

Charity registration number 1186213

Company registration number 11926160 (England and Wales)

A STROKE OF LUCK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2022

A STROKE OF LUCK

LEGAL AND ADMINISTRATIVE INFORMATION

| | | |
|-----------------------------|--|---|
| Trustees | I M Marray V P Nott C S Larkin C H Lyden-Cowan O Harris | (Appointed 1 February 2022) (Appointed 1 February 2022) (Appointed 22 March 2023) |
| Charity number | 1186213 | |
| Company number | 11926160 | |
| Registered office | 6 Abbots Quay Monks Ferry Birkenhead Wirral CH41 5LH | |
| Independent examiner | McEwan Wallace Limited 6 Abbots Quay Monks Ferry Birkenhead Wirral CH41 5LH | |

A STROKE OF LUCK

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A STROKE OF LUCK

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 30 APRIL 2022

The trustees present their report and financial statements for the year ended 30 April 2022.

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

A Stroke of Luck moved into its third year 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. This was a legacy of Covid and lockdowns, but had proved to be very successful. The pressure on the NHS caused by the pandemic remained throughout the whole of our third year, which, had an adverse impact on stroke survivors' recovery journeys across the country.

In December 2021, our team of Neuro Physios developed a second series of stroke specific exercise videos. This 3-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 January 2022, we worked very closely with a project team from the Stroke Association to develop a timeline for delivery of the 4-week programme. The Team from A Stroke of Luck travelled to Birmingham for a 2-day period to film the videos. These went through a series of edits, and at the beginning of March 2022, week one was launched through all the A Stroke of Luck and Stroke Association digital channels.

As a young charity, we are still recovering from the financial impact of Covid. We are in a fortunate position that the Founder has committed time to grow the charity with very limited resource.

A STROKE OF LUCK

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) **FOR THE YEAR ENDED 30 APRIL 2022**

Achievements and performance

Following on from a successful 12-week stroke specific exercise video programme launched in 2020/21, the demand for more digital content increased. The engagement of stroke survivors with A Stroke of Luck grew month on month.

In March 2022, a second series of the stroke specific exercise video programme was launched which resulted in a greater number of users engaging with the 'at home' approach to their recovery journey.

As a charity which maximises reach through using technology, we provided a placement for final year Occupational Therapist Students. This resulted in creating the first series of A Stroke of Luck Podcasts with a 3-part series supporting survivors in their return to work. This Podcast was listened to across the globe.

To support the structure of the charity, we recruited two more experienced Trustees.

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

Income amounting to £28,814 was raised from donations and gifts during the year (2021 - £49,330). As total expenditure amounted to £24,039 (2021 - £112,239), the reported surplus for 2021/22 equated to £4,775 (2021 – a deficit of £62,909)

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. However these levels of reserves were not achieved in the year. Loans from trustees and their family members, banks and other parties have enabled the charity to continue to operate in the short term. The charity is actively seeking new funding streams and have indeed secured funding post year end with 3 charitable trusts. 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.

A STROKE OF LUCK

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

Future Plans

It is imperative we continue to deliver to the needs of stroke survivors. We have found the digital content we produce is highly sought after and is constantly used, not just by stroke survivors, but by individuals with neuro challenges.

For us to maintain our ability to produce the content, we will be strengthening the Trustee Board further by focussing on recruiting a Trustee with experience in commercial partnerships.

In addition, we are launching the Ambassador Programme across the UK. As part of this, we will be recruiting stroke survivors, supporters, and experts to become Ambassadors.

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 | (Resigned 27 April 2022) |
| I M Marray | |
| V P Nott | |
| C S Larkin | (Appointed 1 February 2022) |
| C H Lyden-Cowan | (Appointed 1 February 2022) |
| O Harris | (Appointed 22 March 2023) |

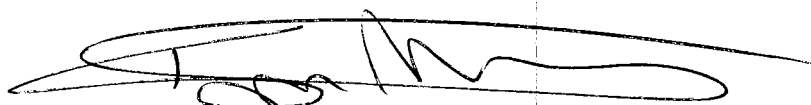
None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

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

I M Marray

Trustee

Dated: 27 April 2023



A STROKE OF LUCK

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 30 APRIL 2022

The trustees, who are also the directors of A Stroke of Luck for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare 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, including the income and expenditure, of the charitable company for that year.

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;
- make judgements and estimates that are reasonable and prudent; and
- 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 adequate 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 Companies Act 2006. 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.

A STROKE OF LUCK

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

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 2022.

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.



Kris Billington
McEwan Wallace

6 Abbots Quay
Monks Ferry
Birkenhead
Wirral
CH41 5LH

Dated: 27 April 2023

A STROKE OF LUCK

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 APRIL 2022

| | | Unrestricted funds 2022 £ | Unrestricted funds 2021 £ |
|---|-------|---------------------------------|---------------------------------|
| | Notes | | |
| <u>Income from:</u> | | | |
| Donations and legacies | 3 | 28,814 | 49,330 |
| <u>Expenditure on:</u> | | | |
| Raising funds | 4 | 2,769 | 5,885 |
| Charitable activities | 5 | 21,270 | 106,354 |
| Total expenditure | | 24,039 | 112,239 |
| Net income/(expenditure) for the year/ Net movement in funds | | 4,775 | (62,909) |
| Fund balances at 1 May 2021 | | (79,843) | (16,934) |
| Fund balances at 30 April 2022 | | <u>(75,068)</u> | <u>(79,843)</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 2022

| | Notes | 2022 £ | £ | 2021 £ | £ |
|--|-------|-----------|----------|-----------|----------|
| Fixed assets | | | | | |
| Intangible assets | 7 | | 9,302 | | 10,465 |
| Current assets | | | | | |
| Cash at bank and in hand | | 1,401 | | 1,569 | |
| Creditors: amounts falling due within one year | 9 | (51,837) | | (49,058) | |
| Net current liabilities | | | (50,436) | | (47,489) |
| Total assets less current liabilities | | | (41,134) | | (37,024) |
| Creditors: amounts falling due after more than one year | 10 | | (33,934) | | (42,819) |
| Net liabilities | | | (75,068) | | (79,843) |
| Income funds | | | | | |
| Unrestricted funds | | | (75,068) | | (79,843) |
| | | | (75,068) | | (79,843) |

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 2022.

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 27 April 2023

I M Marray
Trustee



Company registration number 11926160

A STROKE OF LUCK

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2022

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 6 Abbots Quay, Monks Ferry, Birkenhead, Wirral, CH41 5LH.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's, 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. The principal accounting policies adopted are set out below.

1.2 Going concern

Loans from trustees and their family members, banks and other parties have enabled the charity to continue to operate in the short term. The charity is actively seeking new funding streams and have secured funding post April 2023 with three charitable trusts, thus 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. 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 where relevant

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 2022

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.

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 |
|------------|-------------------|

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.

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.

A STROKE OF LUCK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

1 Accounting policies

(Continued)

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 |
|---------------------|-----------------------|-----------------------|
| | 2022 | 2021 |
| | £ | £ |
| Donations and gifts | 28,814 | 49,330 |

4 Raising funds

| | Unrestricted funds | Unrestricted funds |
|----------------------------------|-----------------------|-----------------------|
| | 2022 | 2021 |
| | £ | £ |
| <u>Fundraising and publicity</u> | | |
| Staging fundraising events | 94 | 1,946 |
| Advertising | 1,638 | 1,732 |
| Other fundraising costs | 817 | 1,991 |
| | <u>2,549</u> | <u>5,669</u> |
| Fundraising and publicity | | |
| <u>Trading costs</u> | | |
| Other trading activities | 220 | 216 |
| | <u>2,769</u> | <u>5,885</u> |

A STROKE OF LUCK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

5 Charitable activities

| | Expenditure 2022 £ | Expenditure 2021 £ |
|---------------------------------|--------------------------|--------------------------|
| Amortisation | 1,163 | 1,163 |
| Digital resources for survivors | - | 59,274 |
| Expert fees | - | 5,173 |
| Bank charges | 92 | 96 |
| Bank interest paid | 808 | 317 |
| Telephone | 343 | 413 |
| Motor expenses | - | 87 |
| Professional fees | 75 | 208 |
| Computer software | 135 | 415 |
| Insurance | 96 | 89 |
| Accountancy fees | 2,058 | 2,640 |
| Consultancy fees | 16,500 | 36,479 |
| | <u>21,270</u> | <u>106,354</u> |
| | <u>21,270</u> | <u>106,354</u> |

6 Employees

The average monthly number of employees during the year was:

| | 2022 Number | 2021 Number |
|-------|----------------|----------------|
| Total | - | - |

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

A STROKE OF LUCK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

7 Intangible fixed assets

| | Web design £ |
|------------------------------------|-----------------|
| Cost | |
| At 1 May 2021 and 30 April 2022 | 11,628 |
| Amortisation and impairment | |
| At 1 May 2021 | 1,163 |
| Amortisation charged for the year | 1,163 |
| At 30 April 2022 | 2,326 |
| Carrying amount | |
| At 30 April 2022 | 9,302 |
| At 30 April 2021 | 10,465 |

8 Loans and overdrafts

| | 2022 £ | 2021 £ |
|-------------------------|---------------|---------------|
| Bank loans | 37,934 | 40,000 |
| Other loans | 4,151 | 9,654 |
| | <u>42,085</u> | <u>49,654</u> |
| Payable within one year | 8,151 | 6,835 |
| Payable after one year | <u>33,934</u> | <u>42,819</u> |

9 Creditors: amounts falling due within one year

| | Notes | 2022 £ | 2021 £ |
|------------------------------|-------|---------------|---------------|
| Bank loans | 8 | 4,000 | 1,333 |
| Other borrowings | | 4,151 | 5,502 |
| Other creditors | | 3,215 | 1,709 |
| Accruals and deferred income | | <u>40,471</u> | <u>40,514</u> |
| | | <u>51,837</u> | <u>49,058</u> |

A STROKE OF LUCK

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2022

10 Creditors: amounts falling due after more than one year

| | Notes | 2022 £ | 2021 £ |
|------------------|-------|---------------|---------------|
| Bank loans | 8 | 33,934 | 38,667 |
| Other borrowings | | - | 4,152 |
| | | <u>33,934</u> | <u>42,819</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 £4,151, (2021 - £9,654) was outstanding and no interest was payable on this loan.

Consultancy fees of £16,500 (2021 - £36,479) 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.