



CHARITY COMMISSION  
FOR ENGLAND AND WALES

## Trustees' annual report (including Directors' report) for the period

From: 01/04/2024

To: 31/03/2025

Charity name: BeatAsthma

Charity registration number:  
1197399

Company number:

## Objectives and activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>The objects of the CIO are the advancement of health and the saving of lives by ensuring that all children, young people and their families have access to excellent asthma care meeting national recommendations, in particular (but not exclusively) by:</p> <ol style="list-style-type: none"><li>1. supporting education around asthma to children, young people, and their families as well as healthcare and non-healthcare professionals;</li><li>2. supporting cross boundaries working between different health and education services; raising awareness of the important issues around childhood asthma.</li></ol>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<ul style="list-style-type: none"><li>▪ <b>Full update of website to align with new national recommendations with new videos and resources including those to support the management of AIR and MART for both families and health-care professionals.</b></li><li>▪ <b>Completed work on the translation of the most popular resources into easyread format.</b></li><li>▪ <b>Updated the online education module to align with new national</b></li></ul>

		<p>recommendations.</p> <ul style="list-style-type: none"> <li>Completed package of resources to deliver a face-to-face version of the already available online e-module including creation of resources, 5 national pilot courses, review of resources and ultimately the delivery of the package with associated infrastructure to support it. These are now freely available to eligible health care professionals to deliver not-for-profit courses nationwide.</li> <li>Maintaining the use for the website at approximately 5K users per month this year.</li> <li>Creation of BeatAsthma promotional running tops to support fundraising activities</li> </ul>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have had regard to the guidance issued by the Charity Commission on public benefit

#### **Additional information (optional)**

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	n/a
Policy on social investment including program related investment	Para 1.38	n/a
Contribution made by volunteers	Para 1.38	n/a
Other		n/a

## **Achievements and performance**

<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	<p>Para 1.20</p>	<ul style="list-style-type: none"> <li>▪ <b>New national guidance on asthma management and diagnosis was published in 2024. All the resources were reviewed by the editing committee and updated to align with the guidance. New resources were also developed as translated as part of this including adapted asthma management plans for the different age groups and different management approaches. In total approximately 200 resources were updated.</b></li> <li>▪ <b>There are significant health inequalities in asthma, with those from the most deprived deciles of society having 4 times worse outcomes than those from the least deprived Lack of access to easy to understand information can be a barrier to improved outcomes. We were approached several times to develop easy read versions of our most popular resources and completed work on this this year.</b></li> <li>▪ <b>The nationally accredited tier 3 online training module (6 hours worth of elearning freely available on NHS England's education for health website, was updated to align with national recommendations.</b></li> <li>▪ <b>We were repeatedly approached to support the adaptation of the nationally accredited tier 3 CYP asthma online module into a face to face format. The charity has supported the development of a national package of resources and the delivery of 5 pilot courses using this package nationwide. Following the successful pilot courses, resources were adapted according to received feedback and a final package was created. The infrastructure to support the delivery of these resources has been created on a new section of the website and the administration of the courses is done by volunteers on a weekly basis. There will have been 30 courses delivered by the end of the year with further roll out expected as cascade training evolves. The feedback has been outstanding for all courses with many delegates commenting this will directly change how they manage asthma</b></li> </ul>
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		<p>in children and young people. These courses will be run by eligible health care professionals and must be not-for-profit courses.</p> <ul style="list-style-type: none"> <li>▪ We have maintained the use of the website at around 5K users per month this year and continue to promote it through national avenues.</li> <li>▪ The creation of BeatAsthma promotional running tops helps to raise awareness of the charity and supports fundraising activities</li> </ul>
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### Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	The charity has continued to support up to date education of both families, young people and healthcare professionals as described above. The easyread resources will help reach a different cohort of patients and families.
Performance of fundraising activities against objectives set	Para 1.41	The donation from the Barbour foundation, together with fundraising activities of families will support these objective listed above
Investment performance against objectives	Para 1.41	n/a
Other		n/a

### Financial review

Review of the charity's financial position at the end of the period	Para 1.21	Total funds at year end = £ 23447
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity does not have a policy on reserves
Amount of reserves held	Para 1.22	No reserves are held
Reasons for holding zero reserves	Para 1.22	There are no fluctuations in receipts and or payments to require reserves. Activities are only pad for when there are sufficient fuds in the account

Details of fund materially in deficit	Para 1.24	<b>n/a</b>
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	<b>There are no concerns</b>

#### **Additional information (optional)**

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	<b>Adhoc fundraising</b>
Investment policy and objectives including any social investment policy adopted	Para 1.46	<b>n/a</b>
A description of the principal risks facing the charity	Para 1.46	<b>n/a</b>
Other		

### **Structure, governance and management**

Description of charity's trusts:		
Type of governing document: for example, <a href="#">trust deed</a> , <a href="#">memorandum and articles of association etc</a>	Para 1.25	<b>Constitution</b>
How is the charity constituted? <a href="#">for example limited company</a> , <a href="#">unincorporated association</a> , <a href="#">CIO</a>	Para 1.25	<b>CIO</b>
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Every charity trustee must be a natural person. No individual may be appointed as a charity trustee of the CIO: if he or she is under the age of 16 years; or if he or she would automatically cease to hold office under the provisions of clause 12.1.5. 6

		<p>No one is entitled to act as a charity trustee whether on appointment or on any re-appointment until he or she has expressly acknowledged, in whatever way the charity trustees decide, his or her acceptance of the office of charity trustee.</p> <p>There must be at least three charity trustees. If the number falls below this minimum, the remaining trustee or trustees may act only to call a meeting of the charity trustees, or appoint a new charity trustee.</p> <p>There is no maximum number of charity trustees that may be appointed to the CIO.</p>

#### **Additional information (optional)**

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

## Reference and administrative details

Charity name	BeatAsthma	
Other name the charity uses	n/a	
Registered charity number	1197399	
Charity's principal address	34 King Edward Rd, Tynemouth, NE302RP	

## Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Jennifer Townshend	Chair/Treasurer		
2	David Townshend	Secretary		
3	Sally Matthews	Volunteer Co-ordinator		
4	Guy Clements	Safeguarding		
5				
6				
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9				
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12				
13				
14				
15				
16				
17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

<b>Director name</b>	

Name of trustees holding title to property belonging to the charity

<b>Trustee name</b>	<b>Dates acted if not for whole year</b>

## Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

## Additional information (optional)

### Names and addresses of advisers (optional information)

Type of adviser	Name	Address

### Name of chief executive or names of senior staff members (optional information)

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## Exemptions from disclosure

Reason for non-disclosure of key personnel details



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**Other optional information**

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**Declarations**

The company has taken advantage of the small companies’ exemption in preparing the report above.

The trustees declare that they have approved the trustees’ report (including directors’ report) above.

Signed on behalf of the charity’s trustees/directors

<b>Signature(s)</b>	Jennifer Townshend	
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<b>Full name(s)</b>	Jennifer Townshend	
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<b>Position (for example Secretary, Chair, etc)</b>	Chairperson	
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<b>Date</b>	08/10/25
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## Section A Receipts and payments

A1 Receipts  
donations

863

Sub total(Gross income for AR)

A2 Asset and investment sales, (see table).

Sub total

Total receipts

A3 Payments  
Website update hours  
Stationary  
IT services  
Course development  
refund for courses not done  
promotional clothing  
Conference fees  
Easyread resource development

Sub total

A4 Asset and investment purchases, (see table)

Sub total

Total payments

Net of receipts/(payments)  
A5 Transfers between funds  
A6 Cash funds last year end  
Cash funds this year end

Section B Statement of assets and liabilities at the end of the period  
Categories

B1 Cash funds

B2 Other monetary assets

B3 Investment assets

B4 Assets retained for the charity's own use

B5 Liabilities

Signed by one or two trustees on behalf of all the trustees

BeatAsthma

Receipts and payments accounts  
For the period from

01/04/24

Unrestricted funds  
to the nearest £

Restricted funds  
to the nearest £

	10000	-
	863	-
-		-
-		-
-		-
-		-
-		-
	10863	-
-		-
-		-
-		-
	10863	-
	965	-
	339	-
	158	-
	4739	-
-		-
	376	-
	275	-
	7219	-
E		-
	14071	-
-		-
-		-
-		-
	14071	-
	-3208	-
-		-
	26655	-
	23447	-

Details

Total cash funds  
(agree balances with receipts and payments account(s))

Details

Details

Details

Details

Signature  
Jennifer Townshend  
David Townshend

No (if any)

CC16a

To

31/03/2025

Endowment funds  
to the nearest £

Total funds  
to the nearest £

Last year  
to the nearest £

-	10000	10000
-	863	5161
-	-	-
-	-	-
-	-	-
-	-	-
-	10863	15161
-	-	-
-	-	-
-	-	-
-	10863	15161
-	-	-
-	-	-
-	10863	15161
-	965	522
-	339	39
-	158	-
-	4739	-
-	-	-
-	376	381
-	275	-
-	7219	-
-	-	-
-	14071	942
-	-	-
-	-	-
-	-	-
-	14071	942
-	-3208	14219
-	-	-
-	26655	12437
-	-	26655

Unrestricted funds

Restricted funds

Endowment funds

to nearest £	to nearest £	to nearest £
-	-	-
-	-	-
-	-	-
23447	-	-
OK	OK	OK
Unrestricted funds	Restricted funds	Endowment funds
to nearest £	to nearest £	to nearest £
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
Fund to which asset belongs	Cost (optional)	Current value (optional)
	-	-
	-	-
	-	-
	-	-
	-	-
Fund to which asset belongs	Cost (optional)	Current value (optional)
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-
Fund to which liability relates	Amount due (optional)	When due (optional)
	-	
	-	
	-	
	-	
	-	
Print Name		Date of approval
Jennifer Townshend		07/10/25
David Townshend		07/10/25