

PLUSHEALTH

England & Wales · Charity number 1191316

Details

Status Registered

Legal form CIO

Registered 2020-09-16

Register [View on the Charity Commission register](#)

Contact

Address Flat 250
Longford Court
Emlyn Gardens
London
W12 9UW

Phone 02087493464

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Website www.plushealth.org.uk

Activities

Objects: TO RELIEVE THE NEEDS OF PEOPLE LIVING WITH HIV FOR THE PUBLIC BENEFIT THROUGH: A) PROVIDING ONLINE AND TELEPHONE PEER TO PEER SUPPORT;B) PROVIDING ONLINE SUPPORT FOR HIV NEGATIVE PARTNERS, CLOSE RELATIVES, CARERS AND FRIENDS OF THOSE LIVING WITH HIV;C) PROVIDING PRACTICAL INFORMATION TO IMPROVE KNOWLEDGE ABOUT HIV AND ASSOCIATED HEALTH CONDITIONS;D) PROVIDING ONLINE HIV PREVENTION SUPPORT AND INFORMATION FOR THOSE MOST AT RISK OF ACQUIRING HIV.

Activities: (a) Provides online and telephone peer to peer support for people living with HIV(b) Provides online support for HIV negative partners, close relatives, carers and friends of those living with HIV(c) Provides practical information to improve knowledge about HIV & associated health conditions(d) Provides online HIV prevention support & information for those most at risk of acquiring HIV

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£57,016	£53,678	-	-
2024-03-31	£33,750	£27,388	-	-
2023-03-31	£26,581	£22,694	-	-
2022-04-04	£21,147	£15,949	-	-
2021-04-04	£13,557	£6,892	-	-

Trustees

Name	Role	Appointed
Jason Warriner	Chair	2023-04-24
Gerard Anthony Creamer		2020-08-14
Harun Tulunay		2020-08-14
Kathryn Leask		2026-05-01
Marek Tarkowski		2024-08-01
Naomi Ruth Sloyan		2024-09-16
Shiraaz Chaim Sidat		2021-02-01

PLUSHEALTH

England & Wales - Charity number 1191316

Accounts

Principal Address:	250 Longford Court Emlyn Gardens London W12 9UW
Trustees:	Jason Warriner (Chair) Gerard Anthony Creamer (Treasurer) Naomi Sloyan Shiraaz Chaim Sidat Marek Tarkowski Harun Tulunay
Governing Document:	CIO Foundation Constitution
Bankers:	Barclays Leicester LE87 2BB
Accountant & Independent Examiners:	ATS Accountants Globe House Globe Park Moss Bridge Road Rochdale OL16 5EB

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Statement from our Chair

Dear Supporters, Friends, Donors and everyone who makes our work possible,

The Trustees of Plushealth are pleased to present their annual report and independently examined financial statements for the year ended 31 March 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP 2005) and Accounting Standards Charities Act 2011.

This past year has been one of both challenge and growth. It is my pleasure to present this year's annual report reflecting the incredible work and impact we have achieved together.

Financially the charity is in a good position achieving a turnover that has broken through the £50,000 ceiling. I believe the whole team should be proud of this milestone. Increased turnover means we can continue to help more people throughout the United Kingdom whether that be through online or face to face peer support. I would like to thank our partners, funders and supporters for their support and belief in Plushealth.

The funding environment has been challenging this year, but Plushealth has diversified its funding streams to meet this challenge head on. More details on how we have achieved this can be found within the following annual report.

With regards to our activity levels, both nationally and with our NHS partner we have grown significantly. Plushealth has seen a 29% increase in the number of people we have supported through our peer support service compared to the same period last year. We have also seen an increase of 22% in appointments. This is considerable growth for our charity and growth that we plan to maintain and build upon in 2026 and beyond.

Our day-to-day operational capacity has also seen growth with two new part-time members of staff added to the team. In addition to these two new members of staff Plushealth has also created a National Lead Service role with Chris Williams heading up the position.

Plushealth has also strengthened the Board of Trustees with two new appointments, Naomi Sloyan and Marek Tarkowski. Both these new trustees have improved the diversity within the board and have brought with them new knowledge, perspectives and skills.

Looking to the future we will continue to collaborate, respond to change and make a positive difference. Through our day-to-day work and leadership as a Board of Trustees we remain committed to developing our services and ensuring that we are representative and inclusive in our approach, focusing on quality and excellence of service.

I would like to take this opportunity to thank our staff members, volunteers, and trustees for their ongoing support, energy and hard work. Working as a strong and motivated team drives the charity forward so that we can continue to support people living with or affected by HIV.

Jason Warriner Chair, Board of Trustees

Trustees' report

The board of trustees are pleased to present their annual report together with the financial statements covering the period 1st April 2024 to 31st March 2025.

The financial statements comply with Charities Act 2011, CIO foundation governing document and guidance set out by the Charity Commission for England & Wales on the preparation of receipts and payments accounts. We have engaged ATS Accountants to provide the independent examination of our annual accounts as our income for the period is above the £25,000.

The financial statements for the period have been produced on an accrual accounting basis, rather than on receipts and payments as was the case in previous years. Accrual accounting recognise income as soon as an invoice is raised rather than when the payment for the invoice arrives. When a bill payment demand comes in, it's recognised as an expense even if payment won't be made for another 30 days.

As our charity finances continue to grow and attract greater scrutiny, the board of trustees on the advice of our accountants felt this approach provides a more accurate picture of the charity's financial performance. This therefore enables the trustees to make financial decisions with greater confidence. The additional benefit is in the context of approaching potential funders with a more accurate view of our current and longer-term finances.

Our purpose and activities as set out in our constitution document dated 14th August 2020 are to address the needs of people living with HIV for the public benefit by

- Providing online and telephone peer to peer support.
- Providing online support for HIV negative partners, close relatives, carers, and friends of those living with HIV.
- Providing practical information to improve knowledge about HIV and associated health conditions.
- Providing online HIV prevention support and information for those most at risk of acquiring HIV.

Our vision is to promote emotional and physical wellbeing by providing practical help and support so that everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Our actions are to inform, support, empower and improve the lives of people living with or affected by HIV.

Our approach is to provide information that is relevant, practical, and easy to understand which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Our delivery is via a low cost, high value model, which embraces the use of digital technology. This enables our work to have national coverage so we can reach more people living with or affected by HIV.

- Our website pages are written by people living with HIV which are arranged to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond.
- Our online peer support service is free to anyone over the age of 16 who is living with or affected by HIV. Having the opportunity to talk to someone else who is also living with HIV has been proven to be very helpful and is recognised by experts and clinicians as a vital part of modern HIV care.

The role and contribution of volunteers As a small charity we are reliant on volunteers to undertake a variety of roles which include volunteering as a trustee, peer mentor, social media officer, finance, and general administrative volunteer roles. We highly value the contribution volunteers bring to our charity, as without their commitment we could not continue our valuable work.

We encourage our volunteers to contribute to the development of our charity and in return we are committed to providing role specific training and other opportunities for our volunteers to develop their knowledge and skills. During the period covered by this report our volunteers (including trustees) donated 940 hours or their time, the estimated monetary value being £16,000.

In kind donations Whilst our charity has not received any in kind donations for the period covered by this report, we wish to acknowledge the support received from those who have provided informal advice and support.

We would also like to acknowledge the support given to some of our most vulnerable service participants from other charitable organisations which include Migrant Help, Positively UK, National AIDS Trust, Riverhouse Trust, Stonewall Housing, The Foodchain and Trussell Trust.

Public benefit statement HIV remains a highly stigmatised and misunderstood health condition, despite major advances in treatment, care, and advocacy. Whilst our services are specifically aimed at supporting people living with or affected by HIV there are wider public health benefits which include the following:

Physical health benefits – By providing up to date information on our website we can inform the general population about current HIV developments. We provide information on the prevention of onward transmission of HIV using treatment as a form of prevention, often referred to as ‘undetectable equals untransmissible’ or ‘UequalsU.’ By providing one-to-one peer support we inform, support, and empower people living with HIV to improve their overall health, including viral suppression, linkage to care and physical wellbeing.

Emotional health benefits – Reducing the burden of internalised and perceived stigma has a significant benefit to wider society. Empowering people living with HIV to challenge misinformation and negative attitudes towards HIV can change beliefs and reduce stigma. Providing good quality information increases the knowledge and confidence of people who consider themselves at risk of contracting HIV. This in turn helps them make healthy choices in reducing their likelihood of acquiring HIV.

Health costs – There is evidence that where people living with HIV are supported at the point of diagnosis and beyond, their retention in care and adherence to treatment is improved when compared to those who do not receive peer support. There are additional health costs when people living with HIV are unable to continuously engage with their care and treatment. Inpatient care is particularly expensive with some estimates suggesting an average stay in a specialist HIV inpatient service is £18,000. This can increase to £114,000 for someone with advanced HIV support and care.

1. Charity structure, governance, and management

Plushealth is a Charitable Incorporated Organisation (CIO) where the only voting members are the charity trustees (foundation model). During this reporting period we recruited 2 new trustees. There are currently 6 serving trustees as detailed below:

Names of the charity trustees	Date appointed	Date resigned
Mr Jason Warriner (Chair)	24/04/2023	-
Mr Gerard Creamer (Treasurer)	06/09/2020	-
Mr Harun Tulunay	16/09/2020	-
Mr Shiraz Chaim Sidat	01/02/2021	-
Mr Marek Tarkowski	01/08/2024	-
Ms Naomi Sloyan	16/09/2024	-
Mr Lee Forster-Kirkham	01/02/2021	15/06/2023
Ms Victoria Anne Lomas	06/09/2020	30/09/2023
Mr Sean Hourigan	01/02/2021	11/03/2024

Names of Senior Staff	Date appointed	Date resigned
Mr Christopher Williams	01/07/2020	-

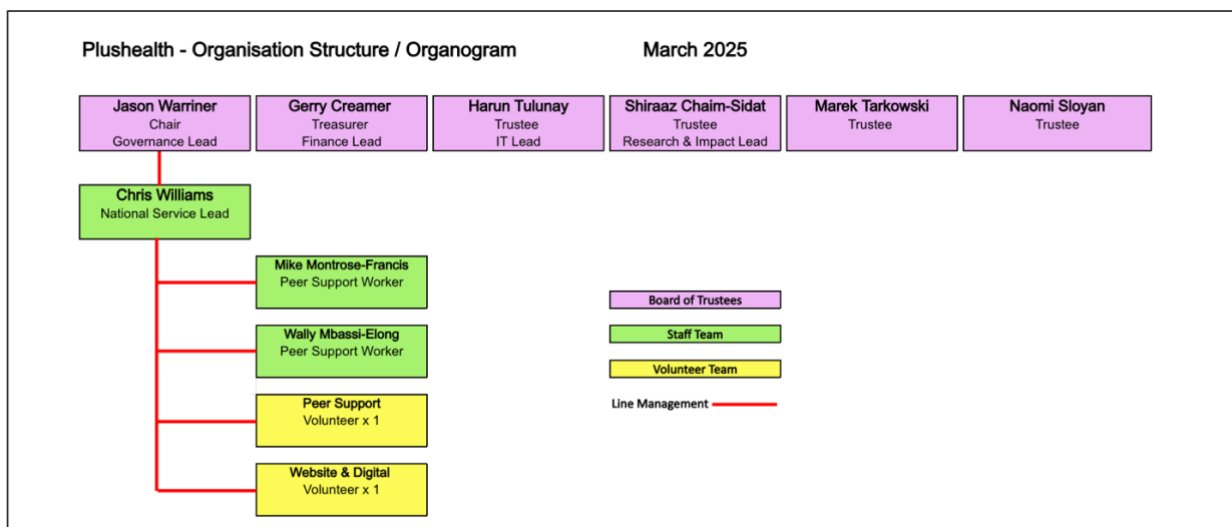
Trustee recruitment

We are committed to expanding the diversity and representation of all communities to our board of trustees. We welcome applications from under-represented individuals, particularly people from minority ethnicities, people who identify as trans and/or non-binary, and heterosexual men. We believe it is important our board of trustees includes people from all communities. Such a policy will be extended to our recruitment of employees and volunteers. Peer support roles are naturally occupied by people living with HIV.

Policies and procedures adopted for the induction and training of trustees

As a small charity our resources are somewhat limited to carry out what might be considered as a formal induction of new trustees. We are therefore reliant on the information available via the Charity Commission website and in addition have provided our trustees with 'in-role' training.

Organisational structure



During the reporting period we employed 2 part-time members of staff who deliver our core national peer support service and NHS peer support at clinics provided by Chelsea & Westminster NHS Foundation Trust funded by Fast Track Cities London.

Our National Service Lead manages all our peer support activities and is responsible for developing our work with NHS Trusts. The day-to-day management of our charity is a voluntary role at this stage in the development of our charity. The board of trustees have delegated this role to Chris Williams, supported by a small team of volunteers.

Charitable and political donations

During the report period our charity made no donations to other charitable or political party organisations.

Risk management

The trustees have overall responsibility for setting the direction of the charity and delivering the public benefits as stated in our governing document. Trustee responsibilities include the leadership, governance, and financial oversight of the charity to ensure it carries out its statutory obligations and always remaining financially secure. The trustees review the risk register at each quarterly board meeting and take action to mitigate any potential risks to the financial viability and legal obligations as set out by the Charity Commission.

2. Our charitable activities & achievements

- **Supporting and empowering people living with or affected by HIV through our online peer support service.**
- **Informing people living with or affected by HIV through our website and social media channels to enable them to better self-manage their overall health and wellbeing.**
- **Providing practical support for people living with HIV to ensure they can access our online services and attend their HIV clinic appointments.**
- **Income generation and community fundraising activities to support our work, particularly our national online peer support service.**

2.1 Supporting and empowering peer participants Our low cost, high value model of delivering peer support remotely using digital technology has been shown to be popular with the participants we work with. The service provides a seamless online experience where people living with or affected by HIV can register and book appointments online and 'meet' someone else living with HIV by their chosen means, typically within 2 to 3 days of registering for the service.

We provide one-to-one peer support through our national service, which is freely available across the UK, regardless of location. This is delivered remotely using digital platforms to include video, voice, and text chat support. As part of our national service, we provide peer support using email and other secure electronic means such as WhatsApp and other messaging platforms. We fund our national services through individual voluntary donations and income derived from charitable activities together with restricted trusts and foundations income.

In addition to our national peer support service, we continued to provide one-to-one peer support as part of Fast Track Cities London 'Getting To Zero' project. Funding for this service is in place until 30th June 2026.

For the period 1st April 2024 to 31st March 2025 (all peer participant services) we engaged with 132 individual peer participants and delivered the following:

493	individual interventions
3.7	interventions per participant
410	hours of peer support
£78	was the average cost per intervention
£289	was the average cost per peer support participant

National peer support service

Providing peer support throughout the four nations of the UK is one of our long held primary objectives and has been developed by people living with HIV. The service was part funded by charitable donations and unrestricted in the first half of the reporting period. We were successful in attracting additional grant funding in the second half of the reporting period. This included grants from the National Lottery – Awards For All and Gilead Medical and Scientific Fellowship Fund. These grants supported core costs associated with running our national peer support service and our volunteer recruitment and development programme.

The national peer support service is managed by Chris Williams, who has led this service since it was founded in 2018. Delivery of this service is provided by a part-time member of staff for a period of 18 months, based on current funding arrangements.

For the period 1st April 2023 to 31st March 2024 our national service engaged with 30 individual peer support participants and delivered the following:

146	individual interventions
4.8	interventions per participant
122	hours of peer support
£120	was the average cost per intervention
£577	was the average cost per peer support participant

Fast Track Cities - London, Getting to Zero peer support service

This service is a collaboration with Positively UK, Naz Project and Chelsea and Westminster NHS Foundation Trust HIV Services, which include clinics at 56 Dean Street, 10 Hammersmith Broadway, Kobler Outpatients, HIV services at West Middlesex Hospital and Inpatient Services at the Chelsea & Westminster Hospital site.

We have taken a quality improvement approach to service delivery. This has enabled us to improve the way we engage with those accessing the service and deliver timely interventions for those people receiving a new HIV diagnosis. People living with HIV were referred into the service by their clinical team because they met one or more of the following criteria:

- New HIV diagnosis within the last 6 months.
- Experienced difficulties engaging consistently with their clinic team.
- Experienced difficulties remaining adherent to their treatment.
- Unable to maintain undetectable viral load and therefore at risk of health complications and onward HIV transmission.
- Experienced periods of complete disengagement with their HIV care and treatment, sometimes referred to as 'need to find' individuals.

There is also an online self-referral process whereby anyone accessing their care and treatment through the HIV services provided by Chelsea & Westminster NHS Foundation Trust can access peer support. This ensures equity of service and is not dependent on a clinician making a referral or where someone receives a new HIV diagnosis.

For the period 1st April 2024 to 31st March 2025 this service engaged with 106 peer participants and delivered the following:

- 347 individual interventions
- 3.3 interventions per participant
- 289 hours of peer support
- £60 was the average cost per intervention
- £196 was the average cost per peer support participant

2.2 Informing people living with or affected by HIV Our website provides practical information written by people living with HIV. We've arranged the information to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond. The website pages are regularly reviewed to include new and relevant information available in the public domain. Our approach is to provide information that is relevant, practical, and easy to understand, which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Visitors to our website

The following statistics provide a snapshot of visitors to our website for the period covered by the report. Some of the data detailed below was missing due to the change in Google Analytics monitoring which was intermittent in the first half of the year following the change. We over-estimated the figures for last year and Google analytics has changed the way visitors are measured

	2024/25	2023/24	+ -
Active users	1,830	1,008	82%
New users	1,870	1,011	85%
Returning visitors	215	99	117%
Total sessions	2,120	1,056	101%
Total page views	18,903	9,195	106%
Ave engagement time / session	02:42	02:43	-1%
Ave engagement time / user	03:10	02:54	9%
Top 5 landing pages	2024/25	2023/24	+ -
Home page	1,163	505	130%
Peer Support	163	56	162%
Healthcare & HIV	136	12	1,033%
Meet the Team	62	30	107%
Meet the Trustees	59	39	51%

Website development and content

Our website is currently managed and updated by volunteers and is of bespoke design, which brings with it advantages in that it can be further developed to our exacting requirements. The challenge of this design is content management can be more complex and requires expert knowledge of the website to provide any updates or additions. Our website was launched in July 2018 and is therefore in need of redevelopment and renewal and we will seek to obtain funding to support the development of a new website in the next financial year 2025-26.

Our social media channels

As a digital organisation we use social media to engage with the communities we serve. Facebook, Instagram, X (formally known as Twitter) and BlueSky are the main channels we currently use to reach out to and engage with our target audiences. During the reporting period we reviewed our social media presence and made the decision to gradually move away from using X to focus on developing our BlueSky presence.

We also made the decision to work with an external social media agency (Social Buzzing) to manage our social media content and scheduling to grow our social media footprint by developing a consistent approach and recognisable branding across all our channels.

2.3 Providing practical support for people living with HIV

The Forster-Kirkham Support Fund was set up in the memory of the late Craig Forster-Kirkham who passed away on 7th November 2022, loving husband of Lee Forster-Kirkham who served as a board member between February 2021 and June 2023. The fund provides practical support to ensure there is equitable access to our online services by providing SIM card data and mobile connectivity to those who would otherwise be excluded due to lack of connection to the internet and mobile network.

The fund also provides grants to purchase mobile devices, emergency grants to support basic needs where no immediate support is available together with travel assistance grants where travel costs would result in people living with HIV being unable to attend their HIV clinic or other linked health related appointments.

For the period 1st April 2024 to 31st March 2025, we supported 21 individuals with grants totalling £2,392, with the average grants per person being £68. Eleven out of the 17 individuals (65%) required financial support due to reduction in benefits awarded or whilst they were waiting the outcome of a benefit claim. The balance of 6 individuals (35%) were individuals who were waiting for their asylum claim to be decided.

71% (n= 15) of those supported were due to benefit delays or reductions up from 65%
29% (n= 6) of those supported were people with no recourse to public funds slightly down from previous year of 35%.

There was a 6 fold increase in the cost of travel grant support provided £1405 v £225. We supported 11 people with travel grants which is nearly a 3-fold rise over the previous year.

55% of those in receipt of travel grants had no recourse to public funds as they were waiting for their asylum claim to be decided. The remainder (45%) required travel support due to delays or reductions in benefit awards. Additionally, 29% (n=6) were referred to local food banks, all of whom required food / nutritional support whilst waiting for benefit claims to be decided.

There was a 3-fold increase in in people requesting emergency grants this year compared to last year. The average grant given increased by 28% reflecting the increase in the cost of living. Emergency grants were typically requested to top up gas and electricity meters or to purchase food and other essentials where there was no other support available for that individual.

Breakdown of grants issued is shown below:

£392 mobile connectivity grants for 10 individuals (£39 per person) for an average of 6 months
£339 small grants to purchase mobile handsets for 5 individuals (£68 per person)
£1405 travel support grants for 11 individuals (£128 per person)
£255 emergency grants for 5 individuals (£51 per person)

2.4 Income Generation

To execute our vision for our national peer support service and to ensure long-term sustainability we made the decision to bring this vital work in-house, having previously worked with an external consultant to provide support and guidance in the previous financial year. We reviewed our approach to income generation to include a wider portfolio of potential funders within the Trusts and Foundations sector. During the reporting period we were successful in securing funding from The National Lottery, Gilead Medical and Scientific Fellowship and Leathersellers Foundation which totalled £33.4k in new funding.

Community Fundraising Activities

As a small charity we are reliant on the generosity of our supporters to ensure Plushealth can continue its vital work. Community fundraising is a key area of focus as we continue to diversify our income streams.

Main sources of income were as follows:

- The Red Run 2024
- World AIDS Day ribbon donations
- Forster-Kirkham memorial donations (restricted funding)

The combined income from these community events was £3,371 which is an increase of 24% when compared to the previous year. £1,650 was designated as unrestricted funding, ringfenced for website redevelopment with the balance ££1,721 in restricted funding for the Forster-Kirkham assistance programme.

We will continue to build upon our community fundraising activities as this is an important income stream providing much needed general funding.



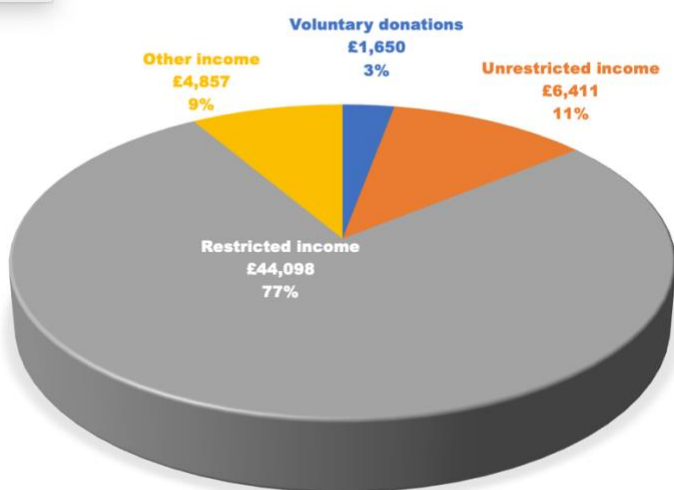
3. Financial review

Details of our income and expenditure for the period 1st April 2024 to 31st March 2025 are shown below. Our total income was £57,016, which is an increase of 69% when compared to the previous year. This increase is the result of our focus on income generation, including a 2-year grant award from the National Lottery of £19,125, £9,700 from Gilead Sciences and a further £4,500 from Leathersellers Foundation.

Expenditure for the period totalled £52,969 which is an increase of 93% on the previous year. The increase was due to the creation of new part time roles dedicated to support our UK wide peer support service. There was a net surplus of £4,047 for the financial year. Total funds available to the charity as of 31st March 2025 were £35,092, represented by unrestricted reserves of £9,310 and restricted reserves of £25,782.

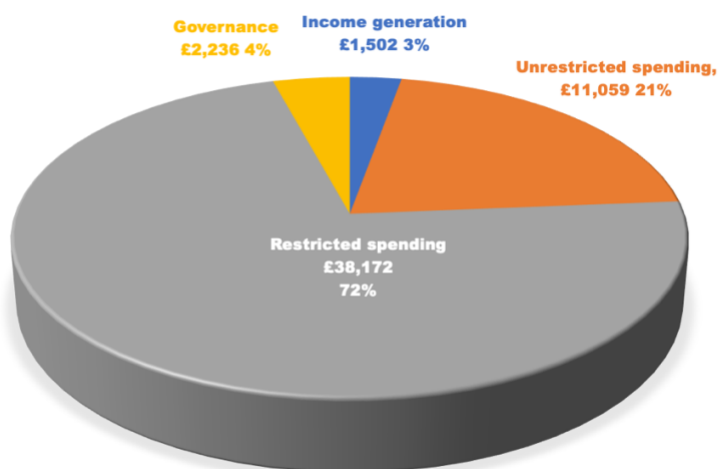
Analysis of income 2024 – 2025

Chart Area



Income Analysis	2024 - 25	2023 - 24
Voluntary donations	£1,650	£2,713
Unrestricted income	£6,411	£1,381
Restricted income	£44,098	£29,356
Other income	£4,857	£300
Total	£57,016	£33,750

Analysis of expenditure 2024 – 2025



Spending Analysis	2024 - 25	2023 - 24
Income Generation	£1,502	£3,611
Unrestricted spending	£11,059	£2,511
Restricted spending	£38,172	£20,329
Governance	£2,236	£937
Total	£52,969	£27,388

Reserves policy

The board of trustees have agreed a policy of keeping a working cash balance to ensure Plushealth can continue its charitable activities for a period of 3 months. In case of a decision being taken to dissolve the charity this would provide adequate financing to meet our contractual commitments and ensure the charity was closed in an orderly manner to reduce the impact on our beneficiaries and to ensure all financial agreements can be met.

Future charitable activities

Our vision is to develop the reach of our national peer support service across the UK to ensure people living with or affected by HIV can access one-to-one peer support free of charge regardless of where they live within the UK. This was the principal aim of our Founder Chris Williams which has been adopted by the board of trustees as our vision for the future of our charitable activities. We believe we have a strong operational model which will enable the charity to grow its presence to compliment the work of other service providers.

Our involvement in the Fast Track Cities London has enabled us to develop an online service model which can be integrated with NHS specialist HIV services. The experience gained by working with the HIV clinic teams at the Chelsea and Westminster NHS Foundation Trust provides our charity with opportunities to work closely with other NHS Trusts to further develop the support available to people living with or affected by HIV.

**Independent examiner's report to the trustees of
PLUSHEALTH (charity number 1191316)**

I report to the trustees on my examination of the accounts of the above charity for the year ended 31 March 2025.

Respective responsibilities of trustees and examiner

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

I report in respect of my examination of the Trust'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 Act.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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



Shahedul Alam BSc (Hons) FCPFA
On behalf of ATS Accountants Ltd
Globe House, Globe Park
Moss Bridge Road, Rochdale
OL16 5EB

Statement of Financial Activities

	Notes	Unrestricted funds £	Restricted funds £	Total funds £	Prior year funds £
		2025	2025	2025	2024
Incoming resources	3				
Income and endowments from:					
Voluntary Donations		1,650	1,721	3,371	2,713
Charitable activities		6,411	42,377	48,788	30,737
Other Trading Activities		660	4,197	4,857	300
Total		8,721	48,295	57,016	33,750
Resources expended	4				
Expenditure on:					
Raising funds		1,477	25	1,502	3,611
Charitable activities		11,059	38,172	49,231	22,338
Governance Costs	5	2,236		2,236	937
Other					-
Total		14,772	38,197	52,969	26,886
Net income/(expenditure) before investment gains/(losses)		-6,051	10,098	4,047	6,864
Net gains/(losses) on investments					-
Net income/(expenditure)		-6,051	10,098	4,047	6,864
Transfer between funds					-
Reconciliation of cash funds:					
Total funds brought forward		15,360	15,684	31,044	24,180
Net receipts/payments		-6,051	10,098	4,047	6,864
Adjustments		-	-	-	-
Total funds carried forward		9,309	25,782	35,091	31,044

Balance Sheet

	Notes	Unrestricted funds £ 2025	Restricted funds £ 2025	Endowment funds £ 2025	Total this year £ 2025	Total last year £ 2024
Fixed assets						
Tangible assets	8	-	-	-	-	-
Total fixed assets		-	-	-	-	-
Current assets						
Debtors	9	-	405	-	405	4,864
Inventory		23	-	-	23	23
Cash at bank and in hand	12	11,482	23,908	-	35,390	26,368
Total current assets		11,505	24,313	-	35,818	31,255
Creditors: amounts falling due within one year	10	726	-	-	726	211
Net current assets/(liabilities)		10,779	24,313	-	35,092	31,044
Total assets less current liabilities		10,779	24,313	-	35,092	31,044
Creditors: amounts falling due after one year		-	-	-	-	-
Total net assets or liabilities		10,779	24,313	-	35,092	31,044
Funds of the Charity						
(Un)Restricted funds		10,779	24,313	-	35,092	31,044
Balance Carried Forward		10,779	24,313	-	35,092	31,044

Signed on behalf of
the board of trustees

Name

Signature

Date of approval

Jason Warriner



28th October 2025

Gerard Creamer



28th October 2025

Notes to the Accounts

Note 1 Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with:

- the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014;
- the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102);
- with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

Note 2 Accounting policies

2.1 INCOME

Recognition of income These are included 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.

Grants and donations Grants and donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS102 SORP).

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 FRS 102 SORP).

Tax reclaims on donations and gifts Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Donated goods Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale, and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'.

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.

Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities and Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Support costs The charity has incurred expenditure on support costs.

Volunteer help The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.

2.2 EXPENDITURE AND LIABILITIES

Liability recognition Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Deferred income No material item of deferred income has been included in the accounts.

Creditors The charity has creditors which are measured at settlement amounts less any trade discounts

Basic financial instruments The charity accounts for basic financial instruments on initial recognition as per paragraph 10.7 FRS102 SORP. Subsequent measurement is as per paragraphs 11.17 to 11.19, FRS102 SORP.

2.3 ASSETS

Tangible fixed assets for use by charity These are capitalised if they can be used for more than one year, and cost at least They are valued at cost

The depreciation rates and methods used are disclosed in note 9.2.

Debtors Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Note 3 Analysis of income

Analysis	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	2025 £	2025 £	2025 £	2025 £
Unrestricted:				
Voluntary Donations	1,650	-	-	1,650
Other Trading Activities	660	-	-	660
Income from charitable activities	6,411	-	-	6,411
Total Unrestricted income	8,721	-	-	8,721
Restricted:				
Kirkham Fund	-	1,721	-	1,721
Fast Track Cities	-	16,517	-	16,517
Saving Lives	-	-	-	-
NSUN	-	-	-	-
Chel West	-	4,197	-	4,197
Gilead	-	6,735	-	6,735
National Lottery	-	19,125	-	19,125
Total Restricted income	-	48,295	-	48,295

Note 4 Analysis of expenditure

Analysis	Unrestricted funds 2025 £	Restricted funds 2025 £	Endowment funds 2025 £	Total funds 2025 £
Unrestricted:				
Raising Funds	1,477	-	-	1,477
Charitable Activities	2,236	-	-	2,236
Governance Costs	11,059	-	-	11,059
Total Unrestricted	14,772			14,772
Restricted:				
Kirkham Fund	-	2,417	-	2,417
Fast Track Cities	-	17,414	-	17,414
Saving Lives	-	-	-	-
NSUN	-	-	-	-
Chel West	-	3,821	-	3,821
Gilead	-	4,967	-	4,967
National Lottery	-	9,578	-	9,578
Total Restricted	-	38,197	-	38,197

Note 5 Support costs

Support cost	Raising funds £	Expenditure incurred in running the charity £	Activity 2 £	Activity 3 £	Grand total £	Basis of allocation Method
Governance costs	-	2,236	-	-	2,236	Direct
Total	-	2,236	-	-	2,236	

Note 6 Details of certain items of expenditure

Fees for examination of the accounts

	Total (£)
Independent examiner's fees	300
Assurance services other than audit or independent examination	-
Tax advisory fees	-
Other fees (for example: financial advice, consultancy, accountancy services) paid to the independent examiner	1,440

Note 7 Paid employees

7.1 Staff Costs

	This year £	Last year £
Salaries and wages	34,301	14,507
Social security costs	-710	710
Pension costs (defined contribution scheme)	935	480
Total staff costs	34,526	15,697

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

7.2 Average head count in the year		This year Number	Last year Number
The parts of the charity in which the employees work	Fundraising	-	-
	Charitable Activities	3	1
	Governance	-	-
	Total	3	1

Note 8 Tangible fixed assets

The charity does not have any tangible fixed assets.

Note 9 Debtors and prepayments

		Amounts falling due within one year		Amounts falling due after more than one year	
		This year £	Last year £	This year £	Last year £
Accounts Receivable		405	4,864	-	-
Total		405	4,864	-	-

Note 10 Creditors and accruals

		Amounts falling due within one year		Amounts falling due after more than one year	
		This year £	Last year £	This year £	Last year £
Social Security and Taxes		-546	211	-	-
Accruals		1,272	-	-	-
Total		726	211	-	-

Note 11 Summary of movement in funds

	Opening Balance	Income	Payments	Closing Balance
	£	£	£	£
Core Charity operations	15,360	8,722	14,772	9,310
Total Unrestricted	15,360	8,722	14,772	9,310
Restricted funds	£			
Forster- Kirkham Fund	1,206	1,721	2,417	510
Fast Track Cities London	2,032	16,517	17,414	1,135
Chel West Peer Support	22	4,197	3,821	398
Gilead Fellowship	2,846	6,735	4,967	4,614
National Lottery	9,578	19,125	9,578	19,125
Total Restricted	15,684	48,295	38,197	25,782
Charity Total	31,044	57,017	52,969	35,092

Note 12 Cash at bank and in hand

	This year	Last year
	£	£
Cash at bank	35,334	26,312
Cash in hand	56	56
Total	35,390	26,368

Note 13 Transactions with trustees and related parties

13.1 Trustee remuneration and benefits

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity.

13.2 Trustees' expenses

The charity paid trustees no expenses for fulfilling their duties.

Thankyou

We should like to take this opportunity to thank all our supporters and volunteers without whom we would not be able to continue our valuable work. As a small charity we are extremely appreciative of the generosity shown by so many individuals and their belief in our vision to promote emotional and physical wellbeing by providing practical help and support so that everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Working collaboratively with other organisations is vital for any charity and is particularly important for small charities. We would like to give special thanks to:

- Chelsea and Westminster NHS Foundation Trust
 - Kobler Centre, Chelsea & Westminster Hospital
 - 56 Dean Street, Soho
 - 10 Hammersmith Broadway, Hammersmith
 - Twickenham House, West Middlesex University Hospital
- Fast Track Cities London
- Gilead Sciences
- Naz Project London
- National HIV Nurses Association
- Positively UK
- Riverhouse Trust
- Sophia Forum
- Stonewall Housing
- The Foodchain

We would also like to thank those organisations, Trusts and Foundations who have supported our work over the past year:

- Community Fundraisers – Individual Donations
- Lee Forster-Kirkham – Forster-Kirkham Assistance Fund
- Fast Track Cities London – Getting to Zero
- Gilead Sciences – Gilead Fellowship and Medical Grants Programme
- National Lottery – Award For All
- Leathersellers Foundation – Small Grants Programme

PLUSHEALTH

England & Wales - Charity number 1191316

Accounts



UNDETECTABLE = UNTRANSMITTABLE



Trustees' annual report 2024

for the period ended
31st March 2024

Registered charity number 1191316

Principal Address:	250 Longford Court Emlyn Gardens London W12 9UW
Trustees:	Jason Warriner (Chair) Gerard Anthony Creamer (Treasurer) Naomi Sloyan Shirraaz Chaim Sidat Marek Tarkowski Harun Tulunay
Governing Document:	Trust Deed
Bankers:	Barclays Leicester LE87 2BB
Accountant & Independent Examiners:	ATS Accountants Globe House Globe Park Moss Bridge Road Rochdale OL16 5EB

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Statement from our Chair

This report provides a range of information that demonstrates our impact, reach and leadership of Plushealth during 2023/24. Over the year we have continued to grow and support people who need our services the most. By utilising technology, we are in a unique position to provide peer support across the UK at a time and place that is best for the people who need us alongside providing face to face support in London.

During the year we have continued to collaborate with number of organisations and as a partner with Fast Track Cities London to improve peer support and actively work towards zero new transmissions of HIV by 2030. Working with Chelsea and Westminster NHS Foundation Trust has provided a real opportunity to demonstrate how two organisations can work together to support 85 people. Working together does make a difference, and I would like to thank our partners, funders and supporters for their support and belief in Plushealth.

Like other charities we are aware of the challenges that we face in the current economic environment. We work hard to manage and mitigate against the risks and challenges that we have identified to ensure the future of the organisation is safeguarded and protected. Recognising and responding to change is key to our approach alongside learning and continuously improving.

Looking to the future we will continue to collaborate, respond to change and make a positive difference. Through our day-to-day work and leadership as a Board of Trustees we remain committed to developing our services and ensuring that we are representative and inclusive in our approach.

I would like to take this opportunity to thank our staff members, volunteers and trustees for their ongoing support, energy and hard work. Working as a strong and motivated team drives the charity forward so that we continue to support people living with or affected by HIV.

Jason Warriner
Chair, Board of Trustees

Trustees' report

The board of trustees are pleased to present their annual report together with the financial statements covering the period 1st April 2023 to 31st March 2024.

The financial statements comply with Charities Act 2011, CIO foundation governing document and guidance set out by the Charity Commission for England & Wales on the preparation of receipts and payments accounts. We have engaged ATS Accountants to provide the independent examination of our annual accounts as our income for the period is above the £25,000.

Our financial statements for the period have been produced on an accrual accounting basis, rather than on receipts and payments as was the case in previous years. Accrual accounting recognise income as soon as an invoice is raised rather than when the payment for the invoice arrives. When a bill payment demand comes in, it's recognised as an expense even if payment won't be made for another 30 days.

As our charity finances continue to grow and attract greater scrutiny the board of trustees on the advice of our accountants felt this approach provides a more accurate picture of the charity's financial performance enabling the trustees to make financial decisions with greater confidence. The additional benefit is in the context of approaching potential funders with a more accurate view of our current and longer term finances.

Our purpose and activities as set out in our constitution document dated 14th August 2020 are to address the needs of people living with HIV for the public benefit by

- Providing online and telephone peer to peer support
- Providing online support for HIV negative partners, close relatives, carers, and friends of those living with HIV
- Providing practical information to improve knowledge about HIV and associated health conditions
- Providing online HIV prevention support and information for those most at risk of acquiring HIV

Our vision is to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Our actions are to inform, support, empower and improve the lives of people living with or affected by HIV.

Our approach is to provide information that is relevant, practical, and easy to understand which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Our delivery is via a low cost, high value model, which embraces the use of digital technology. This enables our work to have national coverage so we can reach more people living with or affected by HIV.

- Our website pages are written by people living with HIV which are arranged to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond.
- Our online peer support service is free to anyone over the age of 16 who is living with or affected by HIV. Having the opportunity to talk to someone else who is also living with HIV is very powerful and recognised by experts and clinicians as a vital part of modern HIV care.

The role and contribution of volunteers As a small charity we are reliant on volunteers to undertake a variety of roles which include volunteering as a trustee, peer mentor, social media officer, finance, and general administrative volunteer roles. We highly value the contribution volunteers bring to our charity, as without their commitment we could not continue our valuable work.

We encourage our volunteers to contribute to the development of our charity and in return we are committed to providing role specific training and other opportunities for our volunteers to develop their knowledge and skills.

During the period covered by this report our volunteers (including trustees) donated 940 hours. We estimate the monetary value to be £16,000.

In kind donations Whilst our charity has not received any in kind donations for the period covered by this report, we wish to acknowledge the support received from those who have provided informal advice and support.

We would also like to acknowledge the support given to some of our most vulnerable service participants from other charitable organisations which include Migrant Help, Positively UK (benefit advice), Rainbow Migration, National AIDS Trust, Riverhouse Trust, Stonewall Housing The Foodchain, Trussell Trust YMCA Positive Health.

Public benefit statement HIV remains a highly stigmatised and misunderstood health condition, despite major advances in treatment, care, and advocacy. Whilst our services are specifically aimed at supporting people living with or affected by HIV there are wider public health benefits which include the following:

Physical health benefits – by providing up to date information on our website we can inform the general population about current HIV developments. We provide information on the prevention of onward transmission of HIV using treatment as a form of prevention, often referred to as ‘undetectable equals untransmissible or UequalsU.’ By providing one-to-one peer support we inform, support, and empower people living with HIV to improve their overall health, including viral suppression, linkage to care, and physical wellbeing.

Emotional health benefits – reducing the burden of internalised and perceived stigma has a significant benefit to wider society. Empowering people living with HIV to challenge misinformation and negative attitudes towards HIV can change beliefs and reduce stigma. Providing good quality information increases the knowledge and confidence of people who consider themselves at risk of contracting HIV. This in turn helps them make healthy choices in reducing their likelihood of acquiring HIV.

Health costs – there is evidence that where people living with HIV are supported at the point of diagnosis and beyond, their retention in care and adherence to treatment is improved when compared to those who do not receive peer support. There are additional health costs when people living with HIV are unable to continuously engage with their care and treatment. Inpatient care is particularly expensive with some estimates suggesting an average stay in a specialist HIV inpatient service costing up to £150,000 per average stay.

1. Charity structure, governance, and management

Plushealth is a Charitable Incorporated Organisation (CIO) where the only voting members are the charity trustees (foundation model). During this reporting period we recruited a new chair to the board of trustees, with 2 trustees coming to the end of their 3-year term and one of our trustees resigned due to a change in personal circumstances. There are currently 4 serving trustees and detailed below.

Names of the charity trustees	Date appointed	Date resigned
Mr Jason Warriner (Chair)	24/04/2023	-
Mr Gerard Creamer (Treasurer)	06/09/2020	-
Mr Harun Tulunay	16/09/2020	-
Mr Shiraaz Chaim Sidat	01/02/2021	-
Mr Lee Forster-Kirkham	01/02/2021	15/06/2023
Ms Victoria Anne Lomas	06/09/2020	30/09/2023
Mr Sean Hourigan	01/02/2021	11/03/2024

Names of Senior Staff	Date appointed	Date resigned
Mr Christopher Williams	01/07/2020	-

Trustee recruitment

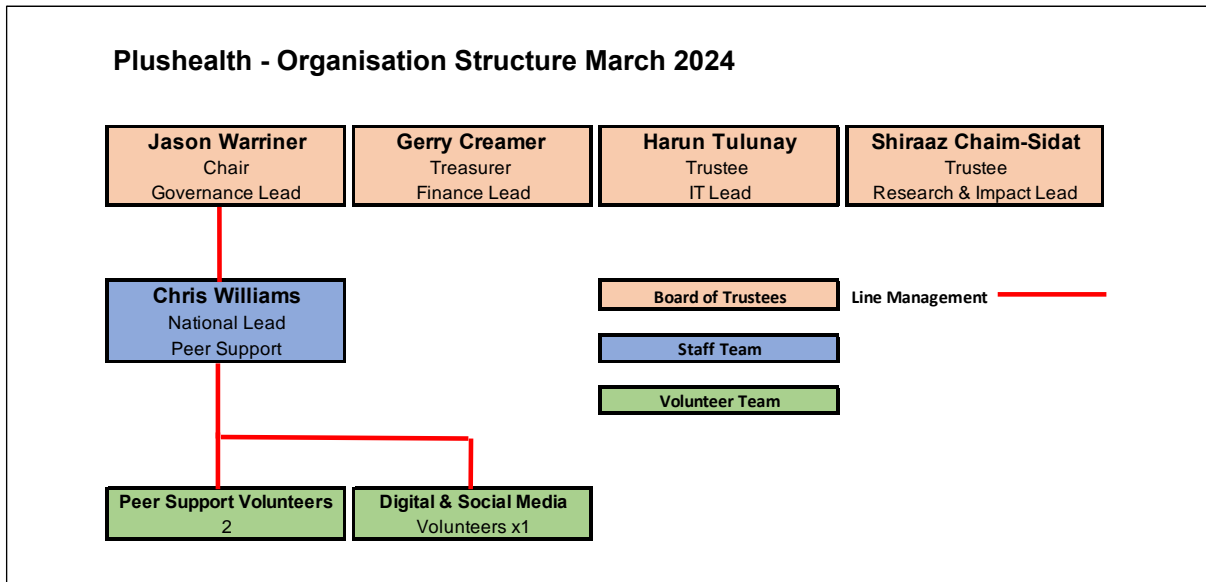
We are committed to expanding the diversity and representation of all communities to our board of trustees. We welcome applications from under-represented individuals, particularly people from minority ethnicities, people who identify as trans and/or non-binary, and heterosexual men. We believe it is important our board of trustees includes people from all communities. Such a policy will be extended to our recruitment of employees and volunteers. Peer support roles are naturally occupied by people living with HIV.

Policies and procedures adopted for the induction and training of trustees

As a small charity our resources are somewhat limited to carry out what might be considered as a formal induction of new trustees. We are therefore reliant on the information available via the Charity Commission website and in addition provided our trustees with 'in-role' training.

Organisational structure

The structure of our charity is shown in the organogram shown below:



During the reporting period we employed one part-time member of staff; our National Service Lead – Peer Support, who currently oversees all our peer support activities including the Fast-Track Cities London peer support project. The day-to-day management of our charity is a voluntary role at this stage in the development of our charity. The board of trustees have delegated this role to Chris Williams who is supported by a small team of volunteers.

Charitable and political donations

During the report period our charity made no donations to other charitable or political party organisations.

Risk management

The trustees have overall responsibility for setting the direction of the charity and to deliver the public benefits as stated in our governing document. Trustee responsibilities include the leadership, governance, and financial oversight of the charity to ensure it carries out its statutory obligations and always remains financially secure. The trustees review the risk register at each quarterly board meeting and take action to mitigate any potential risks to the financial viability and legal obligations as set out by the Charity Commission.

2. Our charitable activities & achievements

Our charitable activities focused in four areas:

- Supporting and empowering people living with or affected by HIV through our online peer support service
- Informing people living with or affected by HIV through our website and social media channels to enable them to better self-manage their overall health and wellbeing
- Providing practical support for people living with HIV to ensure they can access our online services and attend their HIV clinic appointments
- Income generation and community fundraising activities to support our work, particularly our national online peer support service

2.1 Supporting and empowering peer participants Our low cost, high value model of delivering peer support remotely using digital technology has been shown to be popular with the participants we work with. The service provides a seamless online experience where people living with or affected by HIV can register and book appointments online and get to 'meet' someone else living with HIV by their chosen means, typically within 2 to 3 days of registering for the service.

We provide one-to-one peer support through our national service, which is freely available across the UK, regardless of location. This is delivered remotely using digital platforms to include video, voice, and text chat support. As part of our national service, we provide peer support using email and other secure electronic means such as WhatsApp and other messaging platforms. We fund our national services through individual voluntary donations and income derived from charitable activities together with restricted trusts and foundations income.

In addition to our national peer support service, we continued to provide one-to-one peer support as part of Fast Track Cities London project up to the end of June 2023. Between July 2023 and March 2024, we were commissioned by Chelsea and Westminster NHS Foundation Trust to continue with an interim peer support service, whilst further funding was agreed with Fast Track Cities London.

For the period 1st April 2023 to 31st March 2024 (all peer participant services) we engaged with 102 individual peer support participants and delivered the following:

404	individual interventions
4.0	interventions per participant
337	hours of peer support
£50	the average cost per intervention
£200	the average cost per peer support participant

National peer support service

Providing peer support throughout the four nations of the UK is one of our long held primary objectives and has been developed by people living with HIV. The service was part funded by charitable donations and unrestricted in the first half of the reporting period. We were successful in attracting additional grant funding in the second half of the reporting period. This included grants from National Lottery – Awards For All and Gilead Medical and Scientific Fellowship Fund. These grants supported core costs associated with running our national peer support service our volunteer recruitment and development programme.

The national peer support service is delivered and managed by Chris Williams, who has led this service since it was founded in 2018. At the end of March 2024, we appointed a new part-time member of staff who will be delivering this service for a period of 18 months, based on current funding arrangements.

For the period 1st April 2023 to 31st March 2024 our national service engaged with 17 individual peer support participants and delivered the following:

44	individual interventions
2.6	interventions per participant
37	hours of peer support
£57	the average cost per intervention
£148	is the average cost per peer support participant

Fast Track Cities, London, peer support improvement project

This project is a collaboration with Positively UK, Naz Project and Chelsea and Westminster NHS Foundation Trust HIV Services, including 56 Dean Street, 10 Hammersmith Broadway, Kobler Clinic, HIV services at West Middlesex Hospital and inpatient services at the Chelsea & Westminster Hospital site.

This report covers the final year of this project up to the end of June 2023. Thereafter we were directly commissioned by Chelsea & Westminster NHS Foundation Trust to deliver an interim peer support service to bridge the period where a further funding proposal was being developed by Fast-Track Cities London to build on the previous project.

Over the life of this service, we have taken a quality improvement approach that has enabled us to improve the way we engage with those accessing the service and deliver timely intervention for those people receiving a new HIV diagnosis. People living with HIV were referred into the service by their clinical team because they met one or more of the following criteria:

- New HIV diagnosis within the last 6 months
- Experienced difficulties engaging consistently with their clinic team
- Experienced difficulties remaining adherent to their treatment
- Unable to maintain undetectable viral load and therefore at risk of health complications and onward HIV transmission
- Experienced periods of complete disengagement with their HIV care and treatment, sometimes referred to as 'need to find' individuals

There is also an online self-referral process whereby anyone accessing their care and treatment through the HIV services provided by Chelsea & Westminster NHS Foundation Trust can access peer support. This ensures equity of service and is not dependent on a clinician making a referral or where someone receives a new HIV diagnosis.

For the period 1st April 2023 to 31st March 2024 this service engaged with 85 peer support participants and delivered the following:

360	individual interventions
4.2	interventions per participant
300	hours of peer support
£47	the average cost per intervention
£200	the average cost per peer support participant

2.2 Informing people living with or affected by HIV Our website provides practical information written by people living with HIV. We've arranged the information to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond. The website pages are regularly reviewed to include new and relevant information available in the public domain. Our approach is to provide information that is relevant, practical, and easy to understand and based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Visitors to our website

The following statistics provide a snapshot of visitors to our website for the period covered by the report. Some of the data detailed below was missing due to the change in Google Analytics monitoring which was intermittent in the first half of the year following the change.

Total visitors	2392
New visitors	2377
Returning visitors	260
Total sessions	2677
Total page views	4129

Average time on page 1 minute 53 seconds

Website development and content

Our website is currently managed and updated by volunteers and is of bespoke design, which brings with it advantages in that it can be further developed to our exacting requirements. The challenge of this design is content management can be more complex and requires expert knowledge of the website to provide any updates or additions. Our website was launched in July 2018 and is therefore in need of redevelopment and renewal and we will seek to obtain funding to support the development of a new website in the next financial year 2024-25.

Our social media channels

As a digital organisation we use social media to engage with the communities we serve. Facebook, Instagram, and Twitter are the main channels we currently use to reach out to and engage with our target audiences.

2.3 Providing practical support for people living with HIV The Forster-Kirkham Support Fund was set up in the memory of the late Craig Forster-Kirkham who passed away on 7th November 2022, loving husband of Lee Forster-Kirkham who served as a board member between February 2021 and June 2023. The fund provides practical support to ensure there is equitable access to our online services by providing SIM card data and mobile connectivity to those who would otherwise be excluded due to lack of connection to the internet and mobile network.

The fund also provides grants to purchase mobile devices, emergency grants to support basic needs where no immediate support is available together with travel assistance grants where travel costs would result in people living with HIV being unable to attend their HIV clinic or other linked health related appointments.

For the period 1st April 2023 to 31st March 2024, we supported 17 individuals with grants totalling £1105, with the average grants per person being £65. Eleven out of the 17 individuals (65%) required financial support due to reduction in benefits awarded or whilst they were waiting the outcome of a benefit claim. The balance of 6 individuals (35%) were individuals who were waiting for their asylum claim to be decided.

Breakdown of grants issued is shown below:

£300	mobile connectivity grants supporting 6 individuals (£50.00 per person)
£500	small grants to purchase mobile handsets supporting 5 individuals (£100 per person)
£225	travel support grants supporting 4 individuals (£56.25 per person)
£ 80	emergency grants supporting 2 individuals (£40 per person)

2.4 Income Generation To execute our vision for our national peer support service and to ensure long-term sustainability we continued to work with our income generation consultant throughout the reporting period. We developed resources to support our grant applications which included a comprehensive case for support document, a trusts and grants tracker tool which enables us to focus our efforts on organisations where we had a good chance of succeeding.

We were awarded funding from National Lottery – Awards For All and Gilead Medical and Scientific Fellowship Grant. The grant total awarded during the reporting period was £13,600 with a further £3,175 in the financial year 2023-24.

The interim peer support service provided to Chelsea and Westminster NHS Foundation Trust outside of the Fast Track Cities project provided a total income of £4,600 and enabled us to provide continuity of service at 56 Dean Street, Kobler Outpatients, 10 Hammersmith Broadway and Twickenham House located at West Middlesex University Hospital campus.

Community Fundraising Activities

As a small charity we are reliant on the generosity of our supporters to ensure Plushealth can continue its vital work. Community fundraising is a key area of focus as we continue to diversify our income streams.

Main sources of income were as follows:

- The Red Run 2022
- World AIDS Day ribbon donations
- Forster-Kirkham memorial donations

The combined income from these community events was £2,813, which represents 30% of our unrestricted income for the period. We will continue to build upon our community fundraising activities as this is an important income stream providing much needed general funding to ensure the charity remains financially viable.

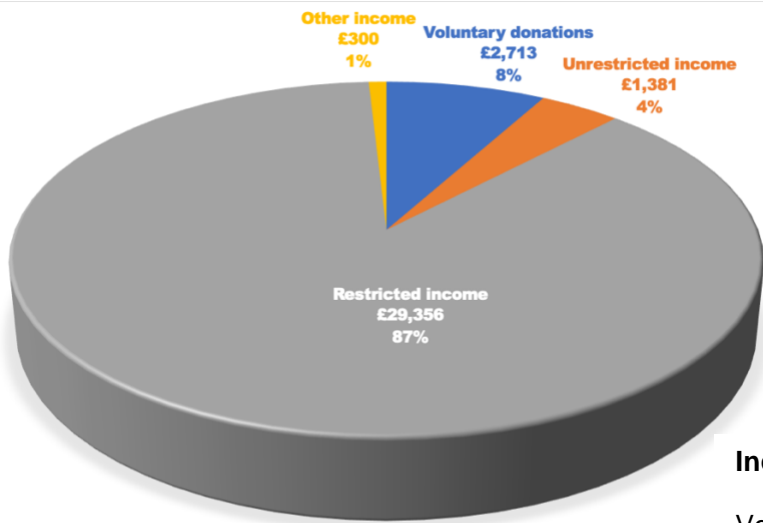


3. Financial review

Details of our income and expenditure for the period 1st April 2023 to 31st March 2024 are shown below. Our total income was £33,750, which is an increase of 27% when compared to the previous year. This increase is the result of our investment in income generation which yielded income of £13,000 in this financial year and a further £3,200 in the financial year 2023/24

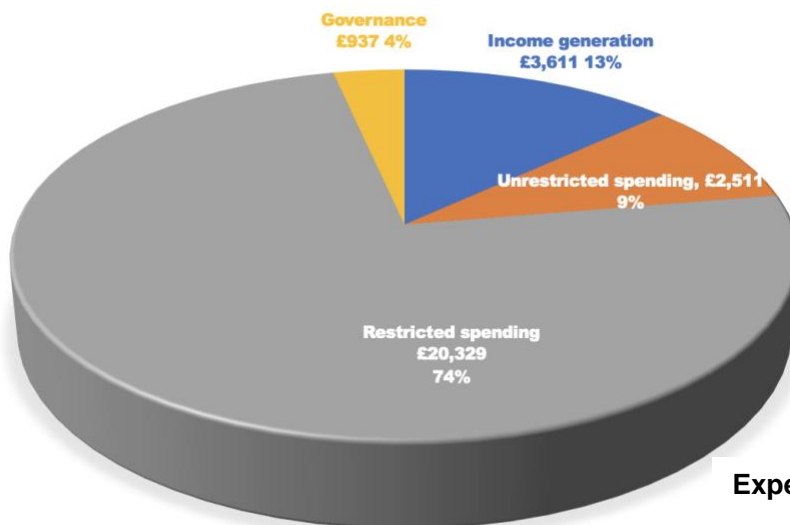
Expenditure for the period totalled £27,388 which is an increase of 21% on previous year. The increase was in the main due to our £3,000 investment in income generation support together with an increase in costs of providing the Fast-Track Cities peer support service. During the reporting period there was a net surplus of £6,362. Total funds available to the charity as at 31st March 2024 were £31,044, represented by unrestricted reserves of £15,360 and restricted reserves of £15,684.

Analysis of income



Income received	This Year £	Last Year £
Voluntary donations	2,713	4,267
Other Income	300	850
Unrestricted income	1,381	10,218
Restricted income	29,356	11,246
Totals	33,750	26,581

Analysis of expenditure



Expenditure	This Year £	Last Year £
Generating receipts	3,611	1,296
Unrestricted spending	2,511	3,350
Restricted spending	20,329	16,987
Governance	937	761
Totals	27,388	22,694

Reserves policy

The board of trustees have agreed a policy of keeping a working cash balance to ensure Plushealth can continue its charitable activities for a period of 3 months. In case of a decision being taken to dissolve the charity this would provide adequate financing to meet our contractual commitments and ensure the charity was closed in an orderly manner to reduce the impact on our beneficiaries and to ensure all financial agreements can be met.

Future charitable activities

Our vision is to develop the reach of our national peer support service across the UK to ensure people living with or affected by HIV can access one-to-one peer support free of charge regardless of where they live within the UK. This was the principle aim of our Founder Chris Williams which has been adopted by the board of trustees as our vision for the future of our charitable activities. We believe we have a strong operational model which will enable the charity to grow its presence to compliment the work of other service providers.

Our involvement in the Fast Track Cities Improvement Programme, London has enabled us to develop an online service model which can be integrated with NHS specialist HIV services. The experience gained by working with the HIV clinic teams at Chelsea and Westminster NHS Foundation Trust provides our charity with opportunities to work closely with other NHS Trusts to further develop the support available to people living with or affected by HIV.

Independent examiner's report to the trustees of

PLUSHEALTH (charity number 1191316)

I report to the trustees on my examination of the accounts of the above charity for the year ended 31 March 2024.

Respective responsibilities of trustees and examiner

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

I report in respect of my examination of the Trust'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 Act.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act);
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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



Shahedul Alam BSc (Hons) CPFA

On behalf of ATS Accountants Ltd

Globe House, Globe Park, Moss Bridge Road, Rochdale OL16 5EB

Statement of Financial Activities

	Notes	Unrestricted Funds £ 2024	Restricted Funds £ 2024	Total Funds £ 2024	Prior Year Funds £ 2023
Incoming Resources Income & endowments from:	3				
Voluntary donations		2,713	-	2,713	4,267
Charitable activities		1,381	29,356	30,737	21,646
Other trading activities		300	-	300	668
Total		4,394	29,356	33,750	26,581
Resources expended	4				
Expenditure on:					
Raising funds		3,611	-	3,611	1,296
Charitable activities		2,511	19,827	22,338	20,637
Governance costs	5	937	-	937	761
Other		-	-	-	-
Total		7,059	19,827	26,886	22,694
Net income / (expenditure) before investment gains / (losses)					
Net gains / (losses) on investments		-2,665	9,529	6,864	3,887
Net income / (expenditure)		-2,665	9,529	6,864	3,887
Transfer between funds		-	-	-	-
Reconciliation of cash funds:					
Total funds brought forward		18,025	6155	24,180	15,642
Net Receipts. /payments		-2,665	9,529	6,864	3,887
Total funds carried forward		15,360	15,684	31,044	19,529

Balance Sheet

	Notes	Unrestricted Funds £ 2024	Restricted Funds £ 2024	Total Funds £ 2024	Total Last Year £ 2023
Fixed Assets					
Tangible assets	8	-	-	-	-
Total fixed assets		-	-	-	-
Current assets					
Debtors	9	-	4,864	4,864	5,465
Inventory		23	-	23	6
Cash at bank and in hand	12	15,548	10,820	26,368	19,529
Total current assets		15,571	15,684	31,255	25,000
Creditors: amounts falling due within one year	10	211	-	211	317
Net Current assets / (liabilities)		15,360	15,684	31,044	24,683
Creditors: amounts falling due after one year		-	-	-	-
Total net assets or liabilities		15,360	15,684	31,044	24,683
Funds of the charity		15,360	15,684	31,044	24,683
Balance carried forward		15,360	15,684	31,044	24,683

Signed on behalf of
the board of trustees

Name

Signature

Date of approval

Jason Warriner



21st January 2025

Gerard Creamer

21st January 2025

Notes to the Accounts

Note 1 – Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with:

- the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014;
- the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102); and
- with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

Note 2 – Accounting policies

2.1 INCOME

Recognition of income

These are included 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.

Grants and donations

Grants and donations are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 FRS102 SORP).

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 FRS 102 SORP).

Tax reclaims on donations and

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial gifts donation unless the donor or the terms of the appeal have specified otherwise.

Donated goods

Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from

other trading activities and the proceeds from sale are also recognised as 'Income from other trading activities'.

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.

Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities

Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Support costs

The charity has incurred expenditure on support costs.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.

2.2 EXPENDITURE AND LIABILITIES

Liability recognition

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs

Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Deferred income

No material item of deferred income has been included in the accounts.

Creditors

The charity has creditors which are measured at settlement amounts less any trade discounts

Basic financial instruments

The charity accounts for basic financial instruments on initial recognition as per paragraph 10.7 FRS102 SORP. Subsequent measurement is as per paragraphs 11.17 to 11.19, FRS102 SORP.

2.3 ASSETS

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year, and cost at least They are valued at cost

The depreciation rates and methods used are disclosed in note 9.2.

Debtors Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Note 3 – Analysis of income

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Unrestricted:			
Voluntary donations	2,713	-	2,713
Charitable activities	1,381	-	1,381
Other trading activities	300	-	300
Total unrestricted income	4,394	-	4,394
Restricted:			
Forster-Kirkham fund	-	100	100
Fast Track Cities London Chelsea and Westminster NHSFT	-	12,277	12,277
Gilead Fellowship Fund	-	3,914	3,914
National Lottery - Awards for All	-	3,175	3,175
NSUN	-	9,890	9,890
Saving Lives	-	0	0
Total restricted income	-	29,356	29,356

Note 4 – Analysis of expenditure

	Unrestricted Funds £	Restricted Funds £	Total Funds £
Unrestricted:			
Raising funds	3,611	-	3,611
Charitable activities	2,511	-	2,511
Governance costs	937	-	937
Total unrestricted expenditure	7,059	-	7,059
Restricted:			
Forster-Kirkham fund	-	524	524
Fast Track Cities London Chelsea and Westminster NHSFT	-	13,619	13,619
Gilead Fellowship Fund	-	3,412	3,412
National Lottery - Awards for All	-	329	329
NSUN	-	312	312
Saving Lives	-	950	950
Total restricted income	-	19,807	19,807

Note 5 – Support Costs

	Raising Funds £	Central Costs £	Grand Total £	Basis of allocation Method
Governance costs	-	937	937	Direct
Total	-	937	937	

Note 6 – Details of certain items of expenditure

Fee for examination of the accounts	£
Independent examiner's fee	300
Assurance services other than audit or independent examination	-
Tax advisory fees	-
Other fees (financial advice, consultancy, accountancy services) paid to independent	637

Note 7 – Paid employees

7.1 Staff costs	This year £	Last Year £
Salaries and wages	14,507	13,325
Social security costs	710	541
Pension costs (defined contribution scheme)	480	322
Total staff costs	15,697	14,188

No employees received employment benefits (excluding employer pension costs) for the reporting period of more than £60,000

7.2	Average head count in the year	This year number	Last Year number
	Fundraising	-	-
	Charitable activities	1	1
	Governance	-	-
	Total average head count	1	1

Note 8 – Tangible fixed assets

The charity does not have any tangible fixed assets for the reporting period.

Note 9 – Debtors and prepayments

	Amounts falling due within one year		Amounts falling due after more than one year	
	This year £	Last year £	This year £	Last year £
Accounts receivable	4,864	5,465	-	-
Total	4,864	5,465	-	-

Note 10 – Creditors and accruals

	Amounts falling due within one year		Amounts falling due after more than one year	
	This year £	Last year £	This year £	Last year £
Social security and taxes	211	317	-	-
Total	211	317	-	-

Note 11 – Movement in funds

	Opening Balance £	Income £	Payments £	Closing Balance £
Unrestricted:				
Core charity operations	18,025	4,394	7,059	15,360
Total unrestricted income	18,025	4,394	7,059	15,360
Restricted:				
Forster-Kirkham fund	1,630	100	524	1,206
Fast Track Cities London Chelsea and Westminster NHSFT	2,914	12,277	13,159	2,032
Gilead Fellowship Fund	-	3,914	3,892	22
National Lottery - Awards for All	-	3,175	329	2,846
NSUN	-	9,890	312	9,578
Saving Lives	950	-	950	-
	661	-	661	-
Total restricted income	6,155	29,356	19,827	15,684
Total charity	24,180	33,750	26,886	31,044

Note 12 – Cash at bank and in hand

	This year £	Last Year £
Cash at bank	26,312	19,474
Cash in hand	56	55
Total charity	26,368	19,529

Note 13 – Transactions with trustees and related parties

13.1 Trustee remuneration and benefits

None of the trustees have been paid any remuneration or received any other benefits from an employment with the charity or related charity.

13.2 Trustee expenses

The charity paid trustees expenses which were incurred as a result of fulfilling their duties during the reporting period.

Thankyou

We should like to take this opportunity to thank all our supporters and volunteers without whom we would not be able to continue our valuable work. As a small charity we are extremely appreciative of the generosity shown by so many individuals and their belief in our vision to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Working collaboratively with other organisations is vital for any charity and is particularly important for small charities. We would like to give special thanks to:

- Chelsea and Westminster NHS Foundation Trust
 - Kobler Centre, Chelsea & Westminster Hospital
 - 56 Dean Street, Soho
 - 10 Hammersmith Broadway, Hammersmith
 - Twickenham House, West Middlesex University Hospital

- Fast Track Cities London
- Gilead Sciences
- Naz Project London
- National HIV Nurses Association
- Positively UK
- Positive Health (Central YMCA – London)
- Rainbow Migration
- Riverhouse Trust
- Sophia Forum
- Stonewall Housing
- The Foodchain

PLUSHEALTH

England & Wales - Charity number 1191316

Accounts

Trustees' Annual Report 2023



for the year ended
31st March 2023

Plushealth the online peer support charity

Registered charity in England & Wales
(Reg.no 1191316)

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Statement from our Chair

I would like to thank our past Chair, Vicky Lomas who stepped down as Chair at the end of March 2023. Through her leadership, commitment and energy Vicky has made a significant contribution to the growth and success of the charity.

Since becoming Chair in April 2023, I have been impressed with the drive and vision from everyone involved in Plushealth. Making a real difference to those living with and affected by HIV is central to our work and our leadership as a Board of Trustees.

This report highlights work of Plushealth during 2023/24 and our collaboration with other organisations to ensure the HIV community was represented in a range of areas including the Thrive LDN and Fast-Track Cities London Participatory Research and the Gilead Find Your Four health campaign.

Sitting alongside our national peer support work the one-to-one peer support as part of Fast Track Cities London project enabled us to work with a range of partner organisations within the charity sector and NHS. We have seen an increase in the number of people accessing our national service as well as the one-to-one support provided through the Fast Track Cities project.

The number of visitors to our website who are seeking information continued to increase during the year and in 2024/25 we will be looking at how our website is developed to ensure that it is fit for purpose and meets the needs of people who use it.

Our fundraising and income generation work continues to evolve and grow with the appointment of a fundraising consultant. This role is enabling us to apply for a range of funding opportunities to develop our national peer support service. Thank you to all our supporters who donate and fundraise money for us.

Over the next year we intend to build on our strengths and successes to develop as a charity, further develop our services and continue to grow our national online peer support.

Jason Warriner
Chair, Board of Trustees

Trustees' report

The board of trustees are pleased to present their annual report together with the financial statements covering the period 4th April 2022 to 31st March 2023.

The financial statements comply with Charities Act 2011, CIO foundation governing document and guidance set out by the Charity Commission for England & Wales on the preparation of receipts and payments accounts. We have engaged ATS Accountants to provide the independent examination of our annual accounts as our income for the period is above the £25,000.

During the period we adjusted to our year end reporting date with the Charity Commission for England & Wales to fall into line with accepted practice. Our next reporting period will be from 1st April 2023 to 31st March 2024.

Our purpose and activities

Our objects as set out in our constitution document dated 14th August 2020 are to address the needs of people living with HIV for the public benefit by:

- Providing online and telephone peer to peer support
- Providing online support for HIV negative partners, close relatives, carers, and friends of those living with HIV
- Providing practical information to improve knowledge about HIV and associated health conditions
- Providing online HIV prevention support and information for those most at risk of acquiring HIV

Our vision is to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Our actions are to inform, support, empower and improve the lives of people living with or affected by HIV.

Our approach is to provide information that is relevant, practical, and easy to understand which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Our delivery is via a low cost, high value model, which embraces the use of digital technology. This enables our work to have national coverage so we can reach more people living with or affected by HIV.

- Our website pages are written by people living with HIV which are arranged to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond.
- Our online peer support service is free to anyone over the age of 16 who is living with or affected by HIV. Having the opportunity to talk to someone else who is also living with HIV is very powerful and recognised by experts and clinicians as a vital part of modern HIV care.

The role and contribution of volunteers

As a small charity we are reliant on volunteers to undertake a variety of roles which include volunteering as a trustee, peer mentor, social media officer, finance, and general administrative volunteer roles. We highly value the contribution volunteers bring to our charity, as without their commitment we could not continue our valuable work.

We encourage our volunteers to contribute to the development of our charity and in return we are committed to providing role specific training and other opportunities for our volunteers to develop their knowledge and skills.

During the period covered by this report our volunteers (including trustees) donated 1270 hours. We estimate the monetary value to be £20,000.

In kind donations

Whilst our charity has not received any in kind donations for the period covered by this report, we wish to acknowledge the support received from those who have provided informal advice and support.

We would also like to acknowledge the support given to some of our most vulnerable service participants from other charitable organisations which include Migrant Help, Positively UK (benefit advice), Riverhouse Trust, Terrence Higgins Trust (community forum, online counselling) The Foodchain (nutritional support), Trussell Trust (nutritional support) YMCA Positive Health.

Public benefit statement

HIV remains a highly stigmatised and misunderstood health condition, despite major advances in treatment, care, and advocacy. Whilst our services are specifically aimed at supporting people living with or affected by HIV there are wider public health benefits which include the following:

Physical health benefits – by providing up to date information on our website we can inform the general population about current HIV developments. We provide information on the prevention of onward transmission of HIV using treatment as a form of prevention, sometimes referred to as TasP.

By providing one-to-one peer support we inform, support, and empower people living with HIV to improve their overall health, including viral suppression, linkage to care, and physical wellbeing.

Emotional health benefits – reducing the burden of internalised and perceived stigma has a significant benefit to wider society. Empowering people living with HIV to challenge misinformation and negative attitudes towards HIV can change beliefs and reduce stigma. Providing good quality information increases the knowledge and confidence of people who consider themselves at risk of contracting HIV. This in turn helps them make healthy choices in reducing their likelihood of acquiring HIV.

Health costs – there is evidence that where people living with HIV are supported at the point of diagnosis and beyond, their retention in care and adherence to treatment is improved when compared to those who do not receive peer support. There are additional health costs when people living with HIV are unable to continuously engage with their care and treatment. Inpatient care is particularly expensive with some estimates suggesting an average stay in a specialist HIV inpatient service costing up to £150,000 per average stay.

Our charitable activities & achievements

Our charitable activities are focused in four areas:

- Supporting and empowering people living with or affected by HIV through our online peer support service.
- Informing people living with or affected by HIV through our website and social media channels to enable them to better self-manage their overall health and wellbeing.
- Provide a voice for people living with HIV to ensure services are developed and adapted to meet their needs.
- Income generation and community fundraising activities to support our work, particularly our national online peer support service.

Supporting and empowering peer participants

Our low cost, high value model of delivering peer support remotely using digital technology has been shown to be popular with the participants we work with. The service provides a seamless online experience where people living with or affected by HIV can register and book appointments online and get to 'meet' someone else living with HIV by their chosen means, typically within 2 to 3 days of registering for the service.

We provide one-to-one peer support through our national service, which is freely available across the UK, regardless of location. This is delivered remotely using digital platforms to include video, voice, and text chat support. As part of our national service, we provide peer support using email and other secure electronic means such as WhatsApp and other messaging platforms. We fund our national services through individual voluntary donations and unrestricted grant income.

In addition to our national peer support service, we provide one-to-one peer support as part of Fast Track Cities London project working alongside our partners Chelsea and Westminster NHS Foundation Trust, Positively UK, and Naz Project London. This service is funded via a restricted grant from Healthy London Partnership and paid through the grant from our partner Positively UK.

For the period 4th April 2022 to 31st March 2023 (all peer participant services) we engaged with 149 individual peer support participants (up from 77 the previous year) and delivered the following:

529	individual interventions
3.5	interventions per participant
441	hours of peer support
£39	is the average cost per intervention
£138	is the average cost per peer support participant

National peer support service

Providing peer support throughout the four nations of the UK is one of our long held primary objectives and has been developed by people living with HIV. The service was completely funded by unrestricted funds and charitable donations for the period. This service is delivered and managed by Chris Williams, who has led this service since it was founded in 2018.

For the period 4th April 2022 to 31st March 2023 our national service engaged with 40 individual peer support participants (up 30% on the previous year) and delivered the following:

120	individual interventions
3	interventions per participant
100	hours of peer support
£30	is the average cost per intervention
£91	is the average cost per peer support participant

Fast Track Cities, London, peer support improvement project

This project is a collaboration with Positively UK, Naz Project and Chelsea and Westminster NHS Foundation Trust HIV Services, including 56 Dean Street, 10 Hammersmith Broadway, Kobler Clinic, HIV services at West Middlesex Hospital and inpatient services at the Chelsea & Westminster Hospital site.

This report covers the third year of this project, and the quality improvement approach has enabled us to improve the way we engage with those accessing the service and deliver timely intervention for those people receiving a new HIV diagnosis.

These individuals were referred to us by their clinical team because they met one or more of the following criteria:

- New HIV diagnosis within the last 6 months.
- Experienced difficulties engaging consistently with their clinic team.
- Experienced difficulties remaining adherent to their treatment.
- Unable to maintain undetectable viral load and therefore at risk of health complications and onward HIV transmission.
- Experienced periods of complete disengagement with their HIV care and treatment, sometimes referred to as 'need to find' individuals.

For the period 4th April 2022 to 31st March 2023 this service engaged with 85 peer support participants (up from 46 the previous year) and delivered the following:

409	individual interventions
4.8	interventions per participant
341	hours of peer support
£42	is the average cost per intervention
£200	is the average cost per peer support participant

Informing people living with or affected by HIV

Our website provides practical information written by people living with HIV. We've arranged the information to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond. The website pages are regularly reviewed to include new and relevant information available in the public domain. Our approach is to provide information that is relevant, practical, and easy to understand and based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Visitors to our website

The following statistics provide a snapshot of visitors to our website for the period covered by the report. Visitor numbers and other metrics shown below have increased significantly, up by over 200% on the same period last year. This is attributed to our use of Google Ads Grant for Charities which has helped to drive traffic to our website.

Total visitors	4005
New visitors	3995
Returning visitors	418
Total sessions	5055
Total page views	8243
Average time on page	1 minute 32 seconds
Bounce rate	60.60%

Website development and content

Our website is currently managed and updated by volunteers and is of bespoke design, which brings with it advantages in that it can be further developed to our exacting requirements. The challenge of this design is content management can be more complex and requires expert knowledge of the website to provide any updates or additions.

Our website was launched in July 2018 and is therefore in need of redevelopment and renewal and we will seek to obtain funding to support the development of a new website.

Our social media channels

As a digital organisation we use social media to engage with the communities we serve. Facebook, Instagram, and Twitter are the main channels we currently use to reach out to and engage with our target audiences.

Providing a voice for people living with HIV

During the year we collaborated with other organisations to ensure the HIV community perspective was represented in the following project areas:

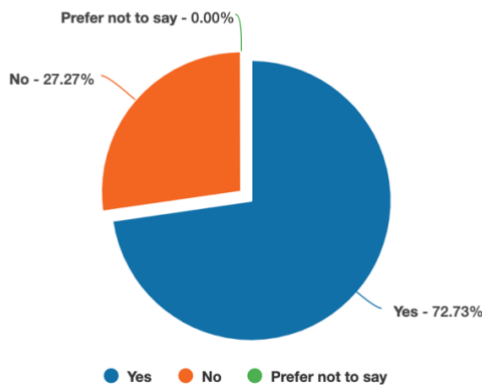
Thrive LDN & Fast-Track Cities London Participatory Research

We were invited to contribute to this project which took place during 2022 with the aim to develop a deeper understanding of the intersectionality of Londoner’s living with HIV, their mental health and overall wellbeing.

We held 2 in-person roundtable discussions with 10 peer participants during August & early September 2022. We also circulated an online questionnaire to those peer participants who were unable to attend the roundtable events. The questionnaire was designed to explore the intersection between HIV, mental health, and ageing. Here are some of the headline results:

Peer support - 73% of the questionnaire respondents have accessed peer support through a variety of formats including one-to-one and group in person services, individual phone and video calls and online chat only services.

Have you ever accessed peer support for HIV and / or your mental health?



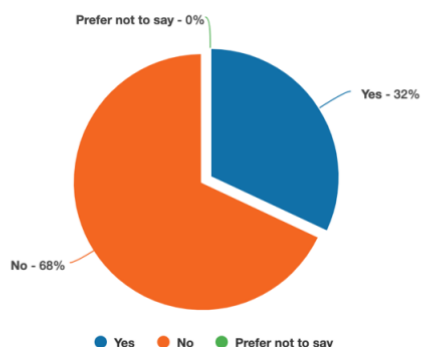
94% agreeing or strongly agreeing with the statement that ***‘peer support has helped me better manage my HIV treatment and care’***

87% agreeing or strongly agreeing with the statement ***‘peer support has helped me to better manage my mental health’***

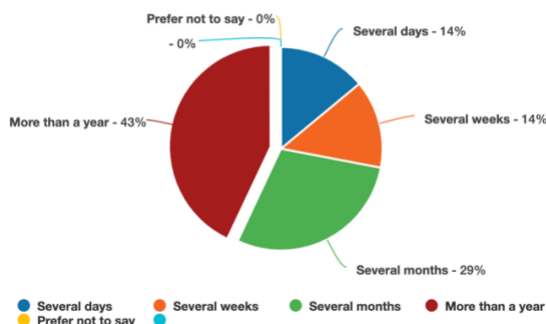
94% agreeing or strongly agreeing with the statement ***‘Peer support has helped to reduce the stigma I feel around HIV’***

HIV treatment and care - 95% of the questionnaire respondents were taking HIV medication. We asked a question about un-planned treatment breaks. 32% of respondents reported having a break in their treatment, with 71% of this group having a break for several months to over 1 year. Peer support plays an important role to ensure people remain linked to their HIV care and taking treatment. 63% of our respondents strongly agreed that peer support helped them to better manage their treatment and care.

Have you ever stopped taking your HIV medication?



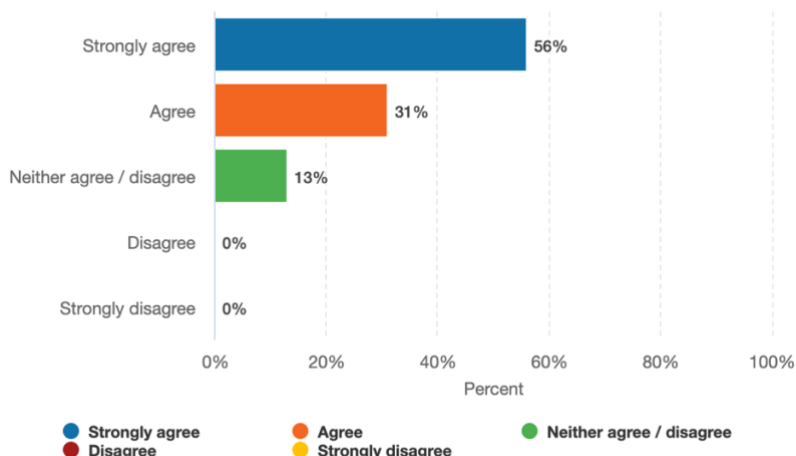
How long did you stop taking your HIV medication for?(please do not include the occasional missed dose)



Mental Health & HIV - people living with HIV are twice as likely than the general population to experience depression and anxiety which not only impacts of their quality of life but also their ability to manage their HIV treatment and care. 75% of our questionnaire respondents said that their mental health had an impact on how well they were able to manage their HIV treatment and care. When we asked the question what the MAIN reason was you stopped taking your medication, 73% said this was because of their mental health.

As shown below, 56% of our questionnaire respondents strongly agreed that peer support helped them better manage their mental health.

Peer support has helped me to better manage my mental health



Whilst this questionnaire has several limitations, including sample size, it provides an insight into the intersections between mental health, HIV treatment and care and the positive impact peer support has for people living with HIV.

Gilead Find Your Four health campaign

Find Your Four is a campaign developed and funded by Gilead Sciences, in collaboration with the HIV community. During the year along with other community organisations we contributed to the development of 2 new resources **For A Healthy Mind** and **For A Healthy Body**.

Each resource was co-produced with the HIV Community to ensure the experiences and voices of people living with HIV are at the heart of their development. A new resource starts out in life as a health literacy project where a steering group comprising of community organisations, clinicians and the Gilead team come together to scope out the development of a new resource. High on the agenda is the importance of providing practical information in a format that is easily accessible and uses phrases and wording that reflects a people first approach.

The *Find Your Four* campaign fits well with our aim to provide support and information for people living with HIV using online platforms and technology. It's vital that information is easily accessible and in a format which provides effective messaging that supports the individual experiences of living well with HIV. We have been able to share our experiences of delivering peer support which has informed the development of some of the *Find Your Four* resources.

Income Generation

To execute our vision for our national peer support service and to ensure long-term sustainability we employed an income generation consultant during February 2023. This post will be funded through the unrestricted reserves we have at our disposal for the coming financial year. We intend to develop and submit several grant applications to secure funding for the national peer support service and re-develop our website which is now in its 5th year and requires a complete review. We want to continue to diversify our funding streams to ensure our charity can be sustained in the longer term.

Community Fundraising Activities



As a small charity we are reliant on the generosity of our supporters to ensure Plushealth can continue its vital work. Community fundraising is a key area of focus as we continue to diversify our income streams. Against the backdrop of the cost-of-living crisis income from our community fundraising and individual giving activities was significantly impacted when compared to the previous year.

Main sources of income were as follows:

- The Red Run 2022
- World AIDS Day ribbon donations
- Forster-Kirkham memorial donations

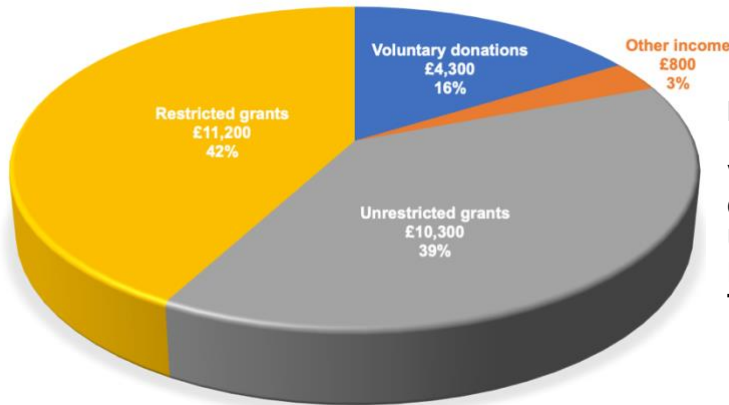
The combined income from these community events was £4,300, which represents 16% of our total income for the period. We will continue to build upon our community fundraising activities as this will ensure the security of our national peer support service, which doesn't receive any funding from grants or statutory contracts.

We set up a designated fund for donations received from a fundraising page set up by our trustee Lee Forster-Kirkham, following the untimely death of his husband in November 2022. The fund attracted donations of £1,650. The board of trustees wanted to ensure this fund provided a legacy to the memory of Craig and we are currently developing a small grants policy around support for peer participants who would otherwise struggle to access our online peer support service.

Financial review

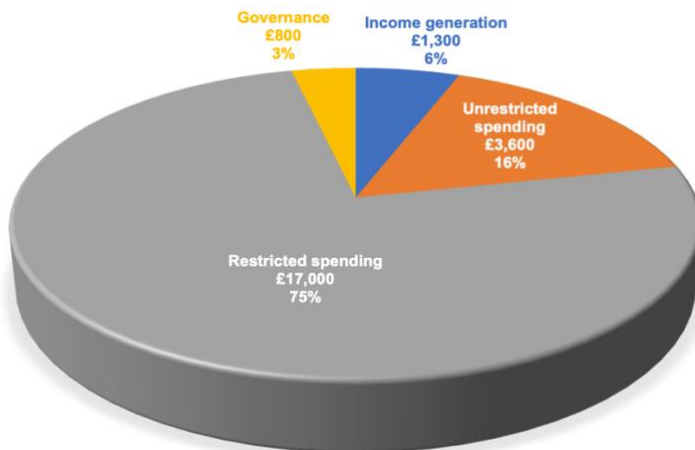
Our financial review covers the period 4th April 2022 to 31st March 2023

Principle receipts 2022-23



Principle Receipts	This Year £	Last Year £
Voluntary donations	4,267	5,447
Other Income	850	400
Unrestricted grants	10,218	3,100
Restricted Grants	11,246	12,200
Totals	26,581	21,147

Principle payments 2022-23



Principle Payments	This Year £	Last Year £
Generating receipts	1,296	60
Unrestricted spending	3,650	3,700
Restricted spending	16,987	11,622
Governance	761	556
Totals	22,694	15,938

Net Surplus/deficit for the year £3,887

The year-end cash balance 31st March 2023 stood at £19,529 which is represented by the following:

	This Year £	Last Year £	Movement £
Unrestricted funds	15,891	7,914	7,977
Designated funds	1,650	-	1,650
Restricted funds	1,988	7,728	(5,740)
Total	19,529	15,642	3,887

General charity activities, unrestricted fund – we used our charitable donations and unrestricted funds to deliver our National Peer Support Service, maintain our website and hold roundtable engagements with a group of peer participants. Total cost of delivering these services for the period was £3,650. We spent £1,296 on activities to generate charitable donations and a further £761 on governance.

Total payments on core charity activities were £5,707. Income for core charity activities was £13,685 with charity reserves increasing by £7,977 for the period. We received unrestricted grants from Thrive London, Fast-Track Cities London, and Local Giving to support our core charity activities.

Forster-Kirkham designated fund - this fund attracted donations of £1,650 and is designated to provide specific support for peer participants who would otherwise struggle to access our online peer support service or experience financial hardship which may prevent them accessing clinical care and remaining well. The year-end position shows a balance carried forward of £1,650.

The charity general fund reserves stood at £15,891 at the end of the period 31st March 2023.

Projects and restricted fund services – we received a total of £11,246 in restricted funds with payments totalling £16,986 all of which was attributed to Fast Track Cities peer support project. At the end of the period reserves for restricted funds stood at £1,988.

Fast Track Cities Peer Support – income for the period totalled £10,296 with total spending for the period being £16,986. Most of the spending was on staffing costs to provide online and some in-clinic peer support across all the HIV service provided by Chelsea and Westminster NHS Foundation Trust. £1,328 of these payments were used to support peer participants with travel assistance, mainly for those who have no recourse to public funds and those who had a disposable income of less than £100 after accommodation costs were considered. As expected, there was an in-year deficit of £6,690. The year-end position shows a balance carried forward of £377.

Saving Lives Grant – there was no income or payments made during the year, and therefore there is a positive balance of £661 carried forward to the next financial year.

NSUN Project – we received £950 from National Survivor User Network, sustaining safe spaces grant and were authorised to carry this funding over into the new financial year. This funding is designated to provide mental health first aid training to our peer support volunteers. There were no payments made for this project during the period ended 31st March 2023, therefore, as agreed with the funding organisation the £950 positive balance has been carried forward to the new financial year 2023/24

Summary of movement in funds for the year ended 31st March 2023

	Opening Balance	Income	Payments	Closing Balance
	£	£	£	£
Unrestricted funds				
Core charity operations	7914	13685	5708	15891
Total unrestricted	7914	13685	5708	15891
Designated funds				
Forster-Kirkham Fund	0	1650	0	1650
Total designated funds	0	1650	0	1650
Restricted funds				
Fast Track Cities London	7067	10296	16986	377
Saving Lives	661	0	0	661
National Survivors User Network	0	950	0	950
Total restricted	7728	11246	16986	1988
Charity total	15642	26581	22694	19529

Loans, investments & property

We currently do not have any loans, investments or own any properties. Our constitution provides powers to the board of trustees to take out loans, make investment decisions and to buy or lease property to further the objects of our charity for public benefit. At this current time, we do not envisage the need to use these powers.

Reserves policy

The board of trustees have agreed a policy of keeping a working cash balance to ensure Plushealth can continue its charitable activities for a period of 3 months. In case of a decision being taken to dissolve the charity this would provide adequate financing to meet our contractual commitments and ensure the charity was closed in an orderly manner to reduce the impact on our beneficiaries and to ensure all financial agreements can be met.

Future charitable activities

Our vision is to develop the reach of our national peer support service across the UK to ensure people living with or affected by HIV can access one-to-one peer support free of charge regardless of where they live within the UK. This was the principle aim of our Founder Chris Williams which has been adopted by the board of trustees as our vision for the future of our charitable activities.

Our experience of delivering peer support online (remotely) served the charity well during the coronavirus pandemic and beyond, offering choice to peer participants, which has been an important factor in the delivery of services post pandemic. We believe we have a strong operational model which will enable the charity to grow its presence to compliment other service providers in the post coronavirus pandemic.

Our involvement in the Fast Track Cities Improvement Programme (London) has enabled us to develop an online service model which can be integrated with NHS specialist HIV services. The experience gained to date by working with the HIV clinic teams at Chelsea and Westminster NHS Foundation Trust provides our charity with opportunities to work closely with other NHS Trusts to further develop the support available to people living with or affected by HIV.

Charity structure, governance, and management

Plushealth is a Charitable Incorporated Organisation (CIO) where the only voting members are the charity trustees (foundation model). We have a total of six trustees:

Names of the charity trustees	Date appointed	Date resigned
Ms Victoria Anne Lomas (Chair)	16 th September 2020	
Mr Gerard Creamer (Treasurer)	16 th September 2020	
Mr Harun Tulunay	16 th September 2020	
Mr Sean Hourigan	1 st February 2021	
Mr Lee Forster-Kirkham	1 st February 2021	
Mr Shiraz Chaim Sidat	1 st February 2021	

Names of Senior Staff	Date appointed	Date resigned
Mr Christopher Williams (Service Lead – Fast Track Cities Initiative, London)	1 st July 2020	

Trustee recruitment

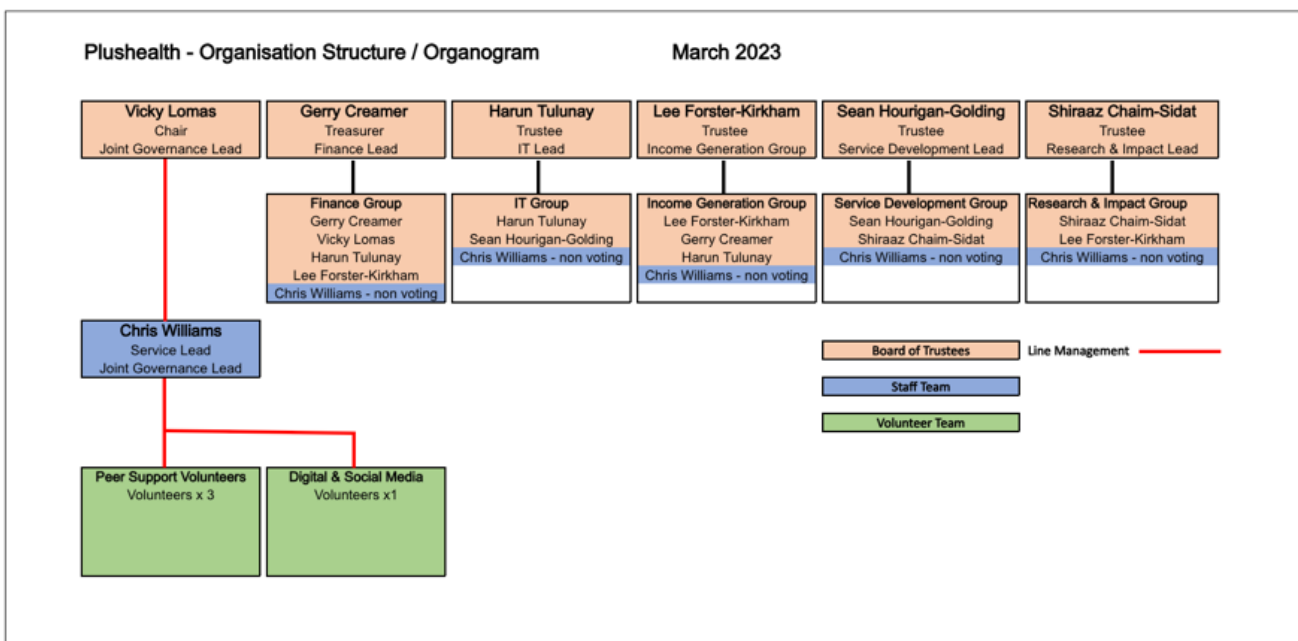
We are committed to expanding the diversity and representation of all communities to our board of trustees. We welcome applications from under-represented individuals, particularly people from minority ethnicities, people who identify as trans and/or non-binary, and heterosexual men. We believe it is important our board of trustees includes people from all communities. Such a policy will be extended to our recruitment of employees and volunteers. Peer support roles are naturally occupied by people living with HIV.

Policies and procedures adopted for the induction and training of trustees

As a small charity our resources are somewhat limited to carry out what might be considered as a formal induction of new trustees. We are therefore reliant on the information available via the Charity Commission website and in addition provided our trustees with 'in-role' training.

Organisational structure

The structure of our charity is shown in the organogram shown below:



We employ one part-time member of staff who is the Service Lead for Fast Track Cities Initiative London peer support service. This post is currently funded until June 2023.

The day-to-day management of our charity is a voluntary role at this stage in the development of our charity. The board of trustees have delegated this role to Chris Williams who is supported by a small team of volunteers.

Charitable and political donations

During the report period our charity made no donations to other charitable or political party organisations.

Risk management

The trustees have overall responsibility for setting the direction of the charity and to deliver the public benefits as stated in our governing document. Trustee responsibilities include the leadership, governance, and financial oversight of the charity to ensure it carries out its statutory obligations and always remains financially secure. The trustees review the risk register at each quarterly board meeting and take action to mitigate any potential risks to the financial viability and legal obligations as set out by the Charity Commission.

Independent Examiner's Report 31st March 2023

Independent examiner's report to the trustees of PLUSHEALTH (charity number 1191316)

I report to the trustees on my examination of the accounts of the above charity for the year ended 31 March 2023.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144 (2) of the Charities Act 2011 (the 2011 Act) or under Regulation 10 (1) (a) to (c) of The Charities Accounts (Scotland) Regulations 2006 (the 2006 Accounts Regulations) and that an independent examination is needed. The charity is required by company law to prepare accrued accounts and I am qualified to undertake the examination by being a qualified member of the Chartered Institute of Public Finance and Accountancy.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act);
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) Which gives me reasonable cause to believe that in any material respect the requirements
 - to keep accounting records in accordance with section 44(1)(a) of the 2005 Act; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of the section 44(1)(b) of the 2005 Act; and
 - which are consistent with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Shahedul Alam BSc (Hons) CPFA
On behalf of ATS Accountants

Financial statements 2022-23

Statement of financial activities for the year ended 31st March 2023

Receipts from	Unrestricted	Restricted	Total Year	2021-2022
	£	£	£	£
Voluntary donations	4267	0	4267	5447
Charitable activities	10218	11246	21464	15300
Other Income	850	0	850	400
Total Receipts	15335	11246	26581	21147
Payments made	Unrestricted	Restricted	Total Year	2021-2022
	£	£	£	£
Generating voluntary receipts	1296	0	1296	60
Charitable activities	3650	16987	20637	15322
Governance	761	0	761	556
Total payments	5707	16987	22694	15938
	Unrestricted	Restricted	Total Year	2021-2022
	£	£	£	£
Net receipts/(payments)	9628	-5741	3887	5209
Transfer between funds	0	0	0	0
Cash funds last period end	7914	7728	15642	10178
Adjustment	0	0	0	255
Cash funds this period end	17542	1987	19529	15642

Statement of assets and liabilities the year ended 31st March 2023

Cash Funds	Unrestricted	Restricted	Total Year	2021-2022
	£	£	£	£
Cash at bank	17487	1987	19474	15377
Cash in hand	55	0	55	0
Total cash	17542	1987	19529	15377
Assets: (kept for charity's own use)				
Inventory	36	0	36	36
Creditors falling due within 1-year	323	0	323	58
Net assets (kept for charity's own use)	17255	1987	19242	15355

Thankyou

We should like to take this opportunity to thank all our supporters and volunteers without whom we would not be able to continue our valuable work. As a small charity we are extremely appreciative of the generosity shown by so many individuals and their belief in our vision to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Working collaboratively with other organisations is vital for any charity and is particularly important for small charities. We would like to give special thanks to:

- British HIV Association
- Chelsea and Westminster NHS Foundation Trust
 - Kobler Centre, Chelsea & Westminster Hospital
 - 56 Dean Street, Soho
 - 10 Hammersmith Broadway, Hammersmith
 - Twickenham House, West Middlesex University Hospital
- Fast Track Cities London
- Gilead Sciences
- Naz Project London
- National HIV Nurses Association
- Positively UK
- Positive Health (Central YMCA – London)
- Riverhouse Trust
- Terrence Higgins Trust
- The Foodchain
- Thrive LDN

Reference and administrative details

Charity name:	Plushealth
Registered charity number	1191316
Charity's principal address	250 Longford Court, Emlyn Gardens, London W12 9UW
Accountants	ATS Accountants Ltd, 8 Rochdale Road, Royton OL2 6QJ
Bankers	Barclays, Leicester, LE87 2BB

Declaration

The trustees declare that they have approved the trustees' report and financial statements.

Signed on behalf of the charity's trustees.

Signature:



Full name: Jason Warriner

Position: Chair of the board of trustees

Date: 11th January 2024

PLUSHEALTH

England & Wales - Charity number 1191316

Accounts

Plushealth

Trustees' Annual Report 2022



for the year ended
4th April 2022

Our vision is to promote emotional and physical wellbeing by providing practical support so that people living with or affected by HIV can live healthy active lives, free from stigma and prejudice

Registered charity in England & Wales
(Reg.no 1191316)

Created by Point 5

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Statement from our Chair

I am pleased to say that Plushealth has continued to thrive during our first full year as a charity despite the ongoing Covid pandemic. This was helped by our service being online, and other charities we collaborated with adapted to enable easier communication.

The year has been a challenging and busy period. Our service has been mostly focussed on our main funded project supporting people through the Fast Tracks Cities Initiative London, peer support improvement project, together with Positively UK and NAZ. There is now a direct link from the Chelsea and Westminster Hospital webpage where people newly diagnosed or facing extra challenges due to HIV can self-refer for peer support. This project has evolved throughout the period slightly differently to expected, where Plushealth has also engaged with in clinic participants as well as online. I would like to credit our service lead, Chris Williams, for all his work in forging strong links with clinics and collaborating with or signposting to other organisations for the benefit of our participants. This work has highlighted the challenges facing some of our participants and with data collected should help in continuing to improve our service as we expand it to other areas.

While this project has taken up a lot of our resources, we unfortunately haven't been able to progress our national peer support service as we would have wished. We have also become increasingly aware of areas of risk to a small charity. We are in the process of addressing this to increase funding and paid employees.

For the period April 2021-2022 we engaged with a total of 77 people of which 31 were via our national service and 46 via the Fast Track Cities Initiative London, peer support improvement project. There were a total of 400 interventions and 333 hours of peer support.

We ran some successful fundraising campaigns during the year including the Captain Tom 100 challenge (with a personal challenge to swim 100 lengths of a 25m pool) and our first Red Run where some of my co-trustees, Chris our service lead and others took part, raising an amazing £3,650. We are very grateful for the efforts and contribution put in by everyone who joined in or supported this fundraiser.

Our website is a bespoke design maintained by volunteers with expert knowledge. An About Us section has been added covering 7 topic areas and we have also updated current issues as needed including HIV and coronavirus information. We are looking in the short to medium term to move to a platform where we can manage the content more easily.

We continue to be active on social media. This included HIV testing week with our #BetterToKnow and animated video campaign, ensuring anyone with a reactive result was offered support and linked into specialist care.

Over the year we took part in projects representing people with HIV in collaboration with other organisations. Of note was a report published by Fast Tracks Cities London on Evolving the Care of People Living with HIV, with National AIDS Trust and their HIV and Mental Health Report and Gilead Find Your Four campaigns.

We also started work with Thrive LDN and other partner organisations to take part in a learning and research project looking at HIV and mental health. We hope to include the outcome of this research in our next report.

Our focus for the next year is to develop our national peer support service. We have our first in person trustee meeting and Development Day planned in the summer where we hope to foster personal and team development and goals and look at how we can progress as a charity to continue to support those living with and affected by HIV.

Vicky Lomas
Chair, board of trustees

Trustees' report

The board of trustees present their annual report for the financial year ending 4th April 2022 which reflects the first full year as a registered charity with Charities Commission in England and Wales.

Plushealth is a small non-company charity with an annual income of less than £500k. The charity does not hold assets worth more than £3.26 million. We have therefore followed the guidance to publish a simple report which covers the requirements as set out by the Charities Commission in England and Wales.

The trustees have chosen to set out the financial statements on a receipts and payments basis rather than prepare accrual accounts. Receipts and payments accounts involve simple cash accounting which shows the movement of cash in and out of the charity for the period stated. We have followed the notes as set out for the completion of accounts using the CC16a pro forma. As our total income is less than £25k for this period we have not included an audit or independent examiners report.

The trustees have taken the view that as this is the first full year as a registered charity a balance needed to be struck with the cost associated with engaging an external auditor/examiner against any benefit in the preparation of the annual report and financial statements. We have strong financial controls in place which are overseen by our treasurer and finance working group which is made up of 4 trustees (including our treasurer) and our Service Lead.

Our aims and activities

Our objects as set out in our constitution document dated 14th August 2020 are to address the needs of people living with HIV for the public benefit by

- Providing online and telephone peer to peer support
- Providing online support for HIV negative partners, close relatives, carers and friends of those living with HIV
- Providing practical information to improve knowledge about HIV and associated health conditions
- Providing online HIV prevention support and information for those most at risk of acquiring HIV

Our vision is to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Our actions are to inform, support, empower and improve the lives of people living with or affected by HIV.

Our approach is to provide information that is relevant, practical, and easy to understand which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Our delivery is via a low cost, high value model, which embraces the use of digital technology. This enables our work to have national coverage so we can reach more people living with or affected by HIV.

- Our website pages are written by people living with HIV which are arranged to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond.
- Our online peer support service is free to anyone over the age of 16 who is living with or affected by HIV. Having the opportunity to talk to someone else who is also living with HIV is very powerful and recognised by experts and clinicians as a vital part of modern HIV care.

The role and contribution of volunteers

As a small charity we are reliant on volunteers to undertake a variety of roles which include volunteering as a trustee, peer mentor, social media officer, finance, and general administrative volunteer roles. We highly value the contribution volunteers bring to our charity, as without their commitment we could not continue our valuable work.

We encourage our volunteers to contribute to the development of our charity and in return we are committed to providing role specific training and other opportunities for our volunteers to develop their knowledge and skills.

During the period covered by this report our volunteers (including trustees) donated 1980 hours. We estimate the monetary value to be £24.k assuming a sessional hourly rate of £12.50 per hour.

In kind donations

Whilst our charity has not received any in kind donations for the period covered by this report, we wish to acknowledge the support received from those who have provided informal advice and support.

We would also like to acknowledge the support given to some of our most vulnerable service participants from other charitable organisations which include The Foodchain (nutritional support), Terrence Higgins Trust (community forum, online counselling) Positively UK (benefit advice) Islington MIND, Migrant Help and Riverhouse Trust.

Public benefit statement

HIV remains a highly stigmatised and misunderstood health condition, despite major advances in treatment, care, and advocacy. Whilst our services are specifically aimed at supporting people living with or affected by HIV there are wider public health benefits which include the following:

Physical health benefits – by providing up to date information on our website we can inform the general population about current HIV developments. We provide information on the prevention of onward transmission of HIV using treatment as a form of prevention, sometimes referred to as TasP.

By providing one-to-one peer support we inform, support, and empower people living with HIV to improve their overall health, including viral suppression, linkage to care, and physical wellbeing.

Emotional health benefits – reducing the burden of internalised and perceived stigma has a significant benefit to wider society. Empowering people living with HIV to challenge misinformation and negative attitudes towards HIV can change beliefs and reduce stigma. Providing good quality information increases the knowledge and confidence of people who consider themselves at risk of contracting HIV. This in turn helps them make healthy choices in reducing their likelihood of acquiring HIV.

Health costs – there is evidence that where people living with HIV are supported at the point of diagnosis and beyond, their retention in care and adherence to treatment is improved when compared to those who do not receive peer support. There are additional health costs when people living with HIV are unable to continuously engage with their care and treatment. Inpatient care is particularly expensive with some estimates suggesting an average stay in a specialist HIV inpatient service costing up to £150,000 per average stay.

Our charitable activities

During the year this report covers our charitable activities focused in four areas:

- Supporting and empowering people living with or affected by HIV through our online peer support service
- Informing people living with or affected by HIV through our website and social media channels to enable them to better self-manage their overall health and wellbeing
- Provide a voice for people living with HIV to ensure services are developed and adapted to meet their needs post coronavirus pandemic
- Community fundraising activities to support our work, particularly our national online peer support service

Supporting and empowering peer participants

Our low cost, high value model of delivering peer support remotely using digital technology has been shown to be popular with the participants we work with. The service provides a seamless online experience where people living with or affected by HIV can register and book appointments online and get to 'meet' someone else living with HIV by their chosen means, typically within 2 to 3 days of registering for the service.

We provide one-to-one peer support through our national service, which is freely available across the UK, regardless of location. This is delivered remotely using digital platforms to include video, voice, and text chat support. As part of our national service, we provide peer support using email and other secure electronic means such as WhatsApp and other messaging platforms. We fund our national services through individual voluntary donations and unrestricted grant income.

In addition to our national peer support service, we provide one-to-one peer support as part of Fast Track Cities London project working alongside our partners Chelsea and Westminster NHS Foundation Trust, Positively UK, and Naz Project London. This service is

funded via a restricted grant from Healthy London Partnership and paid through the grant from our partner Positively UK.

For the period 5th April 2021 to 3rd April 2022 (all peer participant services) we engaged with 77 peer support participants and delivered the following:

- 400 individual interventions
- 5 interventions per participant
- 333 hours of peer support
- £37 is the average cost per intervention
- £186 is the average cost per peer support participant

National peer support service

Providing peer support throughout the four nations of the UK is one of our long held primary objectives and has been developed by people living with HIV. The service was completely funded by unrestricted funds and charitable donations for the period. This service is delivered and managed by Chris Williams, who has led this service since it was founded in 2018.

For the period 5th April 2021 to 3rd April 2022 our national service engaged with 31 peer support participants and delivered the following:

- 188 individual interventions
- 6 interventions per participant
- 157 hours of peer support
- £20 is the average cost per intervention
- £117 is the average cost per peer support participant

Fast Track Cities, London, peer support improvement project

This project is a collaboration with Positively UK, Naz Project and Chelsea and Westminster NHS Foundation Trust HIV Services, including 56 Dean Street, 10 Hammersmith Broadway, Kobler Clinic, HIV services at West Middlesex Hospital and inpatient services at the Chelsea & Westminster Hospital site.

This report covers the second year of this project, and the quality improvement approach has enabled us to improve the way we engage with those accessing the service and deliver timely intervention for those people receiving a new HIV diagnosis.

For the period 5th April 2021 to 3rd April 2022 this service engaged with 46 peer support participants (45% of the total cohort supported)

- 212 individual interventions
- 5 interventions per participant
- 176 hours of peer support
- £54 is the average cost per intervention
- £272 is the average cost per peer support participant

For the period 5th April 2021 to 3rd April 2022 we supported 46 individual peer support participants via the Fast Track Cities Initiative improvement project. These individuals were referred to us by their clinical team because they met one or more of the following criteria:

- New HIV diagnosis within the last 6 months
- Experienced difficulties engaging consistently with their clinic team
- Experienced difficulties remaining adherent to their treatment
- Unable to maintain undetectable viral load and therefore at risk of health complications and onward HIV transmission
- Experienced periods of complete disengagement with their HIV care and treatment, sometimes referred to as ‘need to find’ individuals

Informing people living with or affected by HIV

Our website provides practical information written by people living with HIV. We’ve arranged the information to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond. The website pages are regularly reviewed to include new and relevant information available in the public domain. Our approach is to provide information that is relevant, practical, and easy to understand and based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Visitors to our website

The following statistics provide a snapshot of visitors to our website for the period covered by the report. Visitor numbers did show a decline particularly in the last quarter of the year. We attribute this to a change in the layout of our homepage which we addressed in the following period once this trend was identified

Total visitors	1575
New visitors	1258
Returning visitors	317
Total sessions	2384
Total page views	5978
Average time on page	1 minute 14 seconds
Bounce rate	44.67%

Website development and content

Our website is currently managed and updated by volunteers. Our website is of bespoke design, which brings with it advantages in that it can be further developed to our exacting requirements. The challenge of this design is content management can be more complex and requires expert knowledge of the website to provide any updates or additions.

During the period we deployed the newly developed ‘About Us’ section of the website which we reported on in our previous report. This new section is arranged to cover 7 topic areas:

**Our work . Support our work . Meet the team . Meet our trustees . Volunteer for us,
Work with us . Contact us**

HIV and coronavirus information

We continued to update the section on our website with information relating to HIV and coronavirus, building upon our previous work and the continued roll-out of the vaccination programme across the UK.

We continued to develop this information by following the guidance provided by the British HIV Association (BHIVA), European AIDS Clinical Society (EACS), Public Health England, the NHS, National AIDS Trust (NAT) COVID-19 Information Network and other HIV support organisations. We’ve also used other reliable sources of information available in the public domain.

Our social media channels

As a digital organisation we are very reliant on the use of social media to engage with the communities we serve. Facebook, Instagram, and Twitter are the main channels we currently use to reach out to and engage with our target audiences.

We ran some very successful fundraising campaigns using our social media channels which included the Captain Tom 100 challenge (May 2021) and World AIDS Day Red Run (October to December 2021).

We supported National HIV Testing Week in February 2022 via our social media channels and ran a campaign to ensure those receiving a positive test result were effectively linked into specialist HIV care and treatment using the hashtag #BetterToKnow which was also accompanied by our animated video on HIV testing and the support available for those receiving a positive test result.

Providing a voice for people living with HIV

During the year we collaborated with other organisations to ensure the HIV community perspective was represented in the following project areas:

- We contributed to the development of the report recently published by Fast Track Cities London, [Evolving The Care Of People Living With HIV In London](#)
- We worked with National AIDS Trust to provide personal and wider peer support participant evidence for their recent [HIV and Mental Health Report](#)
- We continue to contribute to NHS HIV treatment sub-group for the procurement of treatment in England
- Gilead Find Your Four health campaigns

Towards the end of the year we were invited to work with Thrive LDN and other partner organisations to participate in a learning and research project to explore the intersection of HIV and mental health and look forward to sharing the outcomes of this research in our next annual report.

Community Fundraising Activities

As a small charity we are reliant on the generosity of our supporters to ensure Plushealth is able to continue it's vital work. During the financial year ended April 2022 we embarked on the development of our community fundraising activities to support our work which included:

- Captain Tom 100 challenge
- The Red Run
- World AIDS Day Ribbon Donations

The combined income from these community events was £5,400, which helped increase our total turnover by 21% above the previous year. This provided a strong financial footing as we head into the financial year 2022-23. We intend to build upon our community fundraising activities as this will ensure the security of our national peer support service, which doesn't receive any funding from grants or statutory contracts.

balance available remains at £661. Reserves for restricted funding increased by £1,491 providing a total for restricted reserves of £7,463.

Loans, investments & property

We currently do not have any loans, investments or own any properties. Our constitution provides powers to the board of trustees to take out loans, make investment decisions and to buy or lease property to further the objects of our charity for public benefit. At this current time, we do not envisage the need to use these powers.

Reserves policy

The board of trustees have agreed a policy of keeping a working cash balance to ensure Plushealth can continue its charitable activities for a period of 3 months. In case of a decision being taken to dissolve the charity this would provide adequate financing to meet our contractual commitments and ensure the charity was closed in an orderly manner to reduce the impact on our beneficiaries and to ensure all financial agreements can be met.

Future charitable activities

Our vision is to develop the reach of our national peer support service across the UK to ensure people living with or affected by HIV can access one-to-one peer support free of charge regardless of where they live within the UK. This was the principle aim of our Founder Chris Williams which has been adopted by the board of trustees as our vision for the future of our charitable activities.

Our experience of delivering peer support online (remotely) has served the charity well during the coronavirus pandemic and beyond, offering choice to peer participants. We believe we have a strong operational model which will enable the charity to grow its presence to compliment other service providers in the post coronavirus pandemic.

Our involvement in the Fast Track Cities Improvement Programme (London) has enabled us to develop an online service model which can be integrated with NHS specialist HIV services. The experience gained to date by working with the HIV clinic teams at Chelsea and Westminster NHS Foundation Trust provides our charity with opportunities to work closely with other NHS Trusts to further develop the support available to people living with or affected by HIV.

Charity structure, governance, and management

Plushealth is a Charitable Incorporated Organisation (CIO) where the only voting members are the charity trustees (foundation model). We have a total of six trustees:

Names of the charity trustees	Date appointed	Date resigned
Ms Victoria Anne Lomas (Chair)	16 th September 2020	
Mr Gerard Creamer (Treasurer)	16 th September 2020	
Mr Harun Tulunay	16 th September 2020	
Mr Sean Hourigan	1 st February 2021	
Mr Lee Forster-Kirkham	1 st February 2021	
Mr Shiraaz Chaim Sidat	1 st February 2021	

Names of Senior Staff	Date appointed	Date resigned
Mr Christopher Williams (Service Lead – Fast Track Cities Initiative, London)	1 st July 2020	

Trustee recruitment

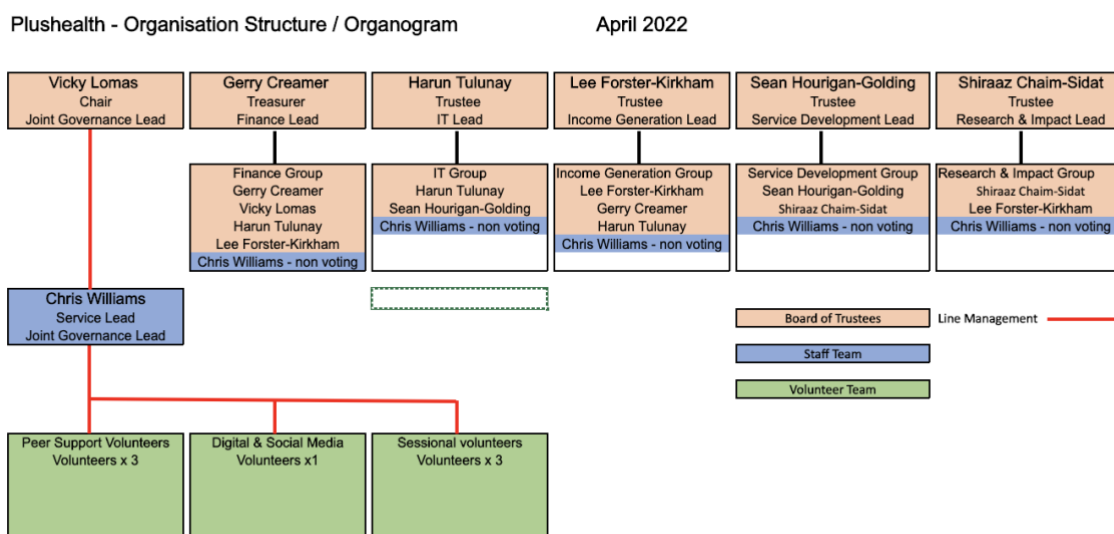
We are committed to expanding the diversity and representation of all communities to our board of trustees. We welcome applications from under-represented individuals, particularly people from minority ethnicities, people who identify as trans and/or non-binary, and heterosexual men. We believe it is important our board of trustees includes people from all communities. Such a policy will be extended to our recruitment of employees and volunteers. Peer support roles are naturally occupied by people living with HIV.

Policies and procedures adopted for the induction and training of trustees

As a small charity our resources are somewhat limited to carry out what might be considered as a formal induction of new trustees. We have been reliant on the information available via the Charity Commission website and in addition provided our trustees with ‘in-role’ training.

Organisational structure

The structure of our charity is shown in the organogram shown below



We currently employ one part-time member of staff who is the Service Lead for Fast Track Cities Initiative London peer support service. This post is currently funded until June 2023.

The day-to-day management of our charity is a voluntary role at this stage in the development of our charity. The board of trustees have delegated this role to Chris Williams who is supported by a small team of volunteers. The trustees appointed from the original steering group agreed that Chris Williams was the right candidate to lead the day-to-day management of our charity because of his significant knowledge around HIV advocacy, treatment and care together with his experience of delivering peer support online.

Charitable and political donations

During the report period our charity made no donations to other charitable or political party organisations.

Risk management

The trustees have overall responsibility for setting the direction of the charity and to deliver the public benefits as stated in our governing document. Trustee responsibilities include the leadership, governance, and financial oversight of the charity to ensure it carries out its statutory obligations and always remains financially secure. The trustees review the risk register at each quarterly board meeting and take action to mitigate any potential risks to the financial viability and legal obligations as set out by the Charity Commission.

Financial statements report

Statement of financial activities for the year ended 4th April 2022

Receipts and payment account

Receipts from:	Unrestricted £	Restricted £	Total Year £	2020-2021 £
Voluntary donations	5,447	0	5,447	1,288
Charitable activities	3,060	12,240	15,300	16,190
Other income	400	0	400	0
	-----	-----	-----	-----
Total Receipts	8,907	12,240	21,147	17,478
	-----	-----	-----	-----
Payments made:	Unrestricted £	Restricted £	Total Year £	2020-2021 £
Generating voluntary receipts	505	0	505	221
Charitable activities	3,668	11,230	14,898	9,365
Governance	546	0	546	297
	-----	-----	-----	-----
Total Payments	4,719	11,230	15,949	9,883
	-----	-----	-----	-----
	£	£	£	£
Net receipts/(payments)	4,188	1,010	5,198	7,595
Transfer between funds¹	(481)	481	0	0
Adjustment 2020/21 accounts²	-	-	-	19
Cash funds last period end	4,207	5,972	10,179	2,565
Cash funds this period end	7,914	7,463	15,377	10,179

Statement of assets and liabilities at the end of the year 4th April 2022

Cash Funds	Unrestricted £	Restricted £	Total £	2020-2021 £
Cash at bank	7,914	7,463	15,377	10,179
Assets: kept for charity's own use				
Equipment	374	0	374	349
Inventory	30	0	30	0
Creditors: falling due within one-year	1,148	58	1,206	2,056
Net Assets: kept for charity's own use	7,170	7,405	14,575	8,472

Movement in funds, as of 4th April 2022

	Opening Balance	Income	Transfer Funds	Payments	Closing Balance
	£	£	£	£	£
Unrestricted income:					
Charitable activities	4,207	8,907	(481)	4,719	7,914
Total unrestricted income	4,207	8,907	(481)	4,719	7,914
Restricted income:					
Fast Track Cities London	5,469	12,240	323	11,230	6,802
Saving Lives	503	0	158	0	661
Total restricted income	5,972	12,240	481	11,230	7,463
Totals	10,179	21,147	0	15,949	15,377

Note¹ Transfer of funds from unrestricted funds to restricted funds to correct an error relating to apportionment of VAT. A total of £481 was transferred from the unrestricted funds line; £323 credited to Fast Track Cities London account line and £158 to Saving Lives fund line.

Note² Adjustment to the year-end closing balance for the previous accounting period 2020/21 which was under reported by £19 due to an accounting error.

Thank you

We should like to take this opportunity to thank all our supporters and volunteers without whom we would not be able to continue our valuable work. As a small charity we are extremely appreciative of the generosity shown by so many individuals and their belief in our vision to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Working collaboratively with other organisations is vital for any charity and is particularly important for a small emerging charity like Plushealth. We would like to give special thanks to:

- Chelsea and Westminster NHS Foundation Trust
Kobler Centre, Chelsea & Westminster Hospital
56 Dean Street, Soho
10 Hammersmith Broadway, Hammersmith
Twickenham House, West Middlesex University Hospital
- Fast Track Cities Initiative London
- Gilead Sciences
- Naz Project London
- Positively UK
- Riverhouse Trust
- Terrence Higgins Trust
- The Foodchain
- Thrive LDN


Reference and administrative details

Charity name:	Plushealth
Registered charity number	1191316
Charity's principal address	250 Longford Court, Emlyn Gardens, London W12 9UW

Declaration

The trustees declare that they have approved the trustees' report and financial statements.

Signed on behalf of the charity's trustees

Signature: 

Full name: Vicky Lomas

Position: Chair of the board of trustees

Date: 24th February 2023

PLUSHEALTH

England & Wales - Charity number 1191316

Accounts

Trustees' Annual Report & Accounts April 2021



UNDETECTABLE = UNTRANSMITTABLE



**For the period 16th September 2020
to 4th April 2021**

Registered charity in England and Wales (reg. no 1191316)

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Statement from our Chair

This is our first Annual Report since we became registered as a charity in September 2020. It's certainly been an eventful period since the seeds were sown in 2018 to offer online peer support to those living with or affected by HIV in the UK.

Chris Williams initially took on the role of Service Lead with 5 Steering Group members who went on to become our first Plushealth trustees. Over the 7-month period to April 2021 we said goodbye with our thanks to Arnold Linares and Sarah Fraser in helping set the charity up. After identifying what skills were needed in recruiting new trustees, and with a focus on setting up lead responsibilities for the effective running of the charity, we extended a warm welcome to Lee Forster-Kirkham, Sean Hourigan and Shiraaz Sidat. Between them they come with a wealth of knowledge of HIV, working and volunteering in the charity sector.

We currently have funding to provide peer support through the London Fast Track Cities Initiative with an effective online booking system in place that can be adapted to suit both individuals and different services engaging with Plushealth. There has been a gradual increase of our National Peer Support Service and we planning to increase this further through engagement with clinics and other charities. We have developed discreet clinic resources to market this service which include wallet sized 'clinic cards' and posters with QR codes with links to our website resources.

Our website is continually being developed to add new pages including a Coronavirus page at the start of the pandemic, a Winter Wellness page highlighted over the winter months, groundwork for a new About Us section and a new Support our Work subpage where we continue to expand on all the ways someone might like to donate.

We ran our first World AIDS Day campaign via social media in December 2020. During National HIV Testing Week in February 2021, we created an animated video highlighting the need for anyone receiving a positive home test kit result to link into care, start treatment, stay well, and achieve viral suppression. This was promoted both on our website and via social media with the hashtag #ItsBetterToKnow. We received £1,000 grant from Saving Lives which was part put towards making the video with the rest going towards continued website development.

By the last quarter we had 5 volunteers in place with interviews for 3 further volunteers taken place following a second recruitment campaign. These include for peer support, policy writing, website development, and social media.

Over the initial months we have laid down a lot of the groundwork in terms of governance, policy development, opening a charity bank account and having IT systems and access in place. This, together with our new volunteers, puts us in a good position to be able to expand our service provision. We feel we have achieved a great deal and given the circumstances and the challenges we can all feel very proud of these achievements which have been a collective effort.

Income generation and funding is a key area for us to focus on going forward. The biggest challenge we currently face is having the bandwidth / capacity to manage and develop the charity on to a more sustainable footing.

We believe we offer a great service, and we need to ensure more people are aware of what our offer is. In doing so we can start to secure longer-term funding to ensure we can continue to grow our National Peer Support service as well as develop new projects in collaboration with NHS partners and other charities.

As a newly registered charity I feel we have risen to the challenges faced over the past year. I'd like to thank Chris Williams, our Service Lead, Wayne James who has developed our website and our volunteers for their commitment and dedication shown during this unprecedented time. It has been a learning process for all of us and we hope to keep on learning and developing our charity to increase support to those living with or affected by HIV.

Vicky Lomas
Chair of the Board of Trustees

Trustees' report

The board of trustees present their annual report on a part year basis starting 16th September 2020 when our charity was formally registered with the Charities Commission in England and Wales. The period end date of 4th April 2021 is in line with our stated financial year end date. The charitable activities and financial statements included in this report refer to this period, unless where stated (full year financial statement) which has been included for comparative purposes.

Plushealth is a small non-company charity with an annual income of less than £500k. We do not hold assets worth more than £3.26 million, and we have therefore followed the guidance to publish a simple report which covers the requirements as set out by the Charity Commission.

The trustees have chosen to set out the financial statements on a receipts and payments basis rather than prepare accrual accounts. Receipts and payments accounts involve simple cash accounting which shows the movement of cash in and out of the charity for the period stated. We have followed the notes as set out for the completion of accounts using the CC16a pro forma. As our total income is less than £25k for the period we have not included an audit or independent examiners report.

The trustees have taken the view that as this is the first year as a registered charity a balance needed to be struck with the cost associated with engaging an external auditor/examiner against any benefit in the preparation of the annual report and financial statements. We have strong financial controls in place which are overseen by our treasurer and finance working group which is made up of 4 trustees (including our treasurer) and our Service Lead.

Our aims and activities

Our objects as set out in our constitution document dated 14th August 2020 are to address the needs of people living with HIV for the public benefit by

- Providing online and telephone peer to peer support
- Providing online support for HIV negative partners, close relatives, carers and friends of those living with HIV
- Providing practical information to improve knowledge about HIV and associated health conditions
- Providing online HIV prevention support and information for those most at risk of acquiring HIV

Our vision is to promote emotional and physical wellbeing by providing practical help and support so everyone living with HIV can live healthy active lives, free from stigma and prejudice.

Our actions are to inform, support, empower and improve the lives of people living with or affected by HIV.

Our approach is to provide information that is relevant, practical, and easy to understand which is based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Our delivery is via a low cost, high value model, which embraces the use of digital technology. This enables our work to have national coverage so we can reach more people living with or affected by HIV.

- Our website pages are written by people living with HIV which are arranged to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond.
- Our online peer support service is free to anyone over the age of 16 who is living with or affected by HIV. Having the opportunity to talk to someone else who is also living with HIV is very powerful and recognised by experts and clinicians as a vital part of modern HIV care.

The role and contribution of volunteers

As a newly registered charity we are reliant on volunteers to undertake a variety of roles which include volunteering as a trustee, peer mentor, social media officer, finance, and general administrative volunteer roles. We highly value the contribution volunteers bring to our charity, as without their commitment we could not continue our valuable work.

We encourage our volunteers to contribute to the development of our charity and in return we are committed to providing role specific training and other opportunities for our volunteers to develop their knowledge and skills.

During the period covered by this report our volunteers (including trustees) donated 1200 hours. We estimate the monetary value to be £14.4k assuming a sessional hourly rate of £12 per hour.

In kind donations and support provided by other charitable organisations

Whilst our charity has not received any in kind donations for the period covered by the report, we wish to acknowledge the support received from those who have provided informal advice and support.

We would also like to acknowledge the support given to some of our most vulnerable service participants from other charitable organisations which include The Foodchain (nutritional support), Terrence Higgins Trust (community forum, online counselling) Positively UK (benefit advice) Islington MIND and Migrant Help.

Public benefit statement

HIV remains a highly stigmatised and misunderstood health condition, despite major advances in treatment, care, and advocacy. Whilst our services are specifically aimed at supporting people living with or affected by HIV there are wider public health benefits which include the following:

Physical health benefits – by providing up to date information on our website we can inform the general population about current HIV developments. We provide

information on the prevention of onward transmission of HIV using treatment as a form of prevention, sometimes referred to as TasP.

By providing one-to-one peer support we inform, support, and empower people living with HIV to improve their overall health, including viral suppression, linkage to care, and physical wellbeing.

Emotional health benefits – reducing the burden of internalised and perceived stigma has a significant benefit to wider society. Empowering people living with HIV to challenge misinformation and negative attitudes towards HIV can change beliefs and reduce stigma. Providing good quality information increases the knowledge and confidence of people who consider themselves at risk of contracting HIV. This in turn helps them make healthy choices in reducing their likelihood of acquiring HIV.

Health costs – there is evidence that where people living with HIV are supported at the point of diagnosis and beyond, their retention in care and adherence to treatment is improved when compared to those who do not receive peer support. There are additional health costs when people living with HIV are unable to continuously engage with their care and treatment. Inpatient care is particularly expensive with some estimates suggesting an average stay in a specialist HIV inpatient service costing up to £150,000.

Our achievements and performance

Charitable Activities

Our charitable activities are focused in two areas: online peer support and the information available on our website. Our website also provides the infrastructure to enable people seeking support to register and book appointments online.

Peer support service

Our low cost, high value model of delivering peer support remotely using digital technology has been shown to be popular with the participants we work with. The service provides a seamless online experience where people living with or affected by HIV can register and book appointments online and get to 'meet' someone else living with HIV by their chosen means, typically within 2 to 3 days of registering for the service.

We provide one-to-one peer support through our national service, which is freely available across the UK, regardless of location. This is delivered remotely using digital platforms to include video, voice, and text chat support. As part of our national service, we provide peer support using email and other secure electronic means such as WhatsApp and other messaging platforms. We fund our national services through individual voluntary donations and unrestricted grant income.

In addition to our national peer support service, we provide one-to-one peer support as part of Fast Track Cities London project working alongside our partners Chelsea and Westminster NHS Foundation Trust, Positively UK, and Naz Project London. This service is funded via a restricted grant from Healthy London Partnership.

For the period 16th September 2020 to 4th April 2021 (all services) we delivered the following:

48	one-to-one peer support participants
303	individual interventions
6	interventions per participant
270	hours of peer support
£22	is the average cost per intervention
£136	is the average cost per peer support participant

National peer support service

Providing peer support throughout the four nations of the UK is one of our long held primary objectives and has been developed by people living with HIV. This service is delivered and managed by Chris Williams, who has led this service since it was founded in 2018.

For the period 16th September 2020 to 4th April 2021 our national services delivered the following:

30	one-to-one peer support participants
171	individual interventions
6	interventions per participant
161	hours of peer support

Our service has been accessed by people living with HIV in 5 out of 9 regions in England, which accounts for 91% of our interventions, 9% of which were delivered to people living in Scotland. Of note is that 64% of our participants live outside London and South-East areas, where there are generally more services available to people living with HIV. We would of course like to see an even greater distribution of our service across the UK to include Wales, Northern Ireland, and other regions in England not shown below.

Fast Track Cities Initiative (London) peer support service

This project is a collaboration with Positively UK, Naz Project and Chelsea and Westminster NHS Foundation Trust HIV Services, including 56 Dean Street, 10 Hammersmith Broadway, Kobler Clinic and HIV services at West Middlesex Hospital.

The project is funded by Healthy Partnership London as part of the Fast Track Cities Initiative with the aim of reducing new HIV cases to zero by 2030. Whilst London has already surpassed the UNAIDS goal of 90-90-90 there remains many challenges to ensure people living with HIV remain linked to care, continue to adhere to their treatment and keep the level of HIV fully suppressed (undetectable).

One of the notable features of this project is the quality improvement approach, whereby new ways of working can be implemented, evaluated, and revised on a continuous basis to arrive at a model that is based on best practice that is tried and tested and importantly puts people living with HIV at the centre of the clinical care and treatment they receive.

For the period 16th September 2020 to 4th April 2021 we supported 18 individual peer support participants via the Fast Track Cities Initiative improvement project. These individuals were referred to us by their clinical team because they met one or more of the following criteria:

- New HIV diagnosis within the last 6 months
- Experienced difficulties engaging consistently with their clinic team
- Experienced difficulties remaining adherent to their treatment
- Unable to maintain undetectable viral load and therefore at risk of health complications and onward HIV transmission
- Had periods of complete disengagement with their HIV care and treatment (lost to follow-up)

One of the main challenges faced by this project has been to ensure there is a very clear and easy referral pathway into the peer support service. At the start of the period reported, the average rate of referral was one a week, which has increased to an average of three per week by April 2021. There is much more work to be done to ensure referral into the peer support service becomes a standard method of early intervention and forms an integral 'opt-out' approach for people who are newly diagnosed with HIV.

Our website

Our website provides practical information written by people living with HIV. We've arranged the information to mirror the experiences of people living with HIV from initial diagnosis to living well with HIV and beyond. Our website pages are regularly reviewed to include up to date information available in the public domain. Our approach is to provide information that is relevant, practical, and easy to understand and based upon up-to-date science, research and guidelines relating to HIV care and treatment.

Visitors to our website

Visitors to our website continue to increase year on year. For the period 16th September 2020 to 4th April 2021 traffic to our website increased by 7% on the same period in the previous year. The following statistics provide a snapshot of visitors to our website:

Total visitors	1090
New visitors	1072
Returning visitors	221
Total sessions	2073
Total page views	5100
Average time on page	1 minute 30 seconds
Bounce rate	46%

Website development

Our website is currently managed and updated by volunteers. It has been designed and developed using website HTML/CSS coding. This brings with it advantages in that it is a bespoke design and can be further developed to our exacting requirements. The challenge of this design is content management can be more complex and requires expert knowledge of the website to provide any updates or additions.

During the period we redesigned our homepage and added 4 'hot link tiles' which enabled us to highlight important information and activities we were focussed on. We also started to plan and develop a completely new 'About Us' section to include all the necessary information about our charity. This section has been arranged in 7 key areas detailed below:

[Our work](#)
[Support our work](#)
[Meet the team](#)
[Meet our trustees](#)
[Volunteer for us](#)
[Work with us](#)
[Contact us](#)

The focus on the new homepage has resulted in a delay to the work required for our Plus Older section of the website. This was originally re-scheduled to be completed in January 2021, which we have now pushed back to March 2022. This is disappointing and demonstrates the time taken to develop website content as well the effect of the coronavirus pandemic on our original website content plans.

HIV and coronavirus information

We have continuously updated the information on our website in relation to the coronavirus pandemic, which has naturally been a big focus for us during 2020 / 21. We've developed our coronavirus information by following the guidance provided by the British HIV Association (BHIVA), European AIDS Clinical Society (EACS), Public Health England, the NHS, National AIDS Trust (NAT) COVID-19 Information Network and other HIV support organisations. We've also used other reliable sources of information available in the public domain.

In addition to the regular updates to the coronavirus information we produced 2 frequently asked questions resources which focussed on HIV and coronavirus and HIV and coronavirus vaccinations. These resources are regularly revisited and updated as required.

Our social media channels

As an online service we are somewhat reliant on the use of social media to engage with the communities we serve. Facebook, Instagram, and Twitter are the main channels we currently use and would like to further develop our presence on YouTube and possibly TikTok in the future when resources allow.

During the period we developed 2 animated videos to feature on our social media channels. Our first video was developed to promote Plushealth as an organisation, with the second being developed to support National HIV Testing Week in February 2021. We plan to develop further such resources in the future to help us better engage with our charity beneficiaries.

Financial review

As we are a newly registered charity our financial review covers the period 16th September 2020 to 4th April 2021 as required by the Charities Commission in England and Wales. We have included a comparative financial statement for our full financial year which provides an insight into our earlier financial activities.

Our receipts for the period totalled £13.5k, the majority of which were in the form of restricted funds (£9.9k) from our contract with Positively UK to deliver online peer support as part of London Fast Track Cities Improvement Fund.

Our payments (costs) were well controlled for the period and totalled £6.9k which provided a net positive movement in cash of £6.6k.

Our year end cash balance was £10.1k which is represented by the following:

Unrestricted funds	£2.6k
Restricted funds	£7.5k
Total	£10.1k

Our charity was unable to apply for several grants that became available during the first wave of the coronavirus pandemic due to the timing of our registration with the Charity Commission in England and Wales. Opening a bank account in the name of the charity was particularly challenging during 2020, with most of the high street banks not accepting new charity or business customers, due to the coronavirus pandemic restrictions. This further hampered our attempts to secure sustainability and development funding.

Despite this we were awarded a restricted grant from Saving Lives Charity to help us develop our website and social media presence to improve online engagement with our services.

Principle receipts for the period

Voluntary donations	£1.1k
Unrestricted grants	£1.5k
Positively UK	£9.9k
Saving Lives	£1.0k
Total	£13.5k

Our contract with Positively UK to deliver online peer support as part of the London Fast Track Cities Improvement Fund runs until March 2023. The grant from Saving Lives was an in-year grant. Our voluntary donations are focussed on delivering our National Peer Support Service and maintaining our website. This remains unfunded, despite it being a significant area of our charitable activities.

Loans, investments & property

We currently do not have any loans, investments or own any properties. Our constitution provides powers to the board of trustees to take out loans, make investment decisions and

to buy or lease property to further the objects of our charity for public benefit. At this current time, we do not envisage the need to use these powers.

Reserves policy

The board of trustees have agreed a policy of keeping a working cash balance to ensure the charity can continue its charitable activities for a period of 3 months. In case of a decision being taken to dissolve the charity this would provide adequate financing to meet our contractual commitments and ensure the charity was closed in an orderly manner to reduce the impact on our beneficiaries and to ensure all financial agreements can be met.

Effect of coronavirus pandemic

Like all charities our ability to raise funds through voluntary donations was affected in the period between September and December 2020. This is an important period within the HIV charity sector to raise awareness of HIV and provides a platform to encourage people to support our work within the sector.

National HIV Testing Week was postponed, and the World AIDS Day Red Run organised by Positive East was cancelled. Both these events would have provided an opportunity to us to raise the profile of our charity and to encourage individual charitable donations to fund our National Peer Support Service.

As previously mentioned, it was very challenging to open a suitable bank account in the name of the charity which had a big impact on our ability to apply for many grants that were available at the time. We sent 3 grant applications which were not successful, due to high demand. We received positive feedback from one grant application which said our proposal was well thought through, the financial plan was realistic, and we had clear aims and outcome measures. Unfortunately, the funding available was oversubscribed and the decision not to award came down to nuanced differences. In our case we were unable to open a charity bank account at the time of our grant proposal.

Future charitable activities

Our vision is to develop the reach of our national peer support service across the UK to ensure people living with or affected by HIV can access one-to-one peer support free of charge regardless of where they live within the UK. This was the principle aim of our Founder Chris Williams which has been adopted by the board of trustees as our vision for the future of our charitable activities.

Our experience of delivering peer support online (remotely) has served the charity well during the coronavirus pandemic and we believe we have a strong operational model that will enable the charity to grow its presence to compliment other service providers in the post coronavirus pandemic era.

Our involvement in the Fast Track Cities Improvement Programme (London) has enabled us to develop a service model which can be integrated with NHS specialist HIV services. The experience gained to date by working with the HIV clinic teams at Chelsea and Westminster NHS Foundation Trust provides our charity with opportunities to work closely with other NHS Trusts to further develop the support available to people living with or affected by HIV.

Charity structure, governance, and management

Plushealth was founded by Chris Williams in 2018 as a community project to deliver online peer support for people living with HIV in the UK and those UK nationals living or working overseas. At this point the charity was funded by a series of Crowdfunding initiatives.

In January 2020, a Steering Group was brought together by Chris Williams. The aim of this group was to provide the necessary diversity of skills to support the transition of the community project to attain charitable status. Our application was submitted to the Charity Commission in May 2020 and was approved in September 2020.

Plushealth is a Charitable Incorporated Organisation (CIO) where the only voting members are the charity trustees (foundation model). Five members of the Steering Group became the first trustees as detailed below:

Ms Vicky Lomas (Chair) 3-year term
Mr Arnold Linares (Treasurer) 3-year term
Mr Gerard Creamer 2-year term
Mr Harun Tulunay 2-year term
Ms Sarah Fraser 1-year term

Trustee recruitment

We are committed to expanding the diversity and representation of all communities to our board of trustees. We welcome applications from under-represented individuals, particularly people from minority ethnicities, people who identify as trans and/or non-binary, and heterosexual men. We are currently working on a formal trustee recruitment policy to ensure that people living with HIV are well represented throughout our charity. We believe it is important our board of trustees includes people from all communities. Such a policy will be extended to our recruitment of employees and volunteers. Peer support roles are naturally occupied by people living with HIV.

In February 2021 three new trustees were appointed to our board of trustees. We undertook a competitive recruitment and selection process to replace vacancies within our board and to widen the range of experience and skills. Each candidate was interviewed by 2 existing trustees, supported by our Service Lead. Candidates were assessed against the same criteria with final decision to appoint being voted upon by the full board of trustees.

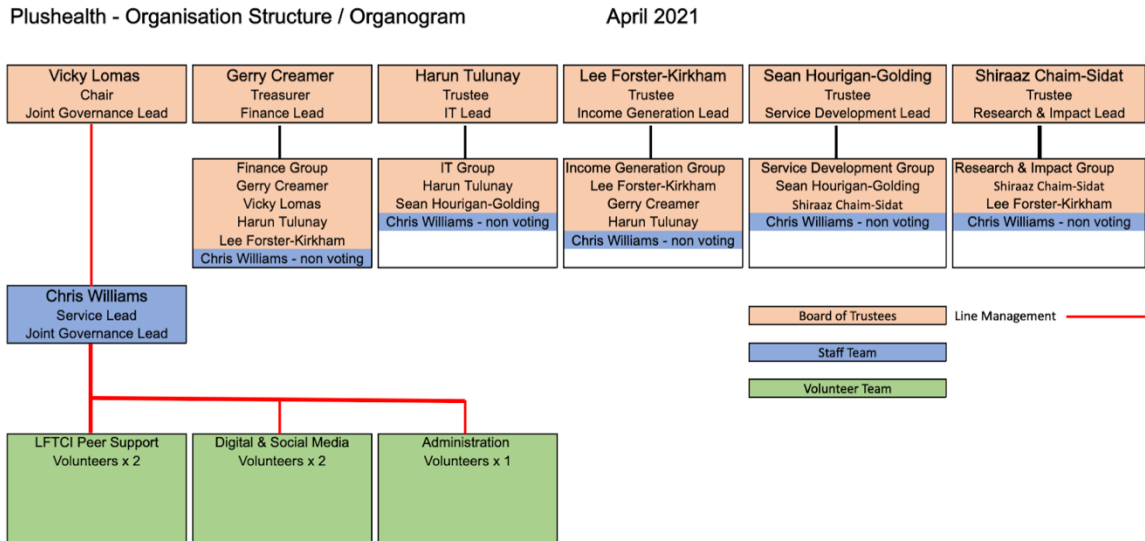
Policies and procedures adopted for the induction and training of trustees

As a newly registered charity our resources are somewhat limited to carry out what might be considered as a formal induction of new trustees. We have been reliant on the information available via the Charity Commission website and in addition provided our trustees with 'in-role' training.

As members of the Small Charities Coalition we have taken advantage of several training courses in the period covered by this report. These include diversity awareness, trustee recruitment and selection, charity finance and fundraising.

Organisational structure

The structure of our charity is shown in the organogram shown below.



We currently employ one part-time member of staff who is the Service Lead for Fast Track Cities Initiative London peer support service. This post is currently funded until March 2023.

The day-to-day management of our charity is a voluntary role at this stage in the development of our charity. The board of trustees have delegated this role to Chris Williams who is supported by a small team of volunteers. The trustees appointed from the original steering group agreed that Chris Williams was the right candidate to lead the day-to-day management of our charity because of his significant knowledge around HIV advocacy, treatment and care together with his experience of delivering peer support online.

Charitable and political donations

During the report period our charity made no donations to other charitable or political party organisations.

Risk management

The trustees have overall responsibility for setting the direction of the charity and to deliver the public benefits as stated in our governing document. Trustee responsibilities include the leadership, governance, and financial oversight of the charity to ensure it carries out its statutory obligations and always remains financially secure. The trustees review the risk register at each quarterly board meeting and take action to mitigate any potential risks to the financial viability and legal obligations as set out by the Charity Commission.

Financial statements report

¹Statement of financial activities for the year ended 4th April 2021

Receipts and payment account

Receipts from:	Unrestricted £	Restricted £	Total Year £	Last Year £
Voluntary donations	1,117		1,117	N/A
Charitable activities	1,520	10,920	12,440	N/A
Total Receipts	2,637	10,920	13,557	N/A
Payments made:				
Generating voluntary receipts	221		221	N/A
Charitable activities	962	5,554	6,516	N/A
Governance	155		155	N/A
Total Payments	1,338	5,554	6,892	N/A
Net receipts/(payments)	1,299	5,366	6,665	N/A
Cash funds last period end	1,371	2,124	3,495	N/A
Cash funds this period end	2,670	7,490	10,160	N/A

¹Statement of the assets and liabilities at the end of the year 4th April 2021

Cash Funds	Unrestricted £	Restricted £	Total £
Cash at bank	2,670	7,490	10,160
Assets: kept for charity's own use	Unrestricted £	Restricted £	Total £
Equipment	349	0	349
Creditors: falling due within one year	2,042	14	2,056
Net Assets: kept for charity's own use	977	7,476	8,453

¹The charity was registered with the Charity Commission in England and Wales on 16th September 2020. The statement of financial activities, assets and liabilities shows the position for the part-year 16th September 2020 to 4th April 2021

²Comparative (full year) statement of financial activities for the year ended 4th April 2021

Receipts and payment account

Receipts from:	Unrestricted	Restricted	Total Year	2019-2020
	£	£	£	£
Voluntary donations	1,288		1,288	3,760
Charitable activities	3,038	13,152	16,190	0
	-----	-----	-----	-----
Total Receipts	4,326	13,152	17,478	3,760
	-----	-----	-----	-----
Payments made:				
Generating voluntary receipts	221	0	221	146
Charitable activities	2,185	7,180	9,365	1,779
Governance	297	0	297	92
	-----	-----	-----	-----
Total Payments	2,703	7,180	9,883	2,017
	-----	-----	-----	-----
	£	£	£	£
Net receipts/(payments)	1,623	5,972	7,595	1,743
Cash funds last period end	2,565	0	2,565	822
Cash funds this period end	4,188	5,972	10,160	2,565

²Comparative (full year) statement of assets and liabilities at the end of the year 4th April 2021

Cash Funds	Unrestricted	Restricted	Total
	£	£	£
Cash at bank	4,188	5,972	10,160
Assets: kept for charity's own use	Unrestricted	Restricted	Total
	£	£	£
Equipment	349	0	349
Creditors: falling due within one year	2,042	14	2,056
Net Assets: kept for charity's own use	2,495	5,958	8,453

²This is the statement of financial activities, assets and liabilities shows the position for 12-month period 1st April 2020 to 4th April 2021

¹Movement of funds, as of 4th April 2021 (part year)

	Opening Balance	Income	Payments	Closing Balance
Unrestricted income:	£	£	£	£
Voluntary donations	1,371	1,117	376	2,112
Charitable activities	0	1,520	962	558
Total unrestricted income	1,371	2,637	1,338	2,670
Restricted income:				
Fast Track Cities London	2,124	9,920	5,057	6,987
Saving Lives	0	1,000	497	503
Total unrestricted income	2,124	10,920	5,554	7,490
Total income	3,495	13,557	6,892	10,160

¹ The charity was registered with the Charity Commission in England and Wales on 16th September 2020. The movement of funds shows the position for the part-year 16th September 2020 to 4th April 2021

²Movement in funds, as of 4th April 2021 (full year)

	Opening Balance	Income	Payments	Closing Balance
Unrestricted income:	£	£	£	£
Voluntary donations	2,565	1,288	518	3,335
Charitable activities	0	3,038	2,185	853
Total unrestricted income	2,565	4,326	2,703	4,188
Restricted income:				
Fast Track Cities London	0	12,152	6,683	5,469
Saving Lives	0	1,000	497	503
Total unrestricted income	0	13,152	7,180	5,972
Total income	2,565	17,478	9,883	10,160

²The movement of funds statement shows the position for 12-month period 1st April 2020 to 4th April 2021

Thank you

We should like to take this opportunity to thank all our supporters and volunteers without whom we would not be able to continue our valuable work. Starting a new charitable organisation as the coronavirus pandemic became more evident has been extremely challenging. It's thanks to the generosity of so many individuals and their belief in our vision that we have been able to make the successful transition to become a charity which has secured our vital work for the future.

Working collaboratively with other parties is vital for any charity and is particularly important for a small emerging charity like Plushealth. We would like to give special thanks to:

- Eddystone Trust
- Naz Project London
- Positively UK
- The Foodchain
- Terrence Higgins Trust
- Chelsea and Westminster NHS Foundation Trust
Kobler Centre, Chelsea & Westminster Hospital
56 Dean Street, Soho
10 Hammersmith Broadway, Hammersmith
Twickenham House, West Middlesex University Hospital
- Torbay and South Devon NHS Foundation Trust
- Fast Track Cities Initiative London

Reference and administrative details

Charity name:	Plushealth
Registered charity number	1191316
Charity's principal address	250 Longford Court, Emlyn Gardens, London W12 9UW

Names of the charity trustees	Date appointed	Date resigned
Ms Victoria Anne Lomas (Chair)	16 th September 2020	
Mr Gerard Creamer (Treasurer) ²	16 th September 2020	
Ms Sarah Fraser	16 th September 2020	31 st January 2021
Mr Sean Hourigan	1 st February 2021	
Mr Lee Forster Kirkham	1 st February 2021	
Mr Arnold Linares (Treasurer) ¹	16 th September 2020	31 st December 2020
Mr Shiraaz Chaim Sidat	1 st February 2021	
Mr Harun Tulunay	16 th September 2020	

¹ Stood down from the role of Treasurer in October 2020 and continued to be a Trustee until 31st December 2020.

² Took up the role of Treasurer in October 2020 to present

Names of Senior Staff
Mr Christopher Williams
(Service Lead – Fast Track
Cities Initiative, London)

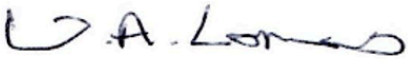
Date appointed
1st July 2020

Date resigned

Declaration

The trustees declare that they have approved the trustees' report and financial statements.

Signed on behalf of the charity's trustees

Signature: 

Full name: Vicky Lomas

Position: Chair of the board of trustees

Date: 20th January 2022