

Suicide Prevention UK
Annual Report and Financial Statements
For the Year Ended 29 February 2024

Charity Registered in England and Wales Number: 1187866



SP-UK



SUICIDE PREVENTION UK
0800 587 0800

Suicide Prevention UK

Contents

For the Year Ended 29 February 2024

	<u>Page</u>
Contents	1
Reference and Administrative Details	2
Trustees' Annual Report	3 - 7
Independent Examiner's Report	8
Statement of Financial Activities	9
Balance Sheet	10
Notes to the Financial Statements	11 - 18

Suicide Prevention UK

Reference and Administrative Details

For the Year Ended 29 February 2024

Trustees

T Easter
J Hayward
P Houghton

Registered Office

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Bristol
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Independent Examiner

Michelle Ferris BSc (Hons) FCA DChA
Albert Goodman LLP
Goodwood House
Blackbrook Park Avenue
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Bankers

Metro Bank
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As the year comes to a close, we reflect on the significant progress and challenges that have shaped our journey at Suicide Prevention UK. Our mission to reduce suicide rates and provide compassionate support to those in crisis has driven every initiative, partnership, and campaign we have undertaken. This report outlines our achievements, financial performance, governance, and future aspirations.

The Devastating Impact of Suicide

Every year, suicide claims the lives of over 700,000 individuals worldwide. In the UK alone, around 6,000 lives are lost to suicide annually, making it one of the leading causes of death among people aged 15-49. For every life lost, an estimated 135 people are profoundly affected—family members, friends, colleagues, and communities left grappling with grief, confusion, and often unanswered questions.

Suicide: A Ripple Effect

The impact of suicide extends far beyond the individual. Families often face overwhelming emotional and financial burdens, communities lose valuable members, and workplaces experience diminished morale and productivity. Suicide costs the UK economy billions each year, highlighting the urgent need for preventative measures and support systems.

Who is Affected?

While suicide can affect anyone, certain groups face heightened risks, including:

- **Young people:** Suicide is the second leading cause of death for individuals aged 15-29 globally.
- **Men:** In the UK, men are three times more likely to die by suicide than women.
- **Those with mental health conditions:** Depression, anxiety, and other mental illnesses significantly increase suicide risk.
- **Marginalised groups:** People experiencing social isolation, homelessness, or discrimination often face compounded risks.

Warning Signs and Prevention

Recognising warning signs can save lives. Common indicators include:

- Expressing feelings of hopelessness or worthlessness.
- Withdrawal from friends, family, and activities.
- Sudden mood swings or noticeable changes in behaviour.
- Talking about wanting to die or making plans for suicide.

Preventative measures include fostering open conversations, reducing access to means, providing timely mental health care, and creating a supportive environment. Organisations like Suicide Prevention UK play a critical role in these efforts.

Suicide Prevention UK

Trustees' Report

For the Year Ended 29 February 2024

The Trustees' present their report and accounts for the period ended 29 February 2024. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements, comply with the Charity's governing document, applicable law and the requirement of the Statement of Recommended Practice, "Accounting and Reporting by Charities" (SORP FRS 102) (implemented 1 January 2019).

Structure, governance and management

Suicide Prevention UK is a Charitable Incorporated Organisation registered in England and Wales, number 1187866, registered on 11 February 2020. Our main office is located in Bristol and we also have new address in Cardiff.

New trustees are appointed by existing Trustees and there must be a minimum of three.

The Trustees hold regular meetings to discuss the strategy and operations of the charity. Due to the straightforward nature of the charity, and the small number of Trustees, no sub-committees are necessary.

The Trustees who served during the year and since the year end were:

T Easter	(appointed 18 August 2024)
M Everett	(resigned September 2024)
M Harris	(resigned February 2024)
J Hayward	(appointed 25 January 2024)
P Houghton	

All trustees serve on a voluntary basis. Trustees are appointed through a transparent process, ensuring diversity and alignment with our mission. New trustees undergo a thorough induction programme to understand our operations, policies, and objectives.

Organisational Structure

Our organisational structure supports efficient decision-making. Strategic decisions are made by the trustees, while operational responsibilities are delegated to designated teams.

Policies for setting pay and remuneration for key personnel adhere to sector benchmarks, ensuring fairness and alignment with our charitable objectives.

Our Mission and Vision

At Suicide Prevention UK, our vision is a world where no one feels alone in their darkest moments. We aim to achieve this through active interventions, support services, public awareness campaigns, and collaborative partnerships with local communities, emergency services, and other stakeholders. Our efforts are focused on saving lives and fostering a culture of understanding, compassion, and hope.

Objectives and Activities

Our core objective is to prevent suicide and support those affected. This year, our key activities included:

- Expanding helpline services to assist thousands in crisis.
- Conducting public awareness campaigns to destigmatise mental health issues.
- Implementing educational programmes in workplaces to foster resilience.

Trustees have closely adhered to the Charity Commission's guidance on public benefit, ensuring our actions align with legal requirements and contribute meaningfully to society.

Achievements and Performance

Our achievements in 2024 include:

1. Expanded Patrol Operations

We extended our patrols to new high-risk areas. Our patrol teams, equipped with BroadNet PoC radios, have been instrumental in identifying and assisting individuals in crisis.

2. Partnerships and Collaborations

We strengthened our partnerships with local authorities, emergency services, and mental health organisations. Notable collaborations include:

- First Bus: Working together to offer support to those travelling via public transport to end their lives.
- Local Councils: Collaborating to ensure seamless communication and support.
- Community Groups: Partnering to create awareness and improve mental health literacy.

3. National Suicide Prevention Helpline UK

Our helpline, accessible at 0800 587 0800, has continued to provide critical support. Although not a 24-hour service, we have increased availability during peak times and enhanced training for our volunteers to offer empathetic and effective assistance. We have also recently improved this number to be more memorable. It was previously 0800 689 5652 however we feel this new number is a lot easier to remember in a crisis.

4. Public Awareness Campaigns

We launched impactful campaigns to destigmatise mental health issues and encourage people to seek help. The "Buy a Stranger a Drink" initiative gained traction, fostering a sense of community and kindness while raising funds for our cause.

5. Fundraising Milestones

We have now teamed up with Unity Lotteries. This allows players to donate 50% of their lottery entry fee to us.

6. Technological Advancements

Transitioning from the ICOM system to BroadNet radios has significantly improved our communication capabilities during patrols, enabling quicker and more coordinated responses.

Challenges and lessons learned

While we have made substantial progress, we faced challenges including:

- Balancing the demand for services with available resources.
- Navigating the complexities of expanding to new regions.

These experiences have underscored the importance of adaptive strategies and resilient teams.

Financial Review

Financial sustainability is crucial to our mission. This year, we:

- Secured funding through grants like the Tesco Stronger Starts Programme.
- Received generous donations from individuals and organisations.
- Enhanced the user experience on our website, www.spuk.org.uk, to encourage online donations.

During the year the charity generated income of £378,244, of which £102,080 was restricted (2023 - £252,434, all unrestricted), and incurred expenditure of £283,109, of which £59,080 was restricted (2023 - £244,368, all unrestricted). After transfers for purchase of capital items, the surplus generated was £95,135, all unrestricted (2023 - £8,066, all unrestricted).

Reserves Policy

Reserves at the end of the year were £205,054, all unrestricted (2023 – £109,919 all unrestricted). During the year there was an investment in a new vehicle, funded by restricted funding, and therefore cash held at the year end was £106,631 (2023 - £42,880).

Free reserves, excluding fixed assets, at the year end were £86,686 (2023 - £41,352).

Our reserves policy ensures financial stability and readiness for unforeseen challenges. This year, reserves amounted to over £30,000 meeting the required threshold to sustain operations. We are however looking to increase this.

Plans for future periods

Looking ahead, we aim to:

- Expand our patrols to cover more high-risk locations across the UK.
- Develop a catchphrase for our patrol vests that effectively communicates our mission without mentioning “crisis team” or “suicide prevention” directly.
- Grow our volunteer base and enhance training programmes.
- Advocate for increased mental health funding and public awareness.
- Explore innovative fundraising ideas to sustain and expand our services.

None of this would be possible without the dedication of our volunteers, the generosity of our donors, and the trust of the individuals we serve. To everyone who has supported us—thank you for being part of our journey to make a meaningful difference.

As we close another year, we remain committed to our mission. With the continued support of our stakeholders, we look forward to saving more lives, breaking stigmas, and building a future where no one feels alone in their struggles.

For more information or to get involved, please visit www.spuk.org.uk

Statement of trustees responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with 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).

The law applicable to charities in England & Wales 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 income and expenditure 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;
- make judgments and accounting 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, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for maintaining proper accounting records which 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 Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed/constitution. 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.

Signed by order of the trustees on 19 December 2024.

J Hayward
Trustee

Independent examiner's report to the Trustees of Suicide Prevention UK

I report to the trustees on my examination of the accounts for Suicide Prevention UK ("the charity") for the year ended 29 February 2024.

Responsibilities and basis of report

As the charity trustees of the charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and 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

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 130 of the 2011 Act; or
2. the accounts do not comply with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 accounts to be reached.

Michelle Ferris BSC (Hons) FCA DChA

Albert Goodman LLP
Goodwood House
Blackbrook Park Avenue
Taunton
TA1 2PX

Date: 19 December 2024

Suicide Prevention UK
Statement of Financial Activities
For the Year Ended 29 February 2024

	Notes	Unrest- ricted Funds £	Rest- ricted Funds £	Total 2024 £	Unrest- ricted Funds £	Rest- ricted Funds £	Total 2023 £
Income from:							
Donations and legacies	2	274,304	102,080	376,384	252,412	-	252,412
Charitable activities		1,860	-	1,860			-
Investment income		-	-	-	22	-	22
Total income		276,164	102,080	378,244	252,434	-	252,434
Expenditure on:							
Raising funds		2,969	-	2,969		-	-
Charitable expenditure	3	221,060	59,080	280,140	244,368	-	244,368
Total expenditure		224,029	59,080	283,109	244,368	-	244,368
Net (expenditure)/income before transfers		52,135	43,000	95,135	8,066	-	8,066
Transfer between funds	7	43,000	(43,000)	-	-	-	-
Net movement in funds		95,135	-	95,135	8,066	-	8,066
Reconciliation of funds							
Fund balances at 01 March 2023		109,919	-	109,919	101,853	-	101,853
Fund balances at 29 February 2024	7	205,054	-	205,054	109,919	-	109,919

The results for the year derive from continuing activities and there are no gains or losses other than those shown above.

The statement of financial activities incorporates the income and expenditure account.

Suicide Prevention UK

Balance sheet

As at 29 February 2024

	Notes	2024 £	2023 £
Fixed assets			
Tangible fixed assets	5	118,368	68,567
Current assets			
Debtors		-	-
Cash at bank and in hand		106,631	42,880
		<u>106,631</u>	<u>42,880</u>
Creditors			
Amounts falling due within one year	6	(19,945)	(1,528)
Net current assets		<u>86,686</u>	<u>41,352</u>
Net assets		<u>205,054</u>	<u>109,919</u>
Funds			
Unrestricted funds			
General funds	7	205,054	109,919
		<u>205,054</u>	<u>109,919</u>
Restricted funds	7	-	-
Net assets		<u>205,054</u>	<u>109,919</u>

Approved by the Trustees for issue on 19 December 2024 and signed on their behalf by:

J Hayward
Trustee

1 Accounting Policies

1.1 General information and basis of accounting

Suicide Prevention UK is a charity, registered in England and Wales. The nature of the charity's operations and its principal activities are set out in the Trustees report on pages 3-7.

The financial statements have been prepared in accordance with 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)- (Charities SORP (FRS 102)).

The charity meets the definition of 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.

1.2 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Donation income is received by way of general grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable.
- Income from charitable activities is included in the period in which the charity is entitled to receipt, it is probable that economic benefits will flow to the entity and the amount can be reliably measured. Where income is received in advance of provision of services, income is deferred until the criteria for income recognition is met. Where income has not been received and services have been provided, income is accrued.
- Income from grants (including government grants), relating specifically to the provision of goods or services as part of charitable activities are included in full in the Statement of Financial Activities when receivable and in the period in which they relate to. Grants are deferred when monies have been received in advance of the period to which they relate. Where no period is specified, grants are recognised to the extent to which the charity has the ability to carry out the activities within their control.

1.3 Expenditure

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 accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that activity. Expenditure includes attributable VAT which cannot be recovered.

Where costs cannot be directly attributed, they have been allocated to activities on a basis consistent with the use of the resource.

Suicide Prevention UK

Notes to the Financial Statements

For the Year Ended 29 February 2024

1 Accounting policies (continued)

1.4 Fixed assets

Fixed assets are valued at cost less depreciation.

Depreciation is calculated to write off the cost or valuation of fixed assets over their estimated useful lives at the following rate: -

Plant and machinery	– 20%	reducing balance
Fixtures and fittings	– 15%	reducing balance
Motor vehicles	– 25%	reducing balance

1.5 Debtors

Trade and other debtors are recognised at the settlement amount due, and prepayments are valued at the amount prepaid.

1.6 Cash at bank and in hand

Cash at bank and in hand comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

1.7 Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are recognised at their settlement amount.

1.8 Taxation

The company is a registered charity and is therefore not liable to corporation tax on its charitable activities to the extent that income and gains are applied to charitable purposes.

The Charity is not VAT registered and therefore all costs are inclusive of VAT.

1.9 Fund accounting

General funds are unrestricted funds receivable or generated for the objects of the company without further specified purpose and are available as general funds.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets this criterion is charged to the fund, together with a fair allocation of management and support costs.

1.10 Financial Instruments

The charity only holds basic financial instruments as defined by FRS102. The financial assets and liabilities of the charity and their measurement basis are as follows:

Financial assets- trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank and in hand- is classified as a basic financial instrument and is measured at face value.

Financial liabilities- trade creditors, accruals, and other creditors are financial instruments and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition.

Suicide Prevention UK

Notes to the Financial Statements

For the Year Ended 29 February 2024

2 Income from donations and legacies

	Unre- stricted funds £	Rest- ricted funds £	Total 2024 £	Unre- stricted funds £	Rest- ricted funds £	Total 2023 £
Donations, legacies and general grants						
Other funders < £5k	83,840	-	83,840	76,788	-	76,788
Anonymous	24,510	-	24,510	22,202	-	22,202
Baileys Caravan	11,764	-	11,764	-	-	-
Bristol Pub Rally	-	-	-	7,700	-	7,700
Charity fun day	7,390	-	7,390	-	-	-
Garfield Weston Foundation	-	-	-	6,000	-	6,000
Global Charities	5,000	43,000	48,000	-	-	-
HD LLP Office	-	-	-	20,000	-	20,000
John James	5,000	-	5,000	-	-	-
Just Giving	43,027	-	43,027	21,092	-	21,092
Lloyds Bank Foundation	-	-	-	7,200	-	7,200
Maxin Ltd	-	-	-	6,600	-	6,600
MBDA	39,167	-	39,167	-	-	-
Paypal giving	6,483	-	6,483	16,902	-	16,902
PWC LLP	-	-	-	11,532	-	11,532
RAC	6,207	-	6,207	-	-	-
S Tee LLP	24,416	-	24,416	-	-	-
The Rose Paterson	17,500	-	17,500	-	-	-
National Lottery	-	59,080	59,080	56,396	-	56,396
	274,304	102,080	376,384	252,412	-	252,412

Suicide Prevention UK

Notes to the Financial Statements

For the Year Ended 29 February 2024

3 Charitable expenditure

	Unres- tricted £	Res- tricted £	Total 2024 £	Unres- tricted £	Res- tricted £	Total 2023 £
Charitable activities						
Wages	10,275	14,855	25,130	28,035	-	28,035
Pensions	512	-	512	768	-	768
Rent	9,573	4,500	14,073	11,879	-	11,879
Insurance	11,982	-	11,982	15,996	-	15,996
Light and heat	-	-	-	617	-	617
Telephone	24,689	-	24,689	31,503	-	31,503
Office costs	8,902	-	8,902	13,952	-	13,952
Advertising	19,299	10,388	29,687	21,891	-	21,891
General charitable expenses	6,868	12,388	19,256	7,316	-	7,316
Vehicle expenses	21,050	12,087	33,137	34,227	-	34,227
Travel and subsistence	6,757	-	6,757	4,310	-	4,310
Repairs and maintenance	13,472	2,612	16,084	8,116	-	8,116
Legal and professional	849	-	849	2,625	-	2,625
IT and software	23,214	-	23,214	11,240	-	11,240
Training	2,213	2,250	4,463	2,708	-	2,708
Bank charges	2,886	-	2,886	1,390	-	1,390
Accountancy	13,024	-	13,024	4,118	-	4,118
Uniform	2,337	-	2,337	1,366	-	1,366
Volunteer Welfare	337	-	337	1,350	-	1,350
Depreciation	36,070	-	36,070	20,351	-	20,351
Loss on disposal of assets	6,751	-	6,751	20,610	-	20,610
	<u>221,060</u>	<u>59,080</u>	<u>280,140</u>	<u>244,368</u>	<u>-</u>	<u>244,368</u>

Net incoming resources before transfers is stated after charging:

	2024 £	2023 £
Depreciation	36,070	20,351
Independent examination fees - current examiner	2,040	-
Independent examination fees - previous examiner	-	1,500
	<u></u>	<u></u>

4 Employees and employment costs

	2024	2023
	£	£
Wages and salaries	25,642	28,803
	<u>25,642</u>	<u>28,803</u>

No individual employee was paid over £60,000 (2023: none).

No remuneration was paid to any Trustees during the year (2023: none). No expenses were reimbursed to the Trustees by the charity during the year (2023: nil).

The key management personnel of the charity is considered to be the manager. The total costs to the charity for the key management personnel were £4,630 (2023: nil).

The average monthly employee head count was 1 (2023: 2).

5 Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Motor Vehicles £	Total £
Cost				
As at 01 March 2023	36,486	1,500	59,556	97,542
Additions	20,629	-	77,987	98,616
Disposals	-	-	(16,994)	(16,994)
As at 29 February 2024	57,115	1,500	120,549	179,164
Depreciation				
As at 01 March 2023	8,372	464	20,139	28,975
Charge for year	9,749	155	26,166	36,070
Elimination on disposal	-	-	(4,249)	(4,249)
As at 29 February 2024	18,121	619	42,056	60,796
Net book value				
As at 29 February 2024	38,994	881	78,493	118,368
As at 28 February 2023	28,114	1,036	39,417	68,567

6 Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	875	-
Accruals	14,071	1,500
Other creditors	4,999	28
	<u>19,945</u>	<u>1,528</u>

7 Statement of funds

	Balance 01.03.2023 £	Income £	Expenditure £	Transfers £	Balance 29.02.2024 £
Unrestricted funds					
General unrestricted funds	109,919	276,164	(224,029)	43,000	205,054
Total unrestricted funds	109,919	276,164	(224,029)	43,000	205,054
Restricted funds					
Global Charities	-	43,000	-	(43,000)	-
The National Lottery	-	59,080	(59,080)	-	-
Total restricted funds	-	102,080	(59,080)	(43,000)	-
Total funds	109,919	378,244	(283,109)	-	205,054

Statement of funds- prior year

	Balance 01.03.2022 £	Income £	Expenditure £	Transfers £	Balance 28.02.2023 £
Unrestricted funds					
General unrestricted funds	101,853	252,434	(244,368)	-	109,919
Total unrestricted funds	101,853	252,434	(244,368)	-	109,919
Total funds	101,853	252,434	(244,368)	-	109,919

- The general unrestricted fund represents the unrestricted funds of the charity at the year end.
- Global Charities – represents restricted funds received in order to purchase a new welfare vehicle for inclusions in their Bristol fleet. The purchase of the asset discharged the restriction and therefore the amount paid has been transferred to unrestricted funds.
- The National Lottery – funding received to assist with a new vehicle and for ongoing running administration and core costs.

8 Analysis of net assets between funds

	Unre- stricted funds £	Rest- ricted funds £	Total 2024 £	Unre- stricted funds £	Rest- ricted funds £	Total 2023 £
Tangible assets	118,368	-	118,368	68,567	-	68,567
Current assets	106,631	-	106,631	42,880	-	42,880
Current liabilities	(19,945)	-	(19,945)	(1,528)	-	(1,528)
	<u>205,054</u>	<u>-</u>	<u>205,054</u>	<u>109,919</u>	<u>-</u>	<u>109,919</u>

9 Related parties

There were no other related party transactions during the year (2023: none).