



**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	<p>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:</p> <ul style="list-style-type: none"><li>• Promoting entry to higher education</li><li>• Supporting higher education providers in the provision of information and advice services to students (both current and potential) and their families</li><li>• Providing training and knowledge sharing opportunities for higher education providers</li></ul>
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	<p>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.</p> <p>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.</p> <p>Against this challenging backdrop, the following training and knowledge sharing events were held virtually for HELOA members:</p> <ul style="list-style-type: none"><li>• 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</li><li>• 2 New Practitioners Conferences (June and October)</li></ul>

		<ul style="list-style-type: none"> <li>• 4 Best Practice Webinars (April, July, October and December)</li> <li>• 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.</li> </ul> <p>Key strategic developments this year have been:</p> <ul style="list-style-type: none"> <li>• Progressing strategic objectives and creating a comprehensive Risk Register</li> <li>• Adopting name-blind elections to increase the equality in our election processes</li> <li>• Establishing and strengthening relationships with a variety of partner organisations, including progressing Memorandums of Understanding with The Student Room and UCAS.</li> </ul>
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	
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<p>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.</p>	<p>Para 1.20</p>	<p><b>Training</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p><b>Groups &amp; Membership</b></p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p><b>Partnerships</b></p> <p>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</p>
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		<p>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.</p> <p><b>Communications</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• Bi-weekly HELOA digests circulated to all members sharing key information, with a refreshed template to include clear calls to action.</li> <li>• The HELOA YouTube channel has been launched and a range of video content created.</li> <li>• 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.</li> </ul>
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**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	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>2020/21 Total Income: £102,210 Total Expenditure: £74,857</p> <p>If further details are required we are happy to share our annual reports detailing our income and expenditure.</p>
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

<b>Trustee name</b>	<b>Office (if any)</b>	<b>Dates acted if not for whole year</b>	<b>Name of person (or body) entitled to appoint trustee (if any)</b>
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)	October 2020 – March 2021	
	North East Chair	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
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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**      **Name**      **Address**  
**adviser**


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


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#### Exemptions from disclosure

Reason for non-disclosure of key personnel details

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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)	<i>K. Filimon-Rice</i>

Date

27.01.2022
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**HELOA**  
**Financial Statements**  
**For the year ended 31 March 2021**

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**HELOA**  
**General Information**  
**For the year ended 31 March 2021**



<b>Charity registration number</b>	1182953	
<b>Company number</b>	CE017172	
<b>Trustees</b>	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
<b>Chair</b>	J Atkinson	
<b>Registered Office</b>	Edge Hill University St. Helens Road Ormskirk L39 4QP	
<b>Auditor</b>	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
<b>Bank</b>	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.

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

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 irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://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
		Note	Unrestricted funds £	Restricted funds £	Total £
<b><u>INCOME</u></b>					<b>Total £</b>
SUBSCRIPTIONS		2	86,357	-	86,357
ANNUAL CONFERENCE		2	450	-	450
TRAINING COURSES	New Practitioners & PD	2	11,320	-	11,320
MISCELLANEOUS	Bank Interest	3	-	-	-
	Miscellaneous	2	33	-	33
PARTNERSHIPS			4,050	-	4,050
<b>TOTAL INCOME</b>			<b>102,210</b>	<b>-</b>	<b>102,210</b>
<b><u>EXPENDITURE</u></b>					
UK COMMITTEE	Travel and Subsistence		957	-	957
HELOA OFFICE	Operating Costs		61,363	-	61,363
	Depreciation		580	-	580
ANNUAL CONFERENCE			2,806	-	2,806
TRAINING COURSES			697	-	697
GROUP SUPPORT			3,315	-	3,315
MISCELLANEOUS	Audit Fee	4	2,040	-	2,040
	Legal and professional	4	2,340	-	2,340
	Bank charges		59	-	59
	Other		700	-	700
<b>TOTAL EXPENDITURE</b>			<b>74,857</b>	<b>-</b>	<b>74,857</b>
<b>Net income for the year</b>			<b>27,353</b>	<b>-</b>	<b>27,353</b>
<b>Total funds brought forward</b>			<b>81,081</b>	<b>-</b>	<b>81,081</b>
<b>Total funds carried forward</b>			<b>108,434</b>	<b>-</b>	<b>108,434</b>

**HELOA**  
**Balance Sheet**  
**For the year ended 31 March 2021**



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

Approved by the Trustees on 17 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.

**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2021**



**2) Incoming resources**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
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	<u>102,210</u>	<u>259,458</u>

**3) Investment income**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Bank interest	-	10
	<u>-</u>	<u>10</u>

**4) Auditors remuneration**

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

**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**

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



**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2021**



**8) Debtors and prepayments**

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

**9) Creditors: Amounts falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Accounts payable	5	8,329
Accruals	14,080	17,953
	<u>14,085</u>	<u>26,282</u>

**10) Related party transactions**

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

**HELOA**  
**Financial Statements**  
**For the year ended 31 March 2021**

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**HELOA**  
**General Information**  
**For the year ended 31 March 2021**



<b>Charity registration number</b>	1182953	
<b>Company number</b>	CE017172	
<b>Trustees</b>	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
<b>Chair</b>	J Atkinson	
<b>Registered Office</b>	Edge Hill University St. Helens Road Ormskirk L39 4QP	
<b>Auditor</b>	Bick Accountants Ltd 52 Longbrook Street Exeter EX4 6AH	
<b>Bank</b>	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.

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

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 irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://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
		Note	Unrestricted funds £	Restricted funds £	Total £
<b><u>INCOME</u></b>					<b>Total £</b>
SUBSCRIPTIONS		2	86,357	-	86,357
ANNUAL CONFERENCE		2	450	-	450
TRAINING COURSES	New Practitioners & PD	2	11,320	-	11,320
MISCELLANEOUS	Bank Interest	3	-	-	-
	Miscellaneous	2	33	-	33
PARTNERSHIPS			4,050	-	4,050
<b>TOTAL INCOME</b>			<b>102,210</b>	<b>-</b>	<b>102,210</b>
<b><u>EXPENDITURE</u></b>					
UK COMMITTEE	Travel and Subsistence		957	-	957
HELOA OFFICE	Operating Costs		61,363	-	61,363
	Depreciation		580	-	580
ANNUAL CONFERENCE			2,806	-	2,806
TRAINING COURSES			697	-	697
GROUP SUPPORT			3,315	-	3,315
MISCELLANEOUS	Audit Fee	4	2,040	-	2,040
	Legal and professional	4	2,340	-	2,340
	Bank charges		59	-	59
	Other		700	-	700
<b>TOTAL EXPENDITURE</b>			<b>74,857</b>	<b>-</b>	<b>74,857</b>
<b>Net income for the year</b>			<b>27,353</b>	<b>-</b>	<b>27,353</b>
<b>Total funds brought forward</b>			<b>81,081</b>	<b>-</b>	<b>81,081</b>
<b>Total funds carried forward</b>			<b>108,434</b>	<b>-</b>	<b>108,434</b>

**HELOA**  
**Balance Sheet**  
**For the year ended 31 March 2021**



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

Approved by the Trustees on 17 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

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### 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

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### 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.



**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2021**



**2) Incoming resources**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
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	<u>102,210</u>	<u>259,458</u>

**3) Investment income**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Bank interest	-	10
	<u>-</u>	<u>10</u>

**4) Auditors remuneration**

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

**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**

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

**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2021**



**8) Debtors and prepayments**

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

**9) Creditors: Amounts falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Accounts payable	5	8,329
Accruals	14,080	17,953
	<u>14,085</u>	<u>26,282</u>

**10) Related party transactions**

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