

**HELOA**  
**Financial Statements**  
**For the year ended 31 March 2023**

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**HELOA**  
**General Information**  
**For the year ended 31 March 2023**



**Charity registration number** 1182953

**Company number** CE017172

<b>Trustees</b>	F Curry	Vice Chair (Finance)
	E Day	Vice Chair (Training)
	A Cooper	Vice Chair (Memberships & Admin)
	A Cotterill	Vice Chair (Comms)
	R Cuccia	Vice Chair (Partnerships)
	K Filimon	Vice Chair (Governance & Policy)
	A Jackson	Vice Chair (Group Development)
	S Jong	Anglia Group Chair
	A Hope	London Group Chair
	S Joesbury	Midlands Group Chair
	P Cooke	North East Group Chair
	E Lloyd-Davies	North West & NI Group Chair
	C Fraser	Scotland Group Chair
	S Coogans	South East Group Chair
	C Smith	South West Group Chair
	L Williams	Wales Group Chair

**Chair** R Kaur

**Registered Office** Edge Hill University  
St. Helens Road  
Ormskirk  
L39 4QP

**Auditor** Bick Accountants Ltd  
52 Longbrook Street  
Exeter  
EX4 6AH

**Bank** Barclays Bank UK PLC  
1 Churchill Place  
London  
E14 5HP

**HELOA**  
**Trustees Report**  
**For the year ended 31 March 2023**



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

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

**Charity registration number**

**England and Wales** 1182953

**Scotland** SC050285

**Company number** CE017172

**Principal office** Edge Hill University  
 St. Helens Road  
 Ormskirk  
 L39 4QP

**Trustees of the charity**

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

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

## **Objectives and activities**

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

## **Mission**

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

## **Vision**

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

## **Values**

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

## **Public benefit statement**

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

Main activities undertaken to further the charity's purposes for the public benefit

Provide sector-leading training and best-practice sharing opportunities for our members;

Work with third-party organisations to develop meaningful partnerships;

## **Strategic Report**

### **Achievements and Performance**

Strategic priorities 2021 to 2023

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

Update on Strategic priorities:

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

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



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

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

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

### Financial Review

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

#### Surplus spend

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

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

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

#### Membership fees

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

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

2023-24 spend

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

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

**Reserves Policy**

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

**Structure, Governance and Management**

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

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

**Trustees Responsibilities**

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

The law applicable to charities in England and Wales requires the trustees to prepare the financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

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

R Kaur - Chair



Date

08/09/2023



## **Independent Auditor's Report to the Trustees of HELOA**

### **Opinion**

We have audited the financial statements of HELOA (the 'charity') for the year ended 31 March 2023 which comprise Statement of Financial Activities, Balance Sheet and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2023, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

### **Other information**

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

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.



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

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

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement set out on page 5, the trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 145 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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

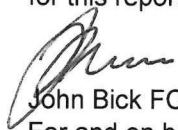
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting 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: 8/9/2023

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



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



**HELOA**  
**Balance Sheet**  
**For the year ended 31 March 2023**



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

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

R Kaur, Chair

F Curry, Vice-Chair (Finance)

**1) Summary of significant accounting policies**

**a) General information**

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

The address of its registered office is:

Edge Hill University  
St. Helens Road  
Ormskirk  
L39 4QP

**b) Basis of preparation**

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

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

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

**c) Income recognition**

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

**d) Expenditure recognition**

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

**e) Tangible fixed assets**

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

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

Computer equipment - 33.3% straight line method

**f) Debtors and creditors receivable/payable within one year**

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

**g) Going concern**

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

**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2023**



**2) Incoming resources**

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

**3) Investment income**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Bank interest	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>

**4) Auditors remuneration**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Non-statutory audit	2,300	2,100
Other financial services	2,300	2,100
Software support	300	300
	<u>4,900</u>	<u>4,500</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 £17,450 were incurred by 23 Trustees to be reimbursed during the year (2022 £4,911 by 23 Trustees). The majority of these expenses related to the reimbursement of travel, subsistence and stationery costs.

**7) Tangible fixed assets**

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



**HELOA**  
**Notes to the accounts**  
**For the year ended 31 March 2023**



**8) Debtors and prepayments**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Debtors	9,866	16,782
Prepayments	5,996	-
Accrued income	205	-
	<u>16,067</u>	<u>16,782</u>

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

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Accounts payable	1,445	420
Accruals	20,408	18,097
	<u>21,853</u>	<u>18,517</u>

**10) Related party transactions**

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