

Registered number
13811247

Charity Registered number
1208699

World Wellbeing Movement Limited
Company Limited By Guarantee

Report and Unaudited Accounts

31 December 2024



World Wellbeing Movement Limited Company Information

Directors

Davis, Lafawn
De Neve, Jan-Emmanuel
Guggenheim, Karen
Jeffery, Barbara Ailin
Layard, Richard
O'Donnell, Augustine Thomas

Independent examiner

Ridgefield Consulting Ltd
2 Hinksey Court
Church Way
Oxford
Oxfordshire
OX2 9SX

Bankers

Lloyds Bank
PO Box 1000
Chelmsford
BX1 1LT

Registered office

Wellbeing Research Centre Harris Manchester College
University of Oxford
Mansfield Road
Oxford
OX1 3TD

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World Wellbeing Movement Limited

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Report Of The Management Committee For The Year Ended 31st December 2024

The Management Committee presents its Directors' Report and the unaudited financial statements for the year ended 31 December 2024.

Governing Document

The organisation is a charitable company limited by guarantee. The company was incorporated on 21 December 2021 and registered as a charity on 18th June 2024. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1 each.

Objects

The charity's objects are to promote for the public benefit the advancement of health and wellbeing, in particular but not exclusively by:

- (1) promoting activities that support positive health and wellbeing;
- (2) providing training and resources to relevant professionals and policy-makers to understand a wide range of health and wellbeing issues and their role in supporting individuals; and
- (3) promoting research in the above provided that the useful results thereof are disseminated to the public at large.

"Health" includes physical and mental health.

All of the Objects of the charity shall be wholly charitable in nature and shall be for the public benefit.

The Charity is based in England and Wales. Nothing in the articles shall authorise an application of the property of the charity for purposes which are not charitable in accordance with Section 7 of the Charities and Trustee Investment (Scotland) Act 2005 and/or section 2 of the Charities Act (Northern Ireland) 2008.

Activities

The World Wellbeing Movement's mission is to 'put wellbeing at the heart of decision making both in business and in public policy.'

Wellbeing is a key component of the World Health Organisation's definition of health: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." An important implication of this definition is that mental health is more than just the absence of mental disorders or disabilities. Mental health is a state of wellbeing in which an individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and is able to contribute to his or her community.

Our mission, and the work we do for the public good fits within this category as mental health is fundamental to our collective and individual ability as humans to think, emote, interact with each other, earn a living, and enjoy life. On this basis, the promotion, protection, and restoration of mental health can be regarded as a vital concern of individuals, communities, and societies throughout the world.

A high-level summary of the activities in relation to those purposes for the public benefit are:

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A. Activities we undertake to promote positive health and wellbeing across the globe
Produce research &/or thought leadership to illustrate the need for government policy to be looked at through the lens of wellbeing.

B. Activities we undertake to promote positive health and wellbeing for employees
As part of the work we do to promote positive health and wellbeing of people to achieve our charitable purposes, we have identified the workplace as a key environment that we can influence to improve health and wellbeing.

Research shows that most of us spend around a third of our waking lives at work. In fact, in 75.8% of the adult population (30,000,000 approx.) in the UK alone is part of the workforce, and the latest high-end academic research indicates that those who are satisfied with their work generally experience higher levels of subjective wellbeing.

Our approach to achieving our aim of supporting positive health and wellbeing for everyone in the workforce is to:

- 1.Catalyse employers to measure employee wellbeing using science-based measures, and take actions to improve employee wellbeing.
- 2.Provide evidence-informed insights and resources that can be used by employers to improve working conditions for their employees.

Achievements and Performance

Launched the UK Wellbeing Report to shine a spotlight on the proportion of people in the UK living with very low levels of wellbeing (i.e. with a life satisfaction of 5 or below), and highlight the steep wellbeing inequalities across the UK (with as little as 1 in 20 people living below the Happiness Poverty Line in some areas, and as many as 1 in 4 in others).

The UK Wellbeing report is a good examples of research which, in accordance with Charity Commission guidance, was “undertaken with the intention that the useful knowledge acquired from the research will be disseminated (and so advance the particular charitable aims) to the public and others to utilise or benefit from it”. The UK Wellbeing Report clearly demonstrates the need for government policy to be looked at through the lens of wellbeing.

Co-hosted the World Wellbeing Policy Forum (organised by WOHASU in collaboration with the World Wellbeing Movement).

In Q4, 2024, the UK government called for evidence to support their Employment Rights Bill. The World Wellbeing Movement submitted a written response to the Business and Trade Committee.

Published science-based guidance on measuring employee wellbeing, along with various open-access educational and awareness materials to help busy business leaders understand best practices for using science-based measures.

Launched the Work Wellbeing Playbook: a concise guide that distils insights from a large-scale systematic literature review of workplace wellbeing interventions. It presents high level insights in an accessible, and plain English format for ease-of use, and is available as open-access to support busy business leaders in crafting holistic workplace wellbeing strategies tailored to their organisation’s needs.

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Since its release, the Playbook has reached a large and diverse audience, receiving widespread praise from users across various industries and sectors worldwide. It has been commended for delivering—for the first time—an accessible, evidence-based framework that enables organisations to implement holistic wellbeing strategies that actually improve employee wellbeing by getting to the real root causes of occupational stress and unhappiness.

Launched the WWM Insights Webinar Series, which has engaged a global audience of leaders working to advance workplace wellbeing. We hosted three open-access (free-to-attend) webinars aimed at supporting business leaders with improving employee wellbeing. The inaugural webinar shared high-end academic insights to inform the business case for improving employee wellbeing. The subsequent two focused on boosting employee wellbeing using the Work Wellbeing Playbook.

Financial review

The Statement of Financial Activities shows net Incoming Resources of £1,000,754 and net Resources Expensed of £328,338 for the year, giving a surplus of £672,416 retained unrestricted reserves.

Members of the Management Committee

Members of the Management Committee, who are the Directors for the purpose of Company law and Trustees for the purpose of Charity law, who served during the period and up to the date of this report are set out on page 1.

This report has been prepared in accordance with the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the FRS 102 Section 1A and in accordance with the special provisions of the Companies Act 2006 relating to smaller entities.

16 September 2025 | 5:03 PM BST
Approved by the Management Committee on(date) and signed on its behalf.

Signed by:

560533E2D987411...
De Neve, Jan-Emmanuel
Director

World Wellbeing Movement Limited Accountants' Report

Independent Examiner's report to the trustees of World Wellbeing Movement Limited

I report on the accounts of the company for the year ended 31 December 2024, which are set out on pages 6 to 10.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) 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) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

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
- * follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- * 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 next statement.

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 386 of the Companies Act 2006 and
 - * to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and 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.

Mr Simon Thomas A.C.A.

Ridgefield Consulting Ltd
2 Hinksey Court
Church Way
Oxford
Oxfordshire
OX2 9SX

16 September 2025

World Wellbeing Movement Limited
Statement Of Financial Activity - Income & Expenditure Account
as at 31 December 2024

		2024		2023
	Total	Unrestricted	Restricted	
	£	£	£	£
Donations	448,015	448,015	-	437,288
Deferred donations	442,971	442,971	-	-
Unrestricted grants	108,745	108,745	-	-
Interest receivable	1,023	1,023	-	-
Total Incoming Resources	1,000,754	1,000,754	-	437,288
Resources Expended				
Expenditure on charitable activities	(328,338)	(328,338)	-	(437,288)
Total Resources Expended	(328,338)	(328,338)	-	(437,288)
Surplus for the year	672,416	672,416	-	-
Total Funds Carried Forward	672,416	672,416	-	-

World Wellbeing Movement Limited
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Balance Sheet
as at 31 December 2024

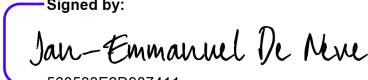
	Notes	Unrestricted 2024 £	Unrestricted 2023 £
Current assets			
Debtors	3	39,951	-
Cash at bank and in hand		721,703	452,296
		761,654	452,296
Creditors: amounts falling due within one year			
	4	(89,238)	(452,296)
Net current assets		672,416	-
Net assets		672,416	-
Reserves			
Income and Expenditure Account		672,416	-
Retained reserves		672,416	-

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

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

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Signed by:

560533E2D987411...

De Neve, Jan-Emmanuel
Director
16 September 2025 | 5:03 PM BST
Approved by the trustees on(date) and signed on their behalf.

World Wellbeing Movement Limited
Notes to the Accounts
for the year ended 31 December 2024

1 Accounting policies

Basis of preparation

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Incoming resources

The Charity relies on two main sources of income which are donations and grants from organisation.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts.

Expenditure

Resources expended comprise expenditure directly attributable to the activity.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price).

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Charitable status

The company has gained it's charitable status on the 18th June 2024.

2 Employees

	2024 Number	2023 Number
Average number of persons employed by the company	<u>10</u>	<u>6</u>

3 Debtors

	2024 £	2023 £
Trade debtors	<u>39,951</u>	<u>-</u>

World Wellbeing Movement Limited
Notes to the Accounts
for the year ended 31 December 2024

4 Creditors: amounts falling due within one year	2024	2023
	£	£
Trade creditors	92,858	1,606
Other taxes and social security costs	(4,620)	6,869
Other creditors	1,000	443,821
	<u>89,238</u>	<u>452,296</u>

5 Other information

World Wellbeing Movement Limited is a private company limited by guarantee and incorporated in England. Its registered office is:
Wellbeing Research Centre Harris |
University of Oxford
Mansfield Road
Oxford
OX1 3TD

World Wellbeing Movement Limited
Detailed income and expenditure account
for the year ended 31 December 2024

This schedule does not form part of the statutory accounts

		2024		2023
	Total	Unrestricted	Restricted	
	£	£	£	£
Incoming Resources				
Donations	448,015	448,015	-	437,288
Deferred donations	442,971	442,971	-	-
Unrestricted grants	108,745	108,745	-	-
Interest receivable	1,023	1,023	-	-
	<u>1,000,754</u>	<u>1,000,754</u>	<u>-</u>	<u>437,288</u>
Expenditure on charitable activities				
Staff costs and other administrative expenses				
recharges	204,952	204,952	-	281,304
Research fellows	-	-	-	30,250
Oxford conference attendees	-	-	-	11,000
Travel and subsistence	9,894	9,894	-	8,849
Postage	-	-	-	330
Entertaining	3,714	3,714	-	3,278
Stationery and printing	141	141	-	97
Consultancy fees	71,804	71,804	-	3,890
Accountancy fees	1,875	1,875	-	1,390
Bank charges	144	144	-	174
Staff training	330	330	-	-
Insurance	4,425	4,425	-	4,487
Equipment expensed	287	287	-	1,584
Software	5,528	5,528	-	5,344
Repairs and maintenance	-	-	-	808
Podcast / Advertising and PR	371	371	-	76,238
Other legal and professional	15,355	15,355	-	-
Exchange rate difference	9,518	9,518	-	8,265
	<u>328,338</u>	<u>328,338</u>	<u>-</u>	<u>437,288</u>
Surplus for the year	<u>672,416</u>	<u>672,416</u>	<u>-</u>	<u>-</u>