

Charity Registration No. 1186213

Company Registration No. 11926160 (England and Wales)

**A STROKE OF LUCK**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 APRIL 2021**

# A STROKE OF LUCK

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	C R C Pankhurst	
	I M Marray	
	V P Nott	(Appointed 22 February 2021)
	C S Larkin	(Appointed 1 February 2022)
<b>Charity number</b>	1186213	
<b>Company number</b>	11926160	
<b>Registered office</b>	McEwan Wallace 68 Argyle Street Birkenhead Merseyside CH41 6AF	
<b>Independent examiner</b>	McEwan Wallace Limited 68 Argyle Street Birkenhead Wirral CH41 6AF	

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# A STROKE OF LUCK

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# A STROKE OF LUCK

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

### FOR THE YEAR ENDED 30 APRIL 2021

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The trustees present their report and financial statements for the year ended 30 April 2021.

A Stroke of Luck is a not for profit charity that provides stroke survivors with the opportunity to access fitness professionals training services to aid their recovery and rehabilitation. They do this by introducing physical activity into a Survivor's daily life, to increase their sense of wellbeing, allowing them to see beyond their current situation and giving them a healthier body and mind.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 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 (FRS 102) (effective 1 January 2019)".

#### **Objectives and activities**

The Pandemic meant that A Stroke of Luck changed its focus to providing access to digital content to reach the homes of every survivor in the UK to support their recovery and rehabilitation of stroke.

In August 2020, a 12-week stroke specific exercise video programme was launched in partnership with Stroke Association. The level of engagement was extremely positive with over 25,000 views of the videos in the first 3 months of launch. The feedback was overwhelmingly positive with survivors across the world following the programme.

The decision to focus on creating the digital content was proven to be the right one with the increasing demand for more engaging content which provides a survivor with hope their recovery journey will be positive.

We also recruited an extremely experienced professional as the Chair to the Board of Trustees.

#### **Achievements and performance**

A Stroke of Luck moved into its second year with the UK in lockdown due to the Pandemic. The stroke survivors of the UK were having their rehabilitation paused and, in some circumstances, stopped due to the pressure on the NHS. Coupled with that, a significant percentage of survivors were in isolation which meant they couldn't leave their homes.

With the lockdown bridging the end of our first year and the start of the second year, we were very focused on delivering content which would provide survivors with a way of continuing their stroke recovery journey in the comfort and safety of their own homes. The pressure on the NHS caused by the pandemic was very obvious throughout the whole of our second year, which, had an adverse impact on stroke survivors' recovery journeys across the country.

In May 2020, we recruited a team of Neuro Physios to support the charity in developing content for the stroke specific exercise videos. This 12-week programme was split into three categories for each week: Red, Amber, and Green and each colour was geared towards the cognitive and physical capability of a survivor. The content was internally audited by the expert team, and externally audited by a Lead NHS Neuro Physio.

In June and July 2020, we worked very closely with a project team from the Stroke Association to develop a timeline for delivery of the 12-week programme. The Team from A Stroke of Luck travelled to Cardiff for a 3-day period to film the videos. These went through a series of edits, and at the beginning of August 2020, week one was launched through all the A Stroke of Luck and Stroke Association digital channels.

What was impossible to factor into our Year 2 plan was the fact that the Pandemic would be front and centre of the world's focus for over 18 months, which coincided with the whole of our 2nd year. This caused a real challenge with delivering events which were scheduled. Most were sadly cancelled or postponed. An example being a Golf Day in May 2020 at the Celtic Manor which was cancelled. These events would have significantly propelled the income of the charity.

# A STROKE OF LUCK

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 APRIL 2021

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As a digital-based charity, we have continued to create more digital resources for stroke survivors to use to support their recovery journeys. In addition to the programme of exercise videos, we continue to be innovative with engaging content which supports the physical, mental, and emotional well-being of survivors.

Continuing to raise the awareness and profile of A Stroke of Luck is critical to our growth. The Friday Live Sessions have seen global superstars who have had a stroke join the Founder and discuss their experiences. It has been an extremely valuable mode of communicating to survivors across the world. We have had guests from all four corners of the globe join the Live Sessions and this will be something which features as part of the charity's engagement strategy.

#### Financial review

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. With the impact of the global pandemic, these levels of reserves were not achieved. Loans from the trustees and their family members have enabled the charity to continue to operate in the short time. The charity have sought new funding streams and the trustees will first aim to return the reserves to positive levels, then move on to maintain reserves at level of three to six month's of expenditure.

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Our primary objective is to be in a position to create more digital content survivors crave. The success of our launch into the stroke-specific exercise videos has resulted in the charity having a clear direction down that path. In addition to this, with the appointment of a Chair to the Board of Trustees, we started the recruitment process for additional Trustees to join the Board with different areas of expertise to ensure that as we scale, we are resilient and robust.

#### Structure, governance and management

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

C R C Pankhurst

J A Harris (Resigned 28 February 2021)

R Clarke (Resigned 28 February 2021)

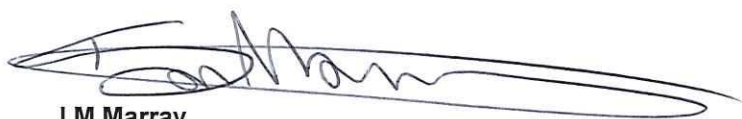
I M Marray

V P Nott (Appointed 22 February 2021)

C S Larkin (Appointed 1 February 2022)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.



**I M Marray**

Trustee

Dated: 4 April 2022

# A STROKE OF LUCK

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF A STROKE OF LUCK

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I report to the trustees on my examination of the financial statements of A Stroke of Luck (the charity) for the year ended 30 April 2021.

### **Responsibilities and basis of report**

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



**McEwan Wallace Limited**

68 Argyle Street  
Birkenhead  
Wirral  
CH41 6AF

Dated: 4 April 2022



# A STROKE OF LUCK

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 APRIL 2021

		Unrestricted funds 2021 £	Unrestricted funds 2020 £
	Notes		
<b><u>Income from:</u></b>			
Donations and legacies	3	49,330	7,268
<b><u>Expenditure on:</u></b>			
Raising funds	4	5,885	3,777
Charitable activities	5	106,354	20,425
<b>Total resources expended</b>		112,239	24,202
<b>Net expenditure for the year/ Net movement in funds</b>		(62,909)	(16,934)
Fund balances at 1 May 2020		(16,934)	-
<b>Fund balances at 30 April 2021</b>		<u>(79,843)</u>	<u>(16,934)</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# A STROKE OF LUCK

## BALANCE SHEET

AS AT 30 APRIL 2021

	Notes	2021 £	£	2020 £	£
<b>Fixed assets</b>					
Intangible assets	7		10,465		11,628
<b>Current assets</b>					
Cash at bank and in hand		1,569		596	
<b>Creditors: amounts falling due within one year</b>	9	(49,058)		(10,890)	
Net current liabilities			(47,489)		(10,294)
<b>Total assets less current liabilities</b>			(37,024)		1,334
<b>Creditors: amounts falling due after more than one year</b>	10		(42,819)		(18,268)
<b>Net liabilities</b>			(79,843)		(16,934)
<b>Income funds</b>					
Unrestricted funds			(79,843)		(16,934)
			(79,843)		(16,934)

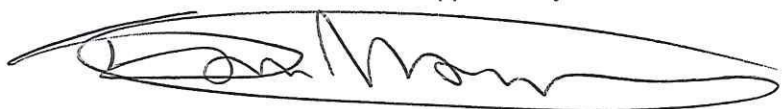
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 April 2021.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 4 April 2022



I M Marray  
Trustee

Company Registration No. 11926160



# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2021

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### 1 Accounting policies

#### Charity information

A Stroke of Luck is a private company limited by guarantee incorporated in England and Wales. The registered office is McEwan Wallace, 68 Argyle Street, Birkenhead, Merseyside, CH41 6AF.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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 (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

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

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

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

#### 1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 APRIL 2021

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#### 1 Accounting policies

(Continued)

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

#### 1.5 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

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

Web design	10% straight line
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#### 1.6 Impairment of fixed assets

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

#### 1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2021

### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

### 2 Critical accounting estimates and judgements

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

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

### 3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Donations and gifts	49,330	7,268

# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2021

### 4 Raising funds

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
<u>Fundraising and publicity</u>		
Staging fundraising events	1,946	1,377
Advertising	1,732	1,238
Other fundraising costs	1,991	92
	<hr/>	<hr/>
Fundraising and publicity	5,669	2,707
	<hr/>	<hr/>
<u>Trading costs</u>		
Other trading activities	216	1,070
	<hr/>	<hr/>
	5,885	3,777
	<hr/>	<hr/>

### 5 Charitable activities

	Expenditure	Expenditure
	2021	2020
	£	£
Amortisation	1,163	-
Digital resources for survivors	59,274	-
Expert fees	5,173	-
Bank charges	96	54
Bank interest paid	317	49
Telephone	413	1,713
Motor expenses	87	919
Professional fees	208	415
Computer software	415	431
Insurance	89	59
Accountancy fees	2,640	2,340
Consultancy fees	36,479	14,445
	<hr/>	<hr/>
	106,354	20,425
	<hr/>	<hr/>
	106,354	20,425
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# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2021

### 6 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Total	-	-

There were no employees whose annual remuneration was more than £60,000.

### 7 Intangible fixed assets

	Web design £
<b>Cost</b>	
At 1 May 2020 and 30 April 2021	11,628
<b>Amortisation and impairment</b>	
At 1 May 2020	-
Amortisation charged for the year	1,163
At 30 April 2021	1,163
<b>Carrying amount</b>	
At 30 April 2021	10,465
At 30 April 2020	11,628

### 8 Loans and overdrafts

	2021 £	2020 £
Bank loans	40,000	-
Other loans	9,654	23,770
	49,654	23,770
Payable within one year	6,835	5,502
Payable after one year	42,819	18,268

# A STROKE OF LUCK

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2021

### 9 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Bank loans	8	1,333	-
Other borrowings		5,502	5,502
Other creditors		1,709	3,047
Accruals and deferred income		40,514	2,341
		<u>49,058</u>	<u>10,890</u>

### 10 Creditors: amounts falling due after more than one year

	Notes	2021 £	2020 £
Bank loans	8	38,667	-
Other borrowings		4,152	18,268
		<u>42,819</u>	<u>18,268</u>

### 11 Related party transactions

#### Transactions with related parties

A family member of a trustee has made a loan to the charity, at the year end £9,654 (2020 - £23,770) was outstanding and no interest was payable on this loan.

Consultancy fees of £36,479 (2020 - £14,445) were paid to a trustee and these amounts were in compliance with the Charity Commission's guidance on paying trustees for services. The trustees assessed the provision of consultancy and deemed this to be the most cost effective way to access those services.