserves	Para 1.22	Does not apply
Details of fund materially in deficit	Para 1.24	Does not apply
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no uncertainties as the charity remains in a strong and stable financial position.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	All trustees are elected by the charity's membership. Those standing for election are HELOA members and votes are cast by the primary contact for each member institution.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	HELOA
Other name the charity uses	N/A
Registered charity number	1182953
Charity's principal address	HELOA Office Edge Hill University St Helen's Road Ormskirk Lancashire L39 4QP

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
Jonathan Atkinson	UK Chair		Institutional membership for all
Andy Coterill	UK Vice-Chair (Communications)		
Michelle Terrell	UK Vice-Chair (Finance)	March 2021 - March 2022	
Fiona Curry	UK Vice-Chair (Finance)	February 2022 - March 2022	
Joanna Marchant	UK Vice-Chair (Governance & Policy)	March 2021 - October 2021	
Kate Filimon-Rice	UK Vice-Chair (Governance & Policy)	October 2021 - March 2022	
Amanda Kenningley	UK Vice-Chair (Group Development)		
Andrew Cooper	UK Vice-Chair (Membership and Administration)	June 2021 - March 2022	
Steven Walsh	UK Vice-Chair (Membership and Administration)	March 2021 - June 2021	
Jack Clare	UK Vice-Chair (Partnerships)		
Reena Kaur	UK Vice-Chair (Training)		
Stephanie Jong	Anglia Chair		
Grant Cullen	Scotland Chair		
Ashleigh Hope	London Chair		
Emily Day	Midlands Chair	February 2022 - March 2022	
Dylan Cozens	Midlands Chair	March 2021 - February 2022	
Jennifer Barton	North East Chair		
Chris Mullen	North West and Northern Ireland Chair		
Rebecca Oliver	South West Chair	March 2021 - March 2022	
Charlie Smith	South West Chair	March 2022	
Steph Coogans	South East Chair		
Rebecca Oliver	South West Chair		
Andy Jackson	Wales Chair/Cadeirydd Cymru		

Corporate trustees – names of the directors at the date the report was approved

Director name		
Does not apply		

Name of trustees holding title to property belonging to the charity

Trustee name	**Dates acted if not for whole year**	
Does not apply		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Does not apply
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Does not apply
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Does not apply

Additional information (optional)

Type of adviser	**Name**	**Address**

Name of chief executive or names of senior staff members (Optional information)

Exemptions from disclosure

Reason for non-disclosure of key personnel details

The trustees declare that they have approved the trustees report above. Signed on behalf of the charity's trustees

Full name(s)	Position	Signature(s)
Jonathan Atkinson	UK Chair	
Kate Filimon-Rice	UK Vice Chair (Governance & Policy)	

Date

30/01/2023

HELOA

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Financial Statements
For the year ended 31 March 2022

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HELOA
General Information
For the year ended 31 March 2022

Charity registration number	1182953	
Company number	CE017172	
Trustees	F Curry	Vice Chair (Finance)
	R Kaur	Vice Chair (Training)
	A Cooper	Vice Chair (Memberships & Admin)
	A Cotterill	Vice Chair (Comms)
	J Clare	Vice Chair (Partnerships)
	K Filimon	Vice Chair (Governance & Policy)
	A Kenningley	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	A Hope	London Group Chair
	E Day	Midlands Group Chair
	J Barton	North East Group Chair
	C Mullen	North West & NI Group Chair
	C Fraser	Scotland Group Chair
	S Coogans	South East Group Chair
	C Smith	South West Group Chair
	A Jackson	Wales Group Chair
Chair	J Atkinson	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2022

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	1182953
Company number	CE017172
Principle office	Edge Hill University St. Helens Road Ormskirk L39 4QP

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

J Atkinson - Chair	Chair	
M Terrell	Vice Chair (Finance)	Resigned February 2022
F Curry	Vice Chair (Finance)	Appointed February 2022
R Kaur	Vice Chair (Training)	
S Walsh	Vice Chair (Memberships & Admin)	Resigned June 2021
A Cooper	Vice Chair (Memberships & Admin)	Appointed June 2021
A Cotterill	Vice Chair (Comms)	
J Clare	Vice Chair (Partnerships)	
J Marchant	Vice Chair (Governance & Policy)	Resigned October 2021
K Filimon	Vice Chair (Governance & Policy)	Appointed October 2021
A Kenningley	Vice Chair (Group Development)	
S Jong	Anglia Group Chair	Appointed April 2021
A Hope	London Group Chair	
D Cozens	Midlands Group Chair	Resigned February 2022
E Day	Midlands Group Chair	Appointed February 2022
J Barton	North East Group Chair	
C Mullen	North West & NI Group Chair	
G Cullen	Scotland Group Chair	Resigned April 2022
C Fraser	Scotland Group Chair	Apointed July 2022
S Coogans	South East Group Chair	Re-elected March 2022
R Oliver	South West Group Chair	Resigned April 2022
C Smith	South West Group Chair	Appointed March 2022
A Jackson	Wales Group Chair	

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by:
- Supporting our members to help students make informed decisions;
- Finding opportunities to enable our members to develop in their careers;
- Provide meaningful partnerships between sector relevant bodies and our members;
- Representing the values of HELOA to a wider audience.

Vision

HELOA is a professional and engaged advocate for higher education. We enhance how higher education providers support potential students to make informed decisions about their futures. We support our members in providing access to high-quality information and advice services. HELOA works collaboratively to share best practice amongst members and provides opportunities to develop new skills.

Values

1. Every potential higher education student has the right to make informed decisions about their future.
2. Higher education providers must support students from all backgrounds to access the right education and career pathway for them.
3. Our members are key stakeholders in informing potential students and their supporters about higher education options.
4. We are a democratic member-led charity, with a commitment to engaging our membership through a network of UK wide events, communications, and geographical groups.
5. We collaborate to share best practice in student information and advice services.

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit:
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships.

Strategic Report

Achievements and Performance

Strategic priorities 2021 to 2023
1. Strengthen the stability of HELOA to ensure the delivery of charitable objectives.
2. Maintain and grow meaningful partnerships with third-party organisations at national and group level.
3. Continue to provide sector-leading training, best-practice sharing and networking opportunities for our members.
4. Engage with and learn from our membership to improve our relevance and purpose.
5. Raise the profile of HELOA's work and that of our members internally and externally.

Update on Strategic priorities:
1. The UK Executive along with the office and UKC review the ODP at regular intervals to track progress against our current strategy and projects. The strategic aims are RAG rated annually. We review the risk register annually to ensure we are aware of and can mitigate against any risks to the organisation.
2. The partnerships framework was reviewed to ensure it's fit for purpose, with feedback collated from UKC and members to identify new potential partners.
3. 2021-22 saw a return of training events in person and the return of the National Conference.
4. A membership tracker was created to begin to identify more granular engagement by member and group level, and a survey distributed to learn from feedback.
5. A full review of the communications strategy has taken place with a new bulletin, blog and communications calendar. The chair and members of the executive regularly attend consultation and advisory boards and the chair remains a permanent member of the UCAS council.

Financial Review

This year has continued to be a challenging period for everyone. In the face of the Covid-19 pandemic, the HELOA Finance team has continued to review our financial position.

There has been an inevitable reduction of income this year due to it not being possible to return to the delivery of face-to-face training events until October 2021. This has; however, been mitigated by restrictions on in-person meetings, and related expenses, until September 2021.

Despite the rising operating costs of the association, there has been no increase to the membership subscription fees since 2016. Nevertheless, it is recognised that the Covid-19 pandemic has had a considerable financial impact on member institutions and consequently many are facing reduced budgets for CPD. Conversely, despite a reduced income for the past two years, as a result of the cost-saving mitigations put into place, we have maintained our operating surplus at £16,301 and generated a further budget surplus of £34,000.00 this year. This can be attributed to restrictions on in-person meetings for the majority of the year which led to an under-spend of both group budgets and reduced UKC travel expenses.

In view of the above, it was agreed at the AGM in January 2022 that there would be no increase to membership subscription fees or fees for attending training events, including National Conference, for the financial year 2022/2023. The proposed budget for 2022/2023 takes this into account and projects a deficit of £15,000.00 in income against expenditure, which will be mitigated against by re-investing surplus funds in order to cover operating costs.

Expenditure for 2022/23 is expected, subject to government restrictions continuing to permit the delivery of face-to-face activities, to be similar to previous pre-pandemic years.

Although the UK Committee has adapted well to meeting virtually during the pandemic, we do recognise the benefits of meeting in-person, and as such held our first hybrid meeting at Edge Hill University in September 2021. Nevertheless, in order to reduce committee expenses, face-to-face meetings will be reduced to two per year, with the remainder taking place virtually. Working Groups and Regional Group committees will also be encouraged to meet virtually as far as possible.

It should be noted that in order to ensure a stable financial situation for the coming years, and to enable investment in the continued development of our training provision and further projects going forward, it is likely to be necessary to review the cost of both membership subscriptions and training event fees for 2023/2024, and proposals will be brought to the AGM in January 2023.

Reserves Policy

HELOA carries a minimum reserves level of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive the income from invoicing members for attending the event until sometime afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered in England and Wales on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

J Atkinson - Chair

Date: 22 November 2022

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2022 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

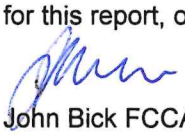
Irregularites, including fraud, are instances of non-compliance with laws and requlations. We design procedures in line with our responsibilites, outlined above, to detect material misstatements in respect of irregularitues, including fraud. The extent to which our procedures are capable of detecting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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

Date: 24 November 2022

HELOA
Statement of Financial Activities
For the year ended 31 March 2022

			2022			2021
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	89,093	-	89,093	86,357
ANNUAL CONFERENCE		2	93,337	-	93,337	450
TRAINING COURSES	New Practitioners & PD	2	22,590	-	22,590	11,320
MISCELLANEOUS	Bank Interest	3	-	-	-	-
	Miscellaneous	2	-	-	-	33
PARTNERSHIPS			21,065	-	21,065	4,050
TOTAL INCOME			226,085	-	226,085	102,210
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		10,340	-	10,340	957
HELOA OFFICE	Operating Costs		58,303	-	58,303	61,363
	Depreciation		575	-	575	580
ANNUAL CONFERENCE			116,029	-	116,029	2,806
TRAINING COURSES			14,179	-	14,179	698
GROUP SUPPORT			2,476	-	2,476	3,315
MISCELLANEOUS	Audit Fee	4	2,100	-	2,100	2,040
	Legal and professional	4	2,400	-	2,400	2,340
	Bank charges		92	-	92	59
	Other		3,120	-	3,120	700
	Bad debts		170	-	170	-
TOTAL EXPENDITURE			209,784	-	209,784	74,857
Net income for the year			16,301	-	16,301	27,353
Total funds brought forward			108,434	-	108,434	81,081
Total funds carried forward			124,735	-	124,735	108,434

HELOA
Balance Sheet
For the year ended 31 March 2022

	Note	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Tangible assets	**7**		4		579
Current assets					
Trade debtors	**8**	16,782		3,399	
Prepayments and accrued income	**8**	-		11,161	
Cash at bank		126,466		107,380	
		143,248		121,940	
Creditors: Amounts falling due within one year	**9**	(18,517)		(14,085)	
Net current assets			124,731		107,855
Net assets			124,735		108,434
Represented by					
Unrestricted funds			124,735		108,434
Restricted funds			-		-
Total funds of the Charity			124,735		108,434

Approved by the Trustees on 22 November 2022 and signed on their behalf by

J Atkinson, Chair

F Curry, Vice-Chair (Finance)

1) Summary of significant accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

b) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

c) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

d) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

e) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

f) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2022 £	2021 £
Subscriptions	89,093	86,357
Annual Conference	93,337	450
Training Courses - New Practitioners & Professional Development	22,590	11,320
Other	-	33
Partnerships	21,065	4,050
Total income before investments	226,085	102,210

3) Investment income

	2022 £	2021 £
Bank interest	-	-
	-	-

4) Auditors remuneration

	2022 £	2021 £
Non-statutory audit	2,100	2,040
Other financial services	2,100	2,040
Software support	300	300
	4,500	4,380

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

Expenses totalling £4,911 were incurred by 23 Trustees and reimbursed during the year (2021 £nil). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2021	1738	1738
Additions	-	-
At 31 March 2022	1738	1738
Depreciation		
At 1 April 2021	1159	1159
Charge for the year	575	575
At 31 March 2022	1734	1734
Net Book Value		
At 31 March 2022	4	4
At 31 March 2021	579	579

8) Debtors and prepayments

	2022 £	2021 £
Debtors	16,782	3,399
Prepayments	-	10,000
Accrued income	-	1,161
	16,782	14,560

9) Creditors: Amounts falling due within one year

	2022 £	2021 £
Accounts payable	420	5
Accruals	18,097	14,080
	18,517	14,085

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2021 - £nil)

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Financial Statements
For the year ended 31 March 2022

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HELOA
General Information
For the year ended 31 March 2022

Charity registration number	1182953	
Company number	CE017172	
Trustees	F Curry	Vice Chair (Finance)
	R Kaur	Vice Chair (Training)
	A Cooper	Vice Chair (Memberships & Admin)
	A Cotterill	Vice Chair (Comms)
	J Clare	Vice Chair (Partnerships)
	K Filimon	Vice Chair (Governance & Policy)
	A Kenningley	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	A Hope	London Group Chair
	E Day	Midlands Group Chair
	J Barton	North East Group Chair
	C Mullen	North West & NI Group Chair
	C Fraser	Scotland Group Chair
	S Coogans	South East Group Chair
	C Smith	South West Group Chair
	A Jackson	Wales Group Chair
Chair	J Atkinson	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2022

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	1182953
Company number	CE017172
Principle office	Edge Hill University St. Helens Road Ormskirk L39 4QP

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

J Atkinson - Chair	Chair	
M Terrell	Vice Chair (Finance)	Resigned February 2022
F Curry	Vice Chair (Finance)	Appointed February 2022
R Kaur	Vice Chair (Training)	
S Walsh	Vice Chair (Memberships & Admin)	Resigned June 2021
A Cooper	Vice Chair (Memberships & Admin)	Appointed June 2021
A Cotterill	Vice Chair (Comms)	
J Clare	Vice Chair (Partnerships)	
J Marchant	Vice Chair (Governance & Policy)	Resigned October 2021
K Filimon	Vice Chair (Governance & Policy)	Appointed October 2021
A Kenningley	Vice Chair (Group Development)	
S Jong	Anglia Group Chair	Appointed April 2021
A Hope	London Group Chair	
D Cozens	Midlands Group Chair	Resigned February 2022
E Day	Midlands Group Chair	Appointed February 2022
J Barton	North East Group Chair	
C Mullen	North West & NI Group Chair	
G Cullen	Scotland Group Chair	Resigned April 2022
C Fraser	Scotland Group Chair	Apointed July 2022
S Coogans	South East Group Chair	Re-elected March 2022
R Oliver	South West Group Chair	Resigned April 2022
C Smith	South West Group Chair	Appointed March 2022
A Jackson	Wales Group Chair	

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by:
- Supporting our members to help students make informed decisions;
- Finding opportunities to enable our members to develop in their careers;
- Provide meaningful partnerships between sector relevant bodies and our members;
- Representing the values of HELOA to a wider audience.

Vision

HELOA is a professional and engaged advocate for higher education. We enhance how higher education providers support potential students to make informed decisions about their futures. We support our members in providing access to high-quality information and advice services. HELOA works collaboratively to share best practice amongst members and provides opportunities to develop new skills.

Values

1. Every potential higher education student has the right to make informed decisions about their future.
2. Higher education providers must support students from all backgrounds to access the right education and career pathway for them.
3. Our members are key stakeholders in informing potential students and their supporters about higher education options.
4. We are a democratic member-led charity, with a commitment to engaging our membership through a network of UK wide events, communications, and geographical groups.
5. We collaborate to share best practice in student information and advice services.

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit:
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships.

Strategic Report

Achievements and Performance

Strategic priorities 2021 to 2023
1. Strengthen the stability of HELOA to ensure the delivery of charitable objectives.
2. Maintain and grow meaningful partnerships with third-party organisations at national and group level.
3. Continue to provide sector-leading training, best-practice sharing and networking opportunities for our members.
4. Engage with and learn from our membership to improve our relevance and purpose.
5. Raise the profile of HELOA's work and that of our members internally and externally.

Update on Strategic priorities:
1. The UK Executive along with the office and UKC review the ODP at regular intervals to track progress against our current strategy and projects. The strategic aims are RAG rated annually. We review the risk register annually to ensure we are aware of and can mitigate against any risks to the organisation.
2. The partnerships framework was reviewed to ensure it's fit for purpose, with feedback collated from UKC and members to identify new potential partners.
3. 2021-22 saw a return of training events in person and the return of the National Conference.
4. A membership tracker was created to begin to identify more granular engagement by member and group level, and a survey distributed to learn from feedback.
5. A full review of the communications strategy has taken place with a new bulletin, blog and communications calendar. The chair and members of the executive regularly attend consultation and advisory boards and the chair remains a permanent member of the UCAS council.

Financial Review

This year has continued to be a challenging period for everyone. In the face of the Covid-19 pandemic, the HELOA Finance team has continued to review our financial position.

There has been an inevitable reduction of income this year due to it not being possible to return to the delivery of face-to-face training events until October 2021. This has; however, been mitigated by restrictions on in-person meetings, and related expenses, until September 2021.

Despite the rising operating costs of the association, there has been no increase to the membership subscription fees since 2016. Nevertheless, it is recognised that the Covid-19 pandemic has had a considerable financial impact on member institutions and consequently many are facing reduced budgets for CPD. Conversely, despite a reduced income for the past two years, as a result of the cost-saving mitigations put into place, we have maintained our operating surplus at £16,301 and generated a further budget surplus of £34,000.00 this year. This can be attributed to restrictions on in-person meetings for the majority of the year which led to an under-spend of both group budgets and reduced UKC travel expenses.

In view of the above, it was agreed at the AGM in January 2022 that there would be no increase to membership subscription fees or fees for attending training events, including National Conference, for the financial year 2022/2023. The proposed budget for 2022/2023 takes this into account and projects a deficit of £15,000.00 in income against expenditure, which will be mitigated against by re-investing surplus funds in order to cover operating costs.

Expenditure for 2022/23 is expected, subject to government restrictions continuing to permit the delivery of face-to-face activities, to be similar to previous pre-pandemic years.

Although the UK Committee has adapted well to meeting virtually during the pandemic, we do recognise the benefits of meeting in-person, and as such held our first hybrid meeting at Edge Hill University in September 2021. Nevertheless, in order to reduce committee expenses, face-to-face meetings will be reduced to two per year, with the remainder taking place virtually. Working Groups and Regional Group committees will also be encouraged to meet virtually as far as possible.

It should be noted that in order to ensure a stable financial situation for the coming years, and to enable investment in the continued development of our training provision and further projects going forward, it is likely to be necessary to review the cost of both membership subscriptions and training event fees for 2023/2024, and proposals will be brought to the AGM in January 2023.

Reserves Policy

HELOA carries a minimum reserves level of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive the income from invoicing members for attending the event until sometime afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered in England and Wales on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

J Atkinson - Chair

Date: 22 November 2022

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2022 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

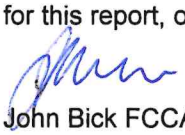
Irregularites, including fraud, are instances of non-compliance with laws and requlations. We design procedures in line with our responsibilites, outlined above, to detect material misstatements in respect of irregularitues, including fraud. The extent to which our procedures are capable of detecting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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

Date: 24 November 2022

HELOA
Statement of Financial Activities
For the year ended 31 March 2022

			2022			2021
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	89,093	-	89,093	86,357
ANNUAL CONFERENCE		2	93,337	-	93,337	450
TRAINING COURSES	New Practitioners & PD	2	22,590	-	22,590	11,320
MISCELLANEOUS	Bank Interest	3	-	-	-	-
	Miscellaneous	2	-	-	-	33
PARTNERSHIPS			21,065	-	21,065	4,050
TOTAL INCOME			226,085	-	226,085	102,210
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		10,340	-	10,340	957
HELOA OFFICE	Operating Costs		58,303	-	58,303	61,363
	Depreciation		575	-	575	580
ANNUAL CONFERENCE			116,029	-	116,029	2,806
TRAINING COURSES			14,179	-	14,179	698
GROUP SUPPORT			2,476	-	2,476	3,315
MISCELLANEOUS	Audit Fee	4	2,100	-	2,100	2,040
	Legal and professional	4	2,400	-	2,400	2,340
	Bank charges		92	-	92	59
	Other		3,120	-	3,120	700
	Bad debts		170	-	170	-
TOTAL EXPENDITURE			209,784	-	209,784	74,857
Net income for the year			16,301	-	16,301	27,353
Total funds brought forward			108,434	-	108,434	81,081
Total funds carried forward			124,735	-	124,735	108,434

HELOA
Balance Sheet
For the year ended 31 March 2022

	Note	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Tangible assets	**7**		4		579
Current assets					
Trade debtors	**8**	16,782		3,399	
Prepayments and accrued income	**8**	-		11,161	
Cash at bank		126,466		107,380	
		143,248		121,940	
Creditors: Amounts falling due within one year	**9**	(18,517)		(14,085)	
Net current assets			124,731		107,855
Net assets			124,735		108,434
Represented by					
Unrestricted funds			124,735		108,434
Restricted funds			-		-
Total funds of the Charity			124,735		108,434

Approved by the Trustees on 22 November 2022 and signed on their behalf by

J Atkinson, Chair

F Curry, Vice-Chair (Finance)

1) Summary of significant accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

b) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

c) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

d) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

e) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

f) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2022 £	2021 £
Subscriptions	89,093	86,357
Annual Conference	93,337	450
Training Courses - New Practitioners & Professional Development	22,590	11,320
Other	-	33
Partnerships	21,065	4,050
Total income before investments	226,085	102,210

3) Investment income

	2022 £	2021 £
Bank interest	-	-
	-	-

4) Auditors remuneration

	2022 £	2021 £
Non-statutory audit	2,100	2,040
Other financial services	2,100	2,040
Software support	300	300
	4,500	4,380

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

Expenses totalling £4,911 were incurred by 23 Trustees and reimbursed during the year (2021 £nil). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2021	1738	1738
Additions	-	-
At 31 March 2022	1738	1738
Depreciation		
At 1 April 2021	1159	1159
Charge for the year	575	575
At 31 March 2022	1734	1734
Net Book Value		
At 31 March 2022	4	4
At 31 March 2021	579	579

8) Debtors and prepayments

	2022 £	2021 £
Debtors	16,782	3,399
Prepayments	-	10,000
Accrued income	-	1,161
	16,782	14,560

9) Creditors: Amounts falling due within one year

	2022 £	2021 £
Accounts payable	420	5
Accruals	18,097	14,080
	18,517	14,085

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2021 - £nil)

HELOA

England & Wales - Charity number 1182953

Accounts

CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

Period start date 01/04/2020 Period end date 31/03/2021

Charity name: HELOA

Charity registration number: 1182953

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is for the public benefit to advance the education of people within the United Kingdom in such ways as the charity trustees think fit, including (without limiting the generality of the foregoing) by: ● Promoting entry to higher education ● Supporting higher education providers in the provision of information and advice services to students (both current and potential) and their families ● Providing training and knowledge sharing opportunities for higher education providers
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The period has not been a typical year for HELOA, with most of our activities usually carried out in person, and the pivot to virtual activities has been a primary focus. The Exec team initially moved to weekly meetings to ensure the organisation adapted quickly to support members and facilitate communications and reactions in the constantly changing physical, political and digital environments the pandemic created. Against this challenging backdrop, the following training and knowledge sharing events were held virtually for HELOA members: ● 3 Professional Development Conferences – all of which were fully booked with a waiting list. The first was offered to members free of charge and others at a minimal cost. They were very successful with 91% positive feedback and an increase in engagement ● 2 New Practitioners Conferences (June and October)

		● 4 Best Practice Webinars (April, July, October and December) ● All nine groups (representing different parts of the UK) held at least three virtual activities. These included opportunities for members to share best practice and to engage in training and professional development. A number of the regional groups have also begun or developed their mentoring schemes. Key strategic developments this year have been: ● Progressing strategic objectives and creating a comprehensive Risk Register ● Adopting name-blind elections to increase the equality in our election processes ● Establishing and strengthening relationships with a variety of partner organisations, including progressing Memorandums of Understanding with The Student Room and UCAS.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have acted in accordance with the public benefit as set out in HELOA's constitution and in line with the guidance issued by the Charity Commission.

Additional information (optional)
You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	**Training** We had to take the difficult decision to postpone the 2021 National Conference, which is usually our biggest training event held in January, due to the pandemic. The training team instead focussed on new and different ways to engage with members with virtual events, and aimed to ensure the same level and number of training events were available. Additional Professional Development Conferences (PDCs) were developed, as well as the introduction of HELOA Best Practice Webinars. All were very successful and well received. Although our New Practitioner's Conference had slightly decreased attendance, this can be explained by the lack of new roles available in the sector during the pandemic, and we achieved 97% good or excellent feedback. We plan to return to running mostly in-person training events from 2022 if restrictions allow. However, due to the success of virtual training, we have committed to running at least one virtual PDC per year, and will be adopting a hybrid approach to delivering most training events. **Groups & Membership** The majority of groups have seen an increase in attendance following the introduction of online meetings, showing that the support and guidance provided by HELOA at group level has proved invaluable this year. To ensure content from planned full-day in-person training events wasn't lost, some groups held training sessions over a number of days or weeks instead, and introduced additional virtual sessions to chat over lunch. Although group spend was put on hold during the pandemic due to a decrease in revenue from events, groups still managed to provide a great range of activity for members, utilising expertise from across the membership and the wider sector. The Scotland and North West and Northern Ireland groups have begun an innovative mentoring scheme, which is going to prove extremely beneficial for members in supporting one another and sharing best practice. We aim to roll out the scheme to more groups during 2021. A membership survey has been undertaken to collate members' views on HELOA and ensure their needs were being met, track engagement and identify opportunities for improvement. **Partnerships** Our relationships with key partners such as UCAS, Student Loans Company, The Student Room Group, IDP Connect, WonkHE, Ofqual and UniTasterDays have continued to develop over the last year. The sector

		knowledge and insight gained via these partnerships has enhanced HELOA's ability to provide informed and relevant professional development opportunities to its members. They also give HELOA members a communication channel to have important conversations with influential higher education organisations. **Communications** HELOA has focussed on developing interesting and useful content to support our members through this time of change, and have launched new channels to support further opportunities for sharing content and networking. This has included: ● Bi-weekly HELOA digests circulated to all members sharing key information, with a refreshed template to include clear calls to action. ● The HELOA YouTube channel has been launched and a range of video content created. ● The team have continued to share additional opportunities, best practice, engagement and updates through the HELOA blog, Facebook group, Twitter, LinkedIn, Slack channel and website.

Additional information (optional)
You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Having established a new strategy we have revised our organisation objectives to ensure these are in line with our aims and values. Good progress is being made and reviewed quarterly.
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	In the face of the Covid-19 pandemic, HELOA took immediate steps to ensure the continued financial viability of the charity. A reduction in income this year (due to no face-to-face training) has been mitigated by restrictions on in-person committee meetings and related expenses, and a freeze on all but business critical spending between April and September 2020. The committee has since endeavoured to continue making cost savings where possible and prepare contingency plans, in case pre-pandemic levels of income do not resume in May 2021 as planned. A full and comprehensive audit of our accounts was undertaken by ICA accredited accountants (Bick Accountants Ltd, reg 6846992) who found no reportable errors or risks. The organisation continues to have three dedicated finance roles (a Vice Chair(and trustee), and two managers) related to monitoring and processing the charity's finances, with additional support if needed provided by the charity's central office. The Vice Chair (Finance) also produces an annual report which is verified by our UK committee and presented at our AGM for scrutiny and acceptance. The income that is received is mainly via membership fees and through a series of managed external partnerships and sponsorship opportunities related to aforementioned CPD events and communications. All income is spent on ensuring the charity can meet its charitable objectives in supporting our members' training and development, and investing in a supportive and compliant central office. 2020/21 Total Income: £102,210 Total Expenditure: £74,857 If further details are required we are happy to share our annual reports detailing our income and expenditure.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	HELOA carries an annual surplus of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive income from invoicing members for attending the event until sometime afterwards.
Amount of reserves held	Para 1.22	£81,081
Reasons for holding zero reserves	Para 1.22	Does not apply

Details of fund materially in deficit	Para 1.24	Does not apply
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no uncertainties as the charity remains in a strong and stable financial position.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	All trustees are elected by the charity's membership. Those standing for election are HELOA members and votes are cast by the primary contact for each member institution.

Additional information (optional)
You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	HELOA
Other name the charity uses	N/A
Registered charity number	1182953
Charity's principal address	HELOA Office Edge Hill University St Helen's Road Ormskirk Lancashire L39 4QP

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
Jonathan Atkinson	UK Chair		Institutional membership
Andy Coterill	UK Vice-Chair (Communications)	January 2021 – March 2021	
Rebecca Montgomery	UK Vice-Chair (Communications)	March 2020 – January 2021	
Michelle Terrell	UK Vice-Chair (Finance)		
Joanna Marchant	UK Vice-Chair (Governance & Policy)		
Amanda Kenningley	UK Vice-Chair (Group Development) North East Chair	October 2020 – March 2021 March 2020 – October 2020	
Helen Walker	UK Vice-Chair (Group Development)	March 2020 – October 2020	
Steven Walsh	UK Vice-Chair (Membership and Administration)		
Jack Clare	UK Vice-Chair (Partnerships)	January 2021 – March 2021	
Rebecca Hollington	UK Vice-Chair (Partnerships)	March 2020 – January 2021	
Reena Kaur	UK Vice-Chair (Training)	December 2019 – March 2020	
Stephanie Jong	Anglia Chair	August 2020 – March 2021	
Rachel Cox	Anglia Chair	March 2020 – August 2020	
Ashleigh Hope	London Chair	February 2021 – March 2021	
Rebecca Robson	London Chair	March 2020 – February 2021	
Dylan Cozens	Midlands Chair		
Jennifer Barton	North East Chair	October 2020 – March 2021	
Chris Mullen	North West and Northern Ireland Chair		
Grant Cullen	Scotland Chair	August 2020 – March 2021	
Ali Clark	Scotland Chair	March 2020 – August 2020	
Steph Coogans	South East Chair		
Rebecca Oliver	South West Chair		
Andy Jackson	Wales Chair/Cadeirydd Cymru	February 2021 – March 2021	

Rebecca Bowen	Wales Chair/Cadeirydd Cymru	March 2020 – February 2021

Corporate trustees – names of the directors at the date the report was approved

Director name		
Does not apply		

Name of trustees holding title to property belonging to the charity

Trustee name	**Dates acted if not for whole year**	
Does not apply		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Does not apply
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Does not apply
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Does not apply

Additional information (optional)

Type of adviser	**Name**	**Address**

Name of chief executive or names of senior staff members (Optional information)

Exemptions from disclosure

Reason for non-disclosure of key personnel details

The trustees declare that they have approved the trustees report above. Signed on behalf of the charity's trustees

Full name(s)	Position	Signature(s)
Jonathan Atkinson	UK Chair	
Kate Filimon-Rice	UK Vice Chair (Governance & Policy)	

Date

27.01.2022

HELOA

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Financial Statements
For the year ended 31 March 2021

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General Information
For the year ended 31 March 2021

Charity registration number	1182953	
Company number	CE017172	
Trustees	M Terrell	Vice Chair (Finance)
	R Kaur	Vice Chair (Training)
	S Walsh	Vice Chair (Memberships & Admin)
	A Cotterill	Vice Chair (Comms)
	J Clare	Vice Chair (Partnerships)
	J Marchant	Vice Chair (Governance & Policy)
	A Kenningley	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	A Hope	London Group Chair
	D Cozens	Midlands Group Chair
	J Barton	North East Group Chair
	C Mullen	North West & NI Group Chair
	G Cullen	Scotland Group Chair
	S Coogans	South East Group Chair
	R Oliver	South West Group Chair
	A Jackson	Wales Group Chair
Chair	J Atkinson	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2021

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	1182953
Company number	CE017172
Principle office	Edge Hill University St. Helens Road Ormskirk L39 4QP

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

J Atkinson - Chair	Chair	
M Terrell	Vice Chair (Finance)	
R Kaur	Vice Chair (Training)	Appointed January 2020
S Walsh	Vice Chair (Memberships & Admin)	
R Montgomery	Vice Chair (Comms)	Resigned January 2021
A Cotterill	Vice Chair (Comms)	Appointed January 2021
R Hollington	Vice Chair (Partnerships)	Resigned January 2021
J Clare	Vice Chair (Partnerships)	Appointed January 2021
J Marchant	Vice Chair (Governance & Policy)	
H Walker	Vice Chair (Group Development)	Resigned August 2020
A Kenningley	Vice Chair (Group Development)	Appointed August 2020
R Cox	Anglia Group Chair	Resigned February 2021
S Jong	Anglia Group Chair	Appointed April 2021
R Robson	London Group Chair	Resigned February 2021
A Hope	London Group Chair	Appointed February 2021
D Cozens	Midlands Group Chair	
A Kenningley	North East Group Chair	Resigned August 2020
J Barton	North East Group Chair	Appointed August 2020
C Mullen	North West & NI Group Chair	
A Clark	Scotland Group Chair	Resigned July 2020
G Cullen	Scotland Group Chair	Appointed July 2020
S Coogans	South East Group Chair	
R Oliver	South West Group Chair	
R Bowen	Wales Group Chair	Resigned January 2021
A Jackson	Wales Group Chair	Appointed January 2021

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by: Supporting our members to help students make informed decisions; Developing opportunities to enable our members to excel in their careers; Providing a forum for sector-relevant bodies and our members to interact; Representing the values of our members to a wider audience.

Vision

Our members are and will be professional, passionate and engaged advocates for higher education, helping potential students make an informed decision about their future in education by providing high-quality information, advice and/or guidance.

Values

Every potential student has the right to make informed decisions about their future; Higher Education providers must support those students with the ability to participate to gain access to their courses; Our members are key stakeholders in informing potential students about their higher education options; We are a democratic, member-led association with a commitment to engaging and developing our membership through a network of national and regional Groups; The sharing and celebration of best practice for providing high-quality information, advice, and guidance is core to our success. Stakeholders, such as parents, teachers, and careers advisors, are better able to help potential students if they are themselves better informed about higher education options

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships;

Strategic Report

Achievements and Performance

Strategic priorities 2018 to 2020 (extended to 2021 due to the Covid-19 pandemic.)
1.Develop a solid and lasting foundation for the Association;
2. Provide sector-leading training and best-practice sharing opportunities for our members;
3. Work with third-party organisations to develop meaningful partnerships;
4. Engage with and learn from our members to improve our relevance and purpose;
5. Raise the profile of our members, our sector, and our Association.

Update on Strategic priorities:
1. HELOA has become a registered charity with the CIO in England and Wales and the Scottish Charity commission, and is on the waiting list for the Northern Irish charity commission.
2. As a consequence of the COVID-19 pandemic HELOA has suspended face to face training events from March 2020 to September 2021, however this has facilitated the opportunity to launch online events.
3. The Partnerships team are working to strengthen our existing partnerships and develop new opportunities. A new partnership has been set up with The Student Room.

Financial Review

This year has been a challenging period for everyone. In the face of the Covid-19 pandemic, the HELOA Finance team have constantly reviewed our financial position, and with the support of the UK Committee, took immediate steps to ensure the continued financial viability of the association, including continued funding of our office at Edge Hill University.

There has been an inevitable reduction of income this year due to there being no face-to-face training conferences and reduced opportunities for sponsorship. This has; however, been mitigated by restrictions on in-person committee meetings and related expenses and a freeze on all but business critical spending was put in place from April to September 2020. Since then, the committee have endeavoured to continue making cost savings wherever possible.

It is hoped that face-to-face activities will resume from May 2021 and that our income and expenditure will return to pre-pandemic levels. However, in order to ensure the continued financial viability of the association; it is necessary to prepare contingency plans.

In the event that restrictions remain in place and prevent a return to face-to-face training events for 2021, the consequent projected reduction of income from training events and partnerships would be mitigated by continuing to restrict UKC travel and through a reduction of 20% in group budgets; however, it is assumed that in such circumstances group meetings would be likely to remain virtual and therefore no costs associated with catering would be incurred.

Despite the rising operating costs of the association, there has been no increase to the membership subscription fees since 2016. In order to ensure that our income continues to match projected expenditure, the Vice Chair (Finance) proposed that membership subscription fees for 2021/22 be increased by 15%. This would enable us to invest in the continued development of our training provision and further projects going forward. Furthermore, this would secure a stable financial situation for the coming years whilst maintaining the current operating surplus.

The proposal was discussed at the AGM in January 2021, however after raising concerns in relation to the financial impact of the covid-19 pandemic on member institutions, members voted against the proposal. Consequently, there will be no increase to the membership fees for 2021, however an amended proposal will be brought to the AGM in January 2022.

Reserves Policy

HELOA carries reserves of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive the income from invoicing members for attending the event until sometime afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



J Atkinson - Chair

17 September 2021
Date

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2021 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 2021, 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement [set out on page 4], the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

Date: 21 September 2021

HELOA
Statement of Financial Activities
For the year ended 31 March 2021

			2021			2020
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	86,357	-	86,357	88,854
ANNUAL CONFERENCE		2	450	-	450	103,669
TRAINING COURSES	New Practitioners & PD	2	11,320	-	11,320	47,110
MISCELLANEOUS	Bank Interest	3	-	-	-	10
	Miscellaneous	2	33	-	33	1,474
PARTNERSHIPS			4,050	-	4,050	18,351
TOTAL INCOME			102,210	-	102,210	259,468
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		957	-	957	24,817
HELOA OFFICE	Operating Costs		61,363	-	61,363	54,038
	Depreciation		580	-	580	579
ANNUAL CONFERENCE			2,806	-	2,806	109,463
TRAINING COURSES			697	-	697	35,107
GROUP SUPPORT			3,315	-	3,315	23,799
MISCELLANEOUS	Audit Fee	4	2,040	-	2,040	1,980
	Legal and professional	4	2,340	-	2,340	8,315
	Bank charges		59	-	59	73
	Other		700	-	700	83
TOTAL EXPENDITURE			74,857	-	74,857	258,253
Net income for the year			27,353	-	27,353	1,215
Total funds brought forward			81,081	-	81,081	79,866
Total funds carried forward			108,434	-	108,434	81,081

HELOA
Balance Sheet
For the year ended 31 March 2021

	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	7		579		1,159
Current assets					
Trade debtors	8	3,399		14,339	
Prepayments and accrued income	8	11,161		9,047	
Cash at bank		107,380		82,818	
		121,940		106,204	
Creditors: Amounts falling due within one year	9	(14,085)		(26,282)	
Net current assets			107,855		79,922
Net assets			108,434		81,081
Represented by					
Unrestricted funds			108,434		81,081
Restricted funds			-		-
Total funds of the Charity			108,434		81,081

Approved by the Trustees on17 September 2021 and signed on their behalf by

J Atkinson, Chair

M Terrell, Vice-Chair (Finance)

MTerrell

1) Summary of significant accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

b) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

c) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

d) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

e) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

f) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2021 £	2020 £
Subscriptions	86,357	88,854
Annul Conference	450	103,669
Training Courses - New Practitioners & Professional Development	11,320	47,110
Other	33	1,474
Partnerships	4,050	18,351
Total income before investments	102,210	259,458

3) Investment income

	2021 £	2020 £
Bank interest	-	10
	-	10

4) Auditors remuneration

	2021 £	2020 £
Non-statutory audit	2,040	2,280
Other financial services	2,040	1,980
Software support	300	300
	4,380	4,560

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

No expenses were incurred by Trustees to be reimbursed during the year due to Covid-19 (2020 £6,373). The majority of these expenses related to the reimbursement of travel, subsistence and stationary costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2020	1738	1738
Additions	-	-
At 31 March 2021	1738	1738
Depreciation		
At 1 April 2020	579	579
Charge for the year	580	580
At 31 March 2021	1159	1159
Net Book Value		
At 31 March 2021	579	579
At 31 March 2020	1159	1159

8) Debtors and prepayments

	2021 £	2020 £
Debtors	3,399	14,339
Prepayments	10,000	3,372
Accrued income	1,161	5,675
	14,560	23,386

9) Creditors: Amounts falling due within one year

	2021 £	2020 £
Accounts payable	5	8,329
Accruals	14,080	17,953
	14,085	26,282

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2020 - £nil)

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Financial Statements
For the year ended 31 March 2021

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For the year ended 31 March 2021

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Company number	CE017172	
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	G Cullen	Scotland Group Chair
	S Coogans	South East Group Chair
	R Oliver	South West Group Chair
	A Jackson	Wales Group Chair
Chair	J Atkinson	
Registered Office	Edge Hill University St. Helens Road Ormskirk L39 4QP	
Auditor	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
Bank	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	

HELOA
Trustees Report
For the year ended 31 March 2021

The Trustees present their report and audited financial statements of the charity for the year ended 31 March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Charity registration number	1182953
Company number	CE017172
Principle office	Edge Hill University St. Helens Road Ormskirk L39 4QP

Trustees of the charity
The trustees who have served during the year and since the year end were as follows:

J Atkinson - Chair	Chair	
M Terrell	Vice Chair (Finance)	
R Kaur	Vice Chair (Training)	Appointed January 2020
S Walsh	Vice Chair (Memberships & Admin)	
R Montgomery	Vice Chair (Comms)	Resigned January 2021
A Cotterill	Vice Chair (Comms)	Appointed January 2021
R Hollington	Vice Chair (Partnerships)	Resigned January 2021
J Clare	Vice Chair (Partnerships)	Appointed January 2021
J Marchant	Vice Chair (Governance & Policy)	
H Walker	Vice Chair (Group Development)	Resigned August 2020
A Kenningley	Vice Chair (Group Development)	Appointed August 2020
R Cox	Anglia Group Chair	Resigned February 2021
S Jong	Anglia Group Chair	Appointed April 2021
R Robson	London Group Chair	Resigned February 2021
A Hope	London Group Chair	Appointed February 2021
D Cozens	Midlands Group Chair	
A Kenningley	North East Group Chair	Resigned August 2020
J Barton	North East Group Chair	Appointed August 2020
C Mullen	North West & NI Group Chair	
A Clark	Scotland Group Chair	Resigned July 2020
G Cullen	Scotland Group Chair	Appointed July 2020
S Coogans	South East Group Chair	
R Oliver	South West Group Chair	
R Bowen	Wales Group Chair	Resigned January 2021
A Jackson	Wales Group Chair	Appointed January 2021

Objectives and activities

HELOA's main purpose is to support prospective students to access higher education, thereby advancing education in all subjects offered at degree level. HELOA provides training and development opportunities to its higher education institution members and, through its events and newsletter, act as a network for sharing best practice.

Mission

We are a professional Higher Education association, providing a public service by: Supporting our members to help students make informed decisions; Developing opportunities to enable our members to excel in their careers; Providing a forum for sector-relevant bodies and our members to interact; Representing the values of our members to a wider audience.

Vision

Our members are and will be professional, passionate and engaged advocates for higher education, helping potential students make an informed decision about their future in education by providing high-quality information, advice and/or guidance.

Values

Every potential student has the right to make informed decisions about their future; Higher Education providers must support those students with the ability to participate to gain access to their courses; Our members are key stakeholders in informing potential students about their higher education options; We are a democratic, member-led association with a commitment to engaging and developing our membership through a network of national and regional Groups; The sharing and celebration of best practice for providing high-quality information, advice, and guidance is core to our success. Stakeholders, such as parents, teachers, and careers advisors, are better able to help potential students if they are themselves better informed about higher education options

Public benefit statement

The trustees have had regard to the Charity Commissions guidance on public benefit.

Main activities undertaken to further the charity's purposes for the public benefit
Provide sector-leading training and best-practice sharing opportunities for our members;
Work with third-party organisations to develop meaningful partnerships;

Strategic Report

Achievements and Performance

Strategic priorities 2018 to 2020 (extended to 2021 due to the Covid-19 pandemic.)
1.Develop a solid and lasting foundation for the Association;
2. Provide sector-leading training and best-practice sharing opportunities for our members;
3. Work with third-party organisations to develop meaningful partnerships;
4. Engage with and learn from our members to improve our relevance and purpose;
5. Raise the profile of our members, our sector, and our Association.

Update on Strategic priorities:
1. HELOA has become a registered charity with the CIO in England and Wales and the Scottish Charity commission, and is on the waiting list for the Northern Irish charity commission.
2. As a consequence of the COVID-19 pandemic HELOA has suspended face to face training events from March 2020 to September 2021, however this has facilitated the opportunity to launch online events.
3. The Partnerships team are working to strengthen our existing partnerships and develop new opportunities. A new partnership has been set up with The Student Room.

Financial Review

This year has been a challenging period for everyone. In the face of the Covid-19 pandemic, the HELOA Finance team have constantly reviewed our financial position, and with the support of the UK Committee, took immediate steps to ensure the continued financial viability of the association, including continued funding of our office at Edge Hill University.

There has been an inevitable reduction of income this year due to there being no face-to-face training conferences and reduced opportunities for sponsorship. This has; however, been mitigated by restrictions on in-person committee meetings and related expenses and a freeze on all but business critical spending was put in place from April to September 2020. Since then, the committee have endeavoured to continue making cost savings wherever possible.

It is hoped that face-to-face activities will resume from May 2021 and that our income and expenditure will return to pre-pandemic levels. However, in order to ensure the continued financial viability of the association; it is necessary to prepare contingency plans.

In the event that restrictions remain in place and prevent a return to face-to-face training events for 2021, the consequent projected reduction of income from training events and partnerships would be mitigated by continuing to restrict UKC travel and through a reduction of 20% in group budgets; however, it is assumed that in such circumstances group meetings would be likely to remain virtual and therefore no costs associated with catering would be incurred.

Despite the rising operating costs of the association, there has been no increase to the membership subscription fees since 2016. In order to ensure that our income continues to match projected expenditure, the Vice Chair (Finance) proposed that membership subscription fees for 2021/22 be increased by 15%. This would enable us to invest in the continued development of our training provision and further projects going forward. Furthermore, this would secure a stable financial situation for the coming years whilst maintaining the current operating surplus.

The proposal was discussed at the AGM in January 2021, however after raising concerns in relation to the financial impact of the covid-19 pandemic on member institutions, members voted against the proposal. Consequently, there will be no increase to the membership fees for 2021, however an amended proposal will be brought to the AGM in January 2022.

Reserves Policy

HELOA carries reserves of approximately £80,000. This is required in order to manage our outgoings, for example, the National Conference has to be paid for a month before the event takes place and we do not receive the income from invoicing members for attending the event until sometime afterwards.

Structure, Governance and Management

The Charity is a Charitable Incorporated Organisation (CIO) with an association governing document. This was registered on 12 April 2019.

The HELOA trustees comprise the UK Executive Committee (Chair and 7 Vice Chairs) and the Chairs of the nine HELOA Regional groups. Each post has a term of three years. When a post becomes vacant, the membership are invited to stand for election to post. Member institutions receive a copy of the supporting statement from each candidate and the primary contact from each member institution is invited to vote on behalf of their institution.

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 law applicable to charities in England and Wales requires the trustees to prepare the 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 period. 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 2019 (FRS 102);
- 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 charity will continue in operation.

The trustees are responsible for keeping proper 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



J Atkinson - Chair

17 September 2021
Date

Independent Auditor's Report to the Trustees of HELOA

Opinion

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2021 which comprise Statement of Financial Activities, Balance Sheet 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 charity's affairs as at 31 March 2021, 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

• the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

• the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

• the information given in the financial statements is inconsistent in any material respect with the trustees' report; or

• sufficient accounting records have not been kept; or

• the financial statements are not in agreement with the accounting records; or

• we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement [set out on page 4], the trustees are responsible for the preparation of financial statements which 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 145 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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

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 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 irregularitess occuring 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

John Bick FCCA
For and on behalf of Bick Accountants Ltd
Chartered Accountants
52 Longbrook Street
EXETER
EX4 6AH

Date: 21 September 2021

HELOA
Statement of Financial Activities
For the year ended 31 March 2021

			2021			2020
			Unrestricted funds	Restricted funds	Total	Total
INCOME		Note	£	£	£	£
SUBSCRIPTIONS		2	86,357	-	86,357	88,854
ANNUAL CONFERENCE		2	450	-	450	103,669
TRAINING COURSES	New Practitioners & PD	2	11,320	-	11,320	47,110
MISCELLANEOUS	Bank Interest	3	-	-	-	10
	Miscellaneous	2	33	-	33	1,474
PARTNERSHIPS			4,050	-	4,050	18,351
TOTAL INCOME			102,210	-	102,210	259,468
EXPENDITURE						
UK COMMITTEE	Travel and Subsistence		957	-	957	24,817
HELOA OFFICE	Operating Costs		61,363	-	61,363	54,038
	Depreciation		580	-	580	579
ANNUAL CONFERENCE			2,806	-	2,806	109,463
TRAINING COURSES			697	-	697	35,107
GROUP SUPPORT			3,315	-	3,315	23,799
MISCELLANEOUS	Audit Fee	4	2,040	-	2,040	1,980
	Legal and professional	4	2,340	-	2,340	8,315
	Bank charges		59	-	59	73
	Other		700	-	700	83
TOTAL EXPENDITURE			74,857	-	74,857	258,253
Net income for the year			27,353	-	27,353	1,215
Total funds brought forward			81,081	-	81,081	79,866
Total funds carried forward			108,434	-	108,434	81,081

HELOA
Balance Sheet
For the year ended 31 March 2021

	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	7		579		1,159
Current assets					
Trade debtors	8	3,399		14,339	
Prepayments and accrued income	8	11,161		9,047	
Cash at bank		107,380		82,818	
		121,940		106,204	
Creditors: Amounts falling due within one year	9	(14,085)		(26,282)	
Net current assets			107,855		79,922
Net assets			108,434		81,081
Represented by					
Unrestricted funds			108,434		81,081
Restricted funds			-		-
Total funds of the Charity			108,434		81,081

Approved by the Trustees on17 September 2021 and signed on their behalf by

J Atkinson, Chair

M Terrell, Vice-Chair (Finance)

MTerrell

1) Summary of significant accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP FRS 102 applicable to charities preparing their accounts in accordance with FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in pound sterling (£) and rounded to the nearest pound (£).

b) Income recognition

Income is recognised in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources, and the monetary value can be measured with sufficient reliability.

c) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

d) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Computer equipment - 33.3% straight line method

e) Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

f) Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statement. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Incoming resources

	2021 £	2020 £
Subscriptions	86,357	88,854
Annul Conference	450	103,669
Training Courses - New Practitioners & Professional Development	11,320	47,110
Other	33	1,474
Partnerships	4,050	18,351
Total income before investments	102,210	259,458

3) Investment income

	2021 £	2020 £
Bank interest	-	10
	-	10

4) Auditors remuneration

	2021 £	2020 £
Non-statutory audit	2,040	2,280
Other financial services	2,040	1,980
Software support	300	300
	4,380	4,560

5) Trustee remuneration

No trustees were paid any remuneration or benefits from employment directly or through a related entity during the year.

6) Trustee expenses

No expenses were incurred by Trustees to be reimbursed during the year due to Covid-19 (2020 £6,373). The majority of these expenses related to the reimbursement of travel, subsistence and stationary costs.

7) Tangible fixed assets

	Computer equipment £	Total £
Cost		
At 1 April 2020	1738	1738
Additions	-	-
At 31 March 2021	1738	1738
Depreciation		
At 1 April 2020	579	579
Charge for the year	580	580
At 31 March 2021	1159	1159
Net Book Value		
At 31 March 2021	579	579
At 31 March 2020	1159	1159

8) Debtors and prepayments

	2021 £	2020 £
Debtors	3,399	14,339
Prepayments	10,000	3,372
Accrued income	1,161	5,675
	14,560	23,386

9) Creditors: Amounts falling due within one year

	2021 £	2020 £
Accounts payable	5	8,329
Accruals	14,080	17,953
	14,085	26,282

10) Related party transactions

There were no related party transactions during the year, other than trustee expenses, disclosed in note 6 (2020 - £nil)