



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	<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">● 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	<p>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.</p> <p>The HELOA Exec team have continued to hold monthly virtual meetings to ensure continued support and information sharing on a frequent basis.</p> <p>The following training and knowledge sharing events were held during the period for HELOA members:</p> <ul style="list-style-type: none">● 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. <p>Attendance at these grew from the virtual events in 2020, and we received 99% positive feedback</p>

		<ul style="list-style-type: none"> • 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. <p>Key strategic developments this year have been:</p> <ul style="list-style-type: none"> • 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	<p>Training</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Groups & Membership</p> <p>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.</p> <p>A guidance document for booking training for groups has been created, which combined with the training</p>

		<p>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.</p> <p>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.</p> <p>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.</p> <p>Partnerships</p> <p>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.</p> <p>Communications</p> <p>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:</p> <ul style="list-style-type: none"> • 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.
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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

<p>Review of the charity's financial position at the end of the period</p>	<p>Para 1.21</p>	<p>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.</p> <p>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.</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>2021/22 Total Income: £226,085 Total Expenditure: £209,784</p> <p>If further details are required we are happy to share our annual reports detailing our income and expenditure.</p>
<p>Statement explaining the policy for holding reserves stating why they are held</p>	<p>Para 1.22</p>	<p>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</p>

		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
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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

30/01/2023

HELOA
Financial Statements
For the year ended 31 March 2022

	Page
Administration information	1
Trustees Report	2-5
Audit Report	6-8
Statement of Financial Activities	9
Balance Sheet	10
Notes to the accounts	11-13

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	Appointed 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.

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. 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
		Note	Unrestricted funds £	Restricted funds £	Total £
<u>INCOME</u>					Total £
SUBSCRIPTIONS		2	89,093	-	89,093
ANNUAL CONFERENCE		2	93,337	-	93,337
TRAINING COURSES	New Practitioners & PD	2	22,590	-	22,590
MISCELLANEOUS	Bank Interest	3	-	-	-
	Miscellaneous	2	-	-	33
PARTNERSHIPS			21,065	-	21,065
TOTAL INCOME			226,085	-	226,085
<u>EXPENDITURE</u>					
UK COMMITTEE	Travel and Subsistence		10,340	-	10,340
HELOA OFFICE	Operating Costs		58,303	-	58,303
	Depreciation		575	-	575
ANNUAL CONFERENCE			116,029	-	116,029
TRAINING COURSES			14,179	-	14,179
GROUP SUPPORT			2,476	-	2,476
MISCELLANEOUS	Audit Fee	4	2,100	-	2,100
	Legal and professional	4	2,400	-	2,400
	Bank charges		92	-	92
	Other		3,120	-	3,120
	Bad debts		170	-	170
TOTAL EXPENDITURE			209,784	-	209,784
Net income for the year			16,301	-	16,301
Total funds brought forward			108,434	-	108,434
Total funds carried forward			124,735	-	124,735

HELOA
Balance Sheet
For the year ended 31 March 2022



	2022		2021	
	Note	£	£	£
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	
		<u>143,248</u>	<u>121,940</u>	
Creditors: Amounts falling due within one year	9	<u>(18,517)</u>	<u>(14,085)</u>	
Net current assets		<u>124,731</u>	<u>107,855</u>	
Net assets		<u><u>124,735</u></u>	<u><u>108,434</u></u>	
Represented by				
Unrestricted funds		124,735	108,434	
Restricted funds		-	-	
Total funds of the Charity		<u><u>124,735</u></u>	<u><u>108,434</u></u>	

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.

HELOA
Notes to the accounts
For the year ended 31 March 2022



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	<u>226,085</u>	<u>102,210</u>

3) Investment income

	2022	2021
	£	£
Bank interest	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>

4) Auditors remuneration

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

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	<u>1738</u>	<u>1738</u>
Depreciation		
At 1 April 2021	1159	1159
Charge for the year	575	575
At 31 March 2022	<u>1734</u>	<u>1734</u>
Net Book Value		
At 31 March 2022	<u>4</u>	<u>4</u>
At 31 March 2021	<u>579</u>	<u>579</u>

HELOA
Notes to the accounts
For the year ended 31 March 2022



8) Debtors and prepayments

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

9) Creditors: Amounts falling due within one year

	2022	2021
	£	£
Accounts payable	420	5
Accruals	18,097	14,080
	<u>18,517</u>	<u>14,085</u>

10) Related party transactions

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

HELOA
Financial Statements
For the year ended 31 March 2022

	Page
Administration information	1
Trustees Report	2-5
Audit Report	6-8
Statement of Financial Activities	9
Balance Sheet	10
Notes to the accounts	11-13

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	Appointed 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.

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. 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
		Note	Unrestricted funds £	Restricted funds £	Total £
<u>INCOME</u>					Total £
SUBSCRIPTIONS		2	89,093	-	89,093
ANNUAL CONFERENCE		2	93,337	-	93,337
TRAINING COURSES	New Practitioners & PD	2	22,590	-	22,590
MISCELLANEOUS	Bank Interest	3	-	-	-
	Miscellaneous	2	-	-	33
PARTNERSHIPS			21,065	-	21,065
TOTAL INCOME			226,085	-	226,085
<u>EXPENDITURE</u>					
UK COMMITTEE	Travel and Subsistence		10,340	-	10,340
HELOA OFFICE	Operating Costs		58,303	-	58,303
	Depreciation		575	-	575
ANNUAL CONFERENCE			116,029	-	116,029
TRAINING COURSES			14,179	-	14,179
GROUP SUPPORT			2,476	-	2,476
MISCELLANEOUS	Audit Fee	4	2,100	-	2,100
	Legal and professional	4	2,400	-	2,400
	Bank charges		92	-	92
	Other		3,120	-	3,120
	Bad debts		170	-	170
TOTAL EXPENDITURE			209,784	-	209,784
Net income for the year			16,301	-	16,301
Total funds brought forward			108,434	-	108,434
Total funds carried forward			124,735	-	124,735

HELOA
Balance Sheet
For the year ended 31 March 2022



	2022		2021	
	Note	£	£	£
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	
		<u>143,248</u>	<u>121,940</u>	
Creditors: Amounts falling due within one year	9	<u>(18,517)</u>	<u>(14,085)</u>	
Net current assets		<u>124,731</u>	<u>107,855</u>	
Net assets		<u><u>124,735</u></u>	<u><u>108,434</u></u>	
Represented by				
Unrestricted funds		124,735	108,434	
Restricted funds		-	-	
Total funds of the Charity		<u><u>124,735</u></u>	<u><u>108,434</u></u>	

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.

HELOA
Notes to the accounts
For the year ended 31 March 2022



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	<u>226,085</u>	<u>102,210</u>

3) Investment income

	2022	2021
	£	£
Bank interest	-	-
	<u>-</u>	<u>-</u>

4) Auditors remuneration

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

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	<u>1738</u>	<u>1738</u>
Depreciation		
At 1 April 2021	1159	1159
Charge for the year	575	575
At 31 March 2022	<u>1734</u>	<u>1734</u>
Net Book Value		
At 31 March 2022	<u>4</u>	<u>4</u>
At 31 March 2021	<u>579</u>	<u>579</u>

HELOA
Notes to the accounts
For the year ended 31 March 2022



8) Debtors and prepayments

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

9) Creditors: Amounts falling due within one year

	2022	2021
	£	£
Accounts payable	420	5
Accruals	18,097	14,080
	<u>18,517</u>	<u>14,085</u>

10) Related party transactions

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