

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales · Charity number 262067

Details

Other names ACTION ON SMOKING AND HEALTH LIMITED (ASH), ASH

Status Registered

Legal form Charitable company

Company number 00998971

Registered 1971-01-12

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

Contact

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Unit 2.9
The Foundry
17 Oval Way
London

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Email enquiries@ash.org.uk

Website www.ash.org.uk

Activities

Objects: THE OBJECTS FOR WHICH THE CHARITY IS ESTABLISHED ARE FOR SUCH PURPOSES FOR THE BENEFIT OF THE PUBLIC AS ARE CHARITABLE ACCORDING TO THE LAW OF ENGLAND AND WALES BOTH IN ENGLAND AND OVERSEAS AND IN PARTICULAR (BUT WITHOUT PREJUDICE TO THE GENERALITY OF THE AFOREGOING WORDING): 3.1 TO PRESERVE AND PROTECT THE HEALTH OF THE PUBLIC AGAINST THE HARMFUL EFFECTS OF CIGARETTE OR OTHER TOBACCO PRODUCTS; AND 3.2 TO ADVANCE THE EDUCATION OF THE PUBLIC ABOUT THE EFFECTS OF CIGARETTE AND OTHER TOBACCO AND NICOTINE PRODUCTS.

Activities: ASH is an organisation which provides information on all aspects of tobacco and works to advance policies and measures that will help to prevent the addiction, disease and unnecessary premature death caused by smoking.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£913,072	£960,713	£893,302	12
2024-03-31	£903,313	£973,692	£940,943	11
2023-03-31	£791,111	£765,822	£1,011,322	10
2022-03-31	£1,011,616	£836,682	£986,033	9
2021-03-31	£929,448	£855,767	£811,099	9

Trustees

Name	Role	Appointed
Rosanna Geraldine O'Connor	Chair	2026-03-24
Alexandra Duncan		2023-10-03
Dr Anthony Laverty		2021-12-14
Dr Deborah Jean Robson		2019-03-20
Dr Nicholas Hopkinson PhD FRCP		2016-12-06
Dr Somen Banerjee		2017-12-14
Helen Walters		2014-12-10
Jane Elizabeth Ellison		2023-10-03
Leanne Scott		2023-12-12
Linda Cuthbertson		2021-12-14
Nicholas Forbes		2022-12-13
Sanjay Agrawal		2015-06-09

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales - Charity number 262067

Accounts

ACTION ON SMOKING AND HEALTH

(A company limited by guarantee and not having a share capital)

Company No. 00998971

Charity No. 262067

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2025

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Action on Smoking and Health

Report of the Trustees

31st March 2025

The Trustees are pleased to present their report and the financial statements of the charity for the year ended 31st March 2025.

Legal & Administrative Details

Legal Status

Action on Smoking and Health (“ASH”) is registered in England as company number 00998971 and as charity number 262067.

Registered Office

Unit 2.9, The Foundry, 17 Oval Way, London SE11 5RR.

Website

www.ash.org.uk

Directors & Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law and throughout this report are referred to as the Trustees. Together they form the Board of Management. The following Trustees (Honorary Officers as indicated) were in office at the 31st March 2025 and had served throughout the year, except where shown:

Dr Sanjay Agrawal	-
Dr Somen Banerjee	-
Linda Cuthbertson	-
Alex Duncan	-
Jane Ellison	-
Nick Forbes	-
Kate Harrison	- Treasurer until 25/03/2025. Resigned as Trustee 31/03/2025.
Dr Anthony Laverty	-
Professor Nick Hopkinson	- Chair.
Professor Rachael Murray	-
Dr Debbie Robson	-
Leanne Scott	- Treasurer from 25 th March 2025.
Dr Helen Walters	- Vice-Chair.

Senior Staff

The senior member of staff to whom day to day management of the charity is delegated by the Trustees is the Chief Executive, Deborah Arnott (until 30/09/2024), Hazel Cheeseman (from 01/10/2024). The Company Secretary is the Business Manager, Philip Rimmer.

Auditor

Adam Fullerton, Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, ECA 2AP

Principal Bankers

Barclays Bank plc, Leicester, LE87 2BB.

Structure, Governance & Management

ASH was founded in 1971 by the Royal College of Physicians and is a company limited by guarantee without share capital. Its governing document is its Articles of Association.

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The Trustees form the Board of Management of the charity. For the purposes of the Companies Act 2006 as the Directors of ASH they are also Members of the Advisory Council. The Trustees are elected by the other Members of the Advisory Council, who are also the members of the Company, at the Annual General Meeting. Not more than one third of the Trustees are required to retire at each Annual General Meeting. Retiring Trustees are eligible for re-election.

The Chief Executive of ASH, a paid member of staff, is responsible for the day to day running of the organisation and is responsible to the Board of Management which usually meets four times a year and is responsible for setting the strategic objectives.

To maintain a pool of skilled potential Trustees, new Advisory Council Members are regularly sought by the Board of Management, particularly from within the health, public health, public relations and political spheres. As new Trustees are recruited from the membership of the Advisory Council they tend to be grounded in the policies, working practices and procedures of the Board.

All new Trustees are advised of their responsibilities by the Chair and the Business Manager. In addition, they receive an induction pack containing Board policies and advice booklets from the Charity Commission. The training needs of the Trustees are examined and acted upon as part of the regular review of risks.

Remuneration Policy

The governing principles of the Charity's remuneration policy are as follows:

1. to ensure delivery of the Charity's objectives;
2. to attract and retain a motivated workforce with the skills and expertise necessary for organisational effectiveness;
3. that remuneration should be equitable and coherent across the organisation;
4. to take account of the purposes, aims and values of the Charity;
5. to ensure that pay levels and pay increases are appropriate in the context of the interests of our beneficiaries.

Senior Executive Remuneration

In relation to deciding remuneration for the Charity's Chief Executive, the Charity considers the potential impact of remuneration levels and structures of senior executives on the wider Charity workforce and will take account of the following additional principles:

1. to ensure that the Charity can access the types of skills, experiences and competencies that it needs in its senior staff, the specific scope of these roles in the Charity and the link to pay;
2. the nature of the wider employment offer made to senior employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the public benefit delivered. The Charity recognises that it is, on occasion, possible to attract senior executives at a discount to public sector or private sector market rates.

The salary of the Chief Executive can be found in note 4 on page 23.

Related Parties and Partner Organisations

See note 13.

Action on Smoking and Health

Report of the Trustees

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Statement of Risk

The Trustees have examined the major risks to which the Charity is exposed and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to mitigate these risks. Detailed consideration of risks is delegated to the Business Manager, who acts as Risk Manager and reports to the Board. Risks are identified, assessed and controls established throughout the year with a comprehensive review taking place at a minimum every year. The most recent was finalized in November 2024. The following risks have been assessed as being significant:

Risk	Mitigation
<p>Changes in Government policies, funding for policies or attitudes. The serious undermining of ASH's work or Government actions which impact on the work we need to do:</p> <ul style="list-style-type: none"> • The possibility of radical shifts in Government policy. In recent years, tobacco control policy has ceased to be an issue of serious contention between parties though it remains so for individual MPs and Peers. • Funding cuts to Government work on tobacco control policies. The Department of Health & Social Care (DHSC) team has already been cut back over a period of years, including ending funding ASH work, and other relevant areas of Government activity will face spending cuts during the period of this Parliament. 	<ul style="list-style-type: none"> • ASH has worked well in the past with Conservative, Labour and Coalition administrations. Key staff continue with work to maintain good and friendly relations with key political and civil service decision makers and with relevant individuals in all political parties. • We have secured a strong relationship with NHS England teams working on prevention and health inequalities. • We continue to have regular meetings with staff at DHSC and the Office of Health Improvement and Disparities (OHID) who are working on tobacco to ensure we are up to date on public health priorities and can provide input as appropriate. • Networking to ensure Smoke Free Action Coalition (SFAC) members continue to support tobacco control policies.
<p>Cyber Security This would include any unauthorised access to email accounts, documents, financial records and other data stored on the Cloud and our bank accounts. Any of these would seriously impact our ability to do our work in the short term.</p>	<ul style="list-style-type: none"> • Staff training and awareness raising with a particular emphasis on phishing emails and running software updates. • Regular back-ups of data - back-ups are made on an ongoing basis and, should access be lost, or data compromised, we can be up and running again within 24 hours. • Regular updates of all software - Firewall and virus protection kept up-to-date on all computer equipment. This is ongoing and automatic. All networked, personal drives and e-mail are stored on The Cloud. • Use of strong passwords. • Maintaining an effective working relationship with our external IT support supplier and taking their advice.

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<p>Excessive dependence on a limited number of sources of funding. ASH is fortunate in that it has a record going back to the 1990s of receiving what is, in effect, core funding from BHF and CRUK. Such funding is becoming increasingly rare. Our continuing reliance on 2 core funders remains a serious weakness.</p>	<ul style="list-style-type: none"> • Maintaining the physical security of hardware. • ASH undertakes an ongoing search for new sources of project funding; be it grants or contract work. • In the past 8 years, sources have included OHID/PHE, NHS England, Fresh/Balance, Greater Manchester Health & Social Care Partnership, ASH in Wales, Royal College of Psychiatrists in addition to various universities and local authorities. • A reserves policy that permits 6-12 months cash reserves. This will help to mitigate the impact of grant funding being removed or reduced by reducing the need to cut costs quickly and allowing for a gradual, properly managed re-structuring of the charity over a 12-month period. • Should ASH lose both sources of core funding, the two most realistic options would be to seek to merge, or be taken over by, another charity active in our field, or winding-up.
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The next comprehensive review of risk is due to take place during 2025.

Objectives

As stated in its Articles of Association, the objectives of the Charity are:

1. to preserve and protect the health of the public against the harmful effects of cigarette or other tobacco products; and
2. to advance the education of the public about the effects of cigarette and other tobacco and nicotine products.

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Activity and Impact Report

ASH seeks to bring about change through advocacy, networking coalition building and information provision. During 2020-21, the organisation developed a new comprehensive Strategic Plan for 2021-24. During this financial year, we have delivered against the plan, as set out in the Activity Report below.

Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

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Report of the Trustees

31st March 2025

Strategy & Plans for Future Periods

The Strategic Plan for 2021-24 was developed between December 2020 and March 2021, informed by a series of interviews with key stakeholders and ASH Trustees, an online questionnaire and a series of strategic planning meetings held in the first quarter of 2021. ASH seeks to bring about change through policy advocacy, coalition building and information provision. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

There are three primary strategic aims, each of which has several specific policy objectives. These aims are:

1. Secure resources for national, regional and local tobacco control to deliver Smokefree 2030 for all.
2. Advance UK position as a global leader in tobacco policy to deliver Smokefree 2030 for all.
3. Minimise smoking-related health inequalities to deliver Smokefree 2030 for all.
4. Secure organisational sustainability.

These aims, and their associated objectives, amount to a policy blueprint for government and the public health community. They describe the policies that ASH believes are essential to the delivery of a Smokefree 2030 for all, policies that ASH:

- will make the case for, using the best available evidence;
- will build support for, drawing on its extensive professional partnerships and networks; and
- will campaign for, with the help of its supporters in parliament and the wider public arena.

Each of these aims is explicitly linked to our goal of delivering Smokefree 2030 for all. The three aims are all equally important to achieving this goal. Appropriate resourcing is needed to deliver ambitious policy, and the achievement of the 2030 goal *for all* requires a clear focus on tackling inequalities. The aims are underpinned by a fourth aim that supports the delivery of, the other three: securing organisational sustainability for ASH.

There is no explicit prioritisation or sequencing as this will be a matter for more detailed discussion at an operational level and will change over time as the environment we work in changes. The following general points are, however, relevant:

- ASH does not make the political weather, but we do our best to influence it.
- We take a long view and are proactive in building public support for policies as a foundation for achieving political support.
- We respond quickly, and opportunistically, when necessary, to political timetables and events. The government commitment to publish a new Tobacco Control Plan is likely to dominate our immediate work programme.
- ASH has nurtured many successful partnerships and relationships, and these will remain at the heart of the work of the organisation. Existing mechanisms and agents of change are always our first port of call.

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In October 2024, Hazel Cheeseman took up the post as Chief Executive. It had previously been agreed that the new strategy would be developed by the incoming Chief Executive. In 2024/25 ASH went through a process to develop and agree a new strategy for the next five years commencing in April 2025. This process included: interviews with external stakeholders and trustees, quantitative survey of stakeholders, insights work with smokers and ex-smokers, assessment of the external landscape and workshops with staff and trustees.

Our strategic aims for the next five years are to secure:

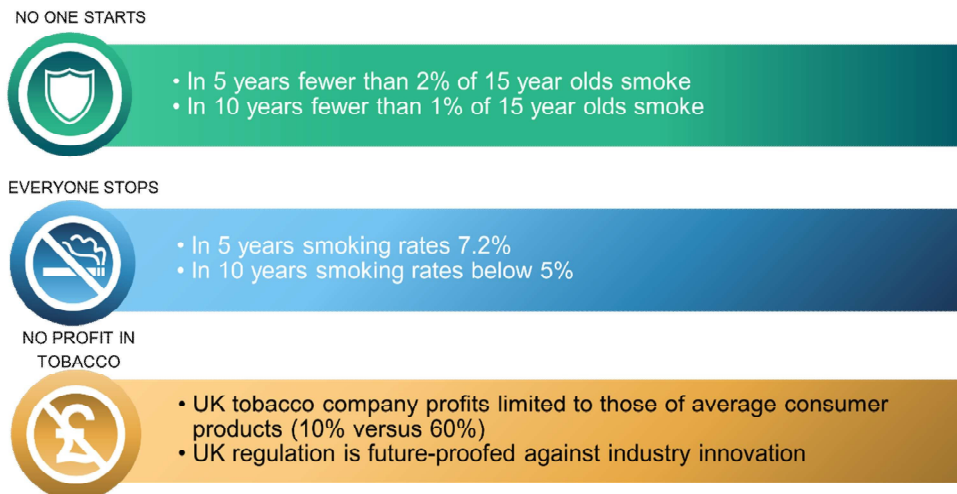
1. Transformative legislation
2. Reduced inequalities in smoking rates
3. Comprehensive tobacco control strategies properly funded

These three strategic aims will be underpinned by a corporate aim:

4. Strong organisation equipped to deliver on our goals

Our goals are to secure tangible change in three areas.

Our **goals** are:



These strategic aims and goals will guide our activity over the next 5 years.

The full ASH strategic plan for 2025-30 can be found on our website www.ash.org.uk.

Activity Report

The Tobacco and Vapes Bill (Strategic Aims 1,2,3)

ASH has undertaken extensive parliamentary engagement throughout 2024/25, centred around the Tobacco and Vapes Bill and broader tobacco control policy. ASH has undertaken a proactive legislative strategy, All Party Parliamentary Group (APPG) on Smoking & Health coordination, party political engagement, select committee outreach, and evidence-driven advocacy.

The Tobacco and Vapes Bill had a turbulent year. Tabled in the last parliament under the Conservative Government it fell when the general election was called. ASH pivoted to manifesto advocacy following the general election announcement and coordinated outreach to parliamentary candidates with polling data and a call to support the Bill.

All candidates were contacted with constituency-level data showing support for Smokefree Generation policies. Partners and public supporters were mobilized to amplify this message and

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party officials engaged. Both Labour and Conservative manifestos included a commitment to bring back the Bill following the election.

ASH engaged in significant post-election activity to encourage rapid tabling of the Bill. A coordinated letter from leading health figures advocated that the Bill be included in The King's Speech, which it duly was, and the Bill was tabled for first reading in the Commons in November.

The new Bill has the same centrepiece as the Conservative legislation, the phased-out sale of tobacco to the next generation but also includes comprehensive regulations of all tobacco and nicotine products, retail licensing powers and powers to extend smokefree legislation.

ASH coordinated briefings with wide endorsement from Smokefree Action Coalition members and engaged MPs in speaking during the debates, tabling amendments and showing their support. The Bill passed into the House of Lords on 26th March with overwhelming support (366 to 41). ASH provided written and oral evidence to the Bill Committee, ASH's contributions were cited multiple times in parliamentary debates, including data and speeches written for APPG members.

Throughout the passage of the Bill ASH has kept wider stakeholders informed and supported them to engage with parliamentarians. Events have included webinar with the Chief Medical Officer (CMO) and Public Health Minister, attended by 430 health professionals and stakeholders and a parliamentary event with survivors of smoking.

Budget and spending review (Strategic Aims 1,2)

With the change of government there has been a spending review and budget from a new Chancellor. ASH has worked hard to ensure that funding committed under the last government has been largely maintained. ASH's economic analysis played an important role in informing both the budget and the spending review.

Updated economic analysis was included in ASH's 2024 budget submission, created with input from UCL and Landman Economics. It reinforced the case for investing in tobacco control by illustrating broader economic gains.

ASH contributed its updated findings to the government's Impact Assessment for the Smokefree Generation legislation.

ASH's economic modelling played a prominent role in the second reading debate of the Tobacco and Vapes Bill. MPs across parties cited ASH's data, demonstrating the utility of economic framing in legislative contexts.

Supporting local government (Strategic Aims 2,3)

In addition to national advocacy agenda ASH has continued to support local authorities, focusing on tobacco control funding, strategic collaboration, housing initiatives, advocacy, and data-informed support.

- **Optimising Impact of Local Authority Funding:** Under the last Government an additional £70m was committed to fund local authority stop smoking services. During the year ASH worked to both engage local government in the effective spending of this new resource and to successfully advocate that the incoming government maintains this funding. An additional year of funding was confirmed following the one-year spending review. ASH developed and disseminated a briefing paper for Directors of Public Health (DsPH) on utilising new funding, followed by a FAQs document to address recurring queries from

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Report of the Trustees

31st March 2025

stakeholders. The Association of Directors of Public Health (ADPH) endorsed briefing was presented in various DsPH regional network meetings to further engage local leaders and launched through a webinar attended by 200 people with speakers including leading academics and public health officials.

- **ASH Annual Survey of Local Tobacco Control:** The 11th wave of the CRUK-funded survey focused on regional perspectives and spending strategies. It achieved an 81% response rate from Local Authorities (LAs). The December report, titled 'Expansion and Renewal', was launched with a webinar chaired by Cllr David Fothergill. It included innovative case studies and insights on service enhancement. Survey findings are being used by King's College London and national government to evaluate national initiatives like Swap to Stop and the £70m investment impact.
- **Ready Reckoner and other tools:** The Ready Reckoner was updated in January 2025 using 2023 Office for National Statistics Annual Population Survey (APS) data and revised cost estimates from economist Howard Reed. It remains consistent with the Summer 2024 version, with improved documentation and a briefing on smoking's economic impacts. In May 2024, ASH published the updated Cost Benefit and Public Finance Model and revamped the Ready Reckoner interface to improve accessibility for local stakeholders. An accompanying webpage details the methodology and assumptions underlying the model. The Inequalities Dashboard, formerly the 'Economic and Health Inequalities Dashboard', has been modernized into an online tool. It visualizes disparities in how smoking affects different population groups, facilitating more targeted interventions.
- **Supporting regional tobacco control:** ASH has had an extensive programme of support across English regions and NHS Integrated Care Boards (ICBs) during the year supporting development of strategies, building networks and supporting programme development. A majority of regions and systems are now covered by some kind of strategic programme to reduce smoking prevalence.

Supporting implementation of NHS Long Term Plan (Strategic Aims 1,3)

In addition to our work with local government we have maintained our engagement of NHS networks. This activity has been reduced during this financial year as a result of reduced funding from NHS England.

- **Engaging Leaders and Organisations:** This year ASH has been invited to join the NHSE Prevention and Long-Term Conditions Board chaired by the NHSE Medical Director alongside other health leaders. This has allowed ASH to highlight issues relating to NHS support for smokers in a national forum. We have continued to show leadership through other forums including national Smokefree Sites forum, regional networks, Core20Plus5 Collaborative, National Respiratory Audit Programme on Chronic Obstructive Pulmonary Disease (NRAP COPD) advisory group. ASH developed and updated resources to support clinical leads, DsPH and others to engage NHS organisations in prioritising tobacco. Following the announcement of cuts to ICBs and reorganisation ASH wrote to all ICB Chairs and Chief Executives to highlight the evidence-based case for investment in smoking cessation support and co-ordinated letter to the CE of NHS England. ASH conducted an in-depth scoping study commissioned by NHSE, producing recommendations on embedding Tobacco Dependency Treatment Services (TDTS). Key insights covered funding, system leadership, collaboration, access, training, and data use. Findings were presented to the NHS Tobacco Dependency Delivery Group.

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- **Equipping Systems for Action:** ASH continues to promote evidence-based delivery through briefing resources and webinars. These webinars were supported by The National Centre for Smoking Cessation and Training (NCSCT) and leading clinicians. Such activity included:
 - Webinar on tobacco dependency treatment training with over 450 attendees.
 - Webinar to introduced Varenicline and Cytisine for NHS stakeholders.
 - Webinar to promote insights from the COSTED trial which tested support in A&E
- **Monitoring and Influence:** ASH initiated Freedom of Information (FoI) requests to ICBs to monitor current and planned spending on tobacco treatment services. This will provide crucial insight into NHS investment trajectories amidst system changes. ASH contributed to workshops and working groups linked to the NHS 10-Year Plan, focusing on prevention, equity, and systems-based approaches to smoking cessation.

Improving support for smokers with mental health conditions (Strategic Aim 3)

ASH continues its impactful work to progress action on addressing the inequalities in smoking among people with mental health conditions. This year ASH has advanced the agenda through advocacy, partnerships, research, policy influence, academic collaboration, and lived experience integration to reduce smoking among individuals with mental health conditions.

- **Mental Health and Smoking Partnership:** ASH continued to lead the Mental Health and Smoking Partnership, coordinating bi-annual and quarterly meetings with stakeholders across NHS, OHID, academia, and the third sector. Meetings included presentations from NHS and OHID, updates from the Quality Improvement in Tobacco Treatment (QuITT) project, mass media studies, and discussion on legislative developments including the Tobacco and Vapes Bill.
- **Lived Experience Group:** The Lived Experience Group contributed significantly to ASH's projects including reviewing the mental health factsheet, attending policy roundtables, and helping shape survey tools and reports. Reflections from members highlighted the importance of their inclusion, helping align strategy with real-world needs and grounding recommendations in service-user perspectives. ASH launched a strategic review of its approach to Lived Experience integration to build a structured, sustainable engagement model.
- **Survey of Mental Health Trusts:** ASH repeated its 2019 survey of mental health trusts, now including aspects of the NHS Long Term Plan Therapeutic Drug Testing Services (TDTs), Care Quality Commission (CQC) guidance, and National Institute for Clinical Excellence (NICE) recommendations, and vaping policy. Survey development involved a steering group and the lived experience group. It closed with ~80% response rate and showed that while progress has been made in providing more support to smokers entrenched issues remain in how smoking is addressed in inpatient settings.
- **Policy and Parliamentary Advocacy:** ASH submitted evidence to the Public Bill Committee on behalf of the Partnership and engaged directly with Public Health Minister via joint letters outlining policy asks. ASH advocated for specific consideration of mental health within the Tobacco and Vapes Bill and engaged with NHSE and DHSC around vaping policy impacts in mental health settings. It was particularly notable that co-chair of the Mental Health and Smoking Partnership and CE of the Mental Health Foundation Mark

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Rowland was invited to give evidence to the Bill Committee, something ASH supported him to do.

- **Vaping and Mental Health:** ASH coordinated a community of practice to explore the responsible role of vaping in supporting smokers in mental health services to quit. ASH contributed insights to draft a consensus position and advocated with NHSE and DHSC for practical vaping guidance within regulatory frameworks. A dedicated webinar for mental health trusts was developed to help prepare for the disposable vapes ban.

Improving support for pregnant smokers (Strategic Aim 3)

Addressing smoking in pregnancy remains a key part of our strategy to address health inequalities caused by smoking with smoking rates falling rapidly during the year as long-standing recommendations made by ASH have been implemented.

- **Smoking in Pregnancy Challenge Group:** ASH facilitated quarterly Challenge Group meetings in April, July, October, and December, convening NHS, OHID, maternity professionals, and third sector partners. These meetings provided updates on NHS tobacco treatment services, the national incentive scheme, vaping guidance, and digital interventions. ASH coordinated communication efforts around the Challenge Group's priorities, including webinars and direct engagement with policymakers.
- **The Smoking Status at Time of Delivery (SATOD) Data and Analysis:** Continued declines in Smoking at Time of Delivery (SATOD) rates were recorded throughout 2024, with national figures falling to 6.5% in Q1 and 6% in Q2 2024/25. ASH developed a detailed briefing analysing trends in SATOD rates at national, regional, and ICB levels. The document highlights achievements and areas for continued focus. This work builds on longstanding recommendations of the Challenge Group and the successful integration of tobacco treatment services into maternity pathways under the NHS Long Term Plan.
- **Vaping in Pregnancy Guidance:** ASH updated the Challenge Group's professional briefing and patient leaflet on the use of e-cigarettes in pregnancy. These were published in December after broad consultation. The documents offer maternity professionals' evidence-based responses to FAQs and will be promoted through a targeted webinar and distribution network in early 2025. A companion infographic is in final review and will be published shortly.
- **National Financial Incentive Scheme:** Following years of advocacy, the national financial incentive scheme to support pregnant smokers was launched in September. However, current funding runs only until March 2025. ASH has produced a professional briefing to support the rollout, coordinated high-level letters to Ministers, and included the scheme in pre-budget submissions. Ongoing efforts aim to secure funding extensions and broader support for partners of pregnant women who smoke.
- **Public Policy and Advocacy:** ASH coordinated a Challenge Group letter to Public Health Minister Ashley Dalton calling for continued funding and prioritisation of tobacco treatment in maternity settings. ASH supported the dissemination and media engagement around the Cochrane Review on financial incentives, reinforcing its alignment with national policy.
- **Engagement and Education Events:** ASH partnered with the Institute of Health Visiting and the London Tobacco Alliance to deliver targeted webinars focused on smokefree pregnancy, vaping guidance, and neonatal care interventions. These events engaged maternity professionals across England and showcased ASH's thought leadership and convening power in this policy space.

Action on Smoking and Health

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31st March 2025

Addressing tobacco industry interference (Strategic Aim 2)

This year ASH has undertaken proactive work to track lobbying, raising awareness among policymakers, and collaborating with academic and media partners to expose industry tactics undermining tobacco control legislation.

- **Monitoring and Documentation of Industry Activity:** ASH has systematically monitored tobacco industry lobbying related to the Tobacco and Vapes Bill. Detailed records have been maintained and shared regularly with SFAC members, MPs, and key public health stakeholders. This included the development and regular update of the ASH 'Tobacco Tactics' briefing which catalogues common industry arguments and lobbying techniques aimed at weakening or delaying tobacco control measures.
- **Parliamentary and Public Engagement:** In response to intensified lobbying ahead of the Bill's readings, ASH circulated its Tobacco Tactics briefing to all MPs in early November. This led to follow-up discussions with three MPs and interest from the Scottish Government. Tobacco companies hosted multiple events targeting parliamentarians, including British American Tobacco (BAT) hosted peer lunches, Philip Morris International (PMI) sponsored roundtables, and staff engagement events by Japan Tobacco International (JTI) and the Spectator. ASH maintained a visible presence in countering these narratives, reinforcing evidence-based policy discussions among elected officials.
- **Collaboration with University of Bath Tobacco Tactics Team:** ASH maintained close liaison with the University of Bath's Tobacco Tactics team to ensure coordinated tracking of lobbying activities and updating the public database with the latest industry examples. Joint efforts have improved the visibility of commercial interference through both academic and parliamentary channels.
- **Media and Regulatory Exposure:** ASH collaborated with SFAC partners to gather evidence of illegal in-store advertising of heated tobacco products. Findings were shared with BBC journalists and DHSC officials, resulting in public coverage of violations at Sainsbury's and Morrisons. A blog post authored by ASH's John Waldron provided a deeper dive into advertising breaches and highlighted how the Bill could close legal loopholes.
- **Regulatory Complaints:** ASH flagged a youth-targeted marketing campaign between Rolling Stone and PMI brands IQOS and Zyn, raising concerns with the Advertising Standards Authority (ASA) and DHSC regarding violations of the Tobacco and Related Products Regulations (TAPA). Although Rolling Stone shifted promotional focus to Zyn, the full extent of the sponsorship remains unclear. ASH continues to follow up on ASA's consultation with DHSC.

Cross-Risk Factor Working (Strategic Aims 2 and 3)

In 2024 ASH accelerated work done collaboratively around tobacco, alcohol and obesity. This has allowed us to advance public health agenda in general with a focus on health inequalities and to shine a light on the influence of business on good health.

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- **Killer Tactics and Industry Influence:** ASH, in collaboration with the Alcohol Health Alliance (AHA) and the Obesity Health Alliance (OHA), launched the 'Killer Tactics' report highlighting common industry narratives used to block health regulation. A companion 'bingo card' of industry tactics was distributed to stakeholders at party conferences. This work successfully engaged MPs and has contributed to broader discussions within OHID about strengthening guidelines against commercial interference. The report's promotion led to widespread academic support and political engagement, including a new MP joining the APPG on Smoking and Health.
- **Regional Prevention Models:** ASH coordinated the development of regional prevention frameworks in Greater Manchester and Humber and North Yorkshire for alcohol and obesity, building on the tobacco model. This work is structured in three phases across 2024–2025 and will culminate in a shared launch event in early 2025.
- **Strategic Positioning and Briefing Development:** A new strategic framework was established based on three pillars: Making the Case, Protecting Progress, and Building Our Joint Brand. A joint policy position and accompanying briefing were drafted to unify messaging around the clustering and synergy of risk factors and the benefits of integrated prevention efforts.
- **Collaborative Advocacy and Public Affairs:** ASH continues collaborative policy advocacy with AHA and OHA, submitting joint responses on the NHS 10 Year Plan and Health Mission. Submissions emphasized whole-system approaches to prevention and were acknowledged by the CMO and Minister. Meeting requests have been issued to key Select Committee chairs, building long-term support for cross-risk prevention strategies.

Vaping (Strategic Aims 1 and 2)

Vaping remains a crucial area of activity for ASH to support the UK to have a policy position which reflects the best evidence and seeks both to rapidly reduce smoking and to protect children from uptake.

The government is taking significant powers through the Tobacco and Vapes Bill to regulate vapes and other nicotine products. These powers align with ASH recommendations. The Government has also progressed a ban on single-use vapes and committed to flat-rate vape excise tax which again has been updated following consultation and reflects ASH recommendations.

ASH believes that the combination of powers, regulations and tax which government intendeds to bring in will provide the tools to address youth vaping. Calibration will be needed to ensure that there are not unintended consequences in terms of adults returning to smoking.

ASH has continued to publish updated youth and adult vaping fact. These provided updated usage trends and policy insights. Youth vaping remained stable year-on-year, while vaping among adult smokers and recent quitters continued to grow. Half of all those who had quit smoking in last five years had used vapes to quit. Nicotine pouch use remained low but rising, prompting calls for stronger regulation within the new legislative framework.

This data continues to influence the policy agenda in the UK and further afield.

Secure organisational sustainability

At all times, ASH endeavours to maximise efficiency and minimise organisational costs. We continue to support our staff with flexible and hybrid working options.

Action on Smoking and Health

Report of the Trustees

31st March 2025

Finance

Investments Policy

When not required, the free reserves held by the charity are held on deposit and may be placed on short-term Treasury Deposits at the discretion of the Business Manager.

Principal Funding Sources

Core funding for the entire program of work of the Charity was provided by:

- Cancer Research UK;
- British Heart Foundation.

Financial Review

The year saw a reduction of funds of £47,641 being the excess of expenditure over income for the year. Total income of £913,072 was 1% higher than the previous year.

Charitable expenditure, at £960,713 decreased by 1% compared to the previous year. ASH finished the year with cash balances of £752,729 (down £129,365 from last year) and net assets of £893,302.

Having made transfers of £43,407 from general funds to meet deficiencies on the various projects for which restricted funds were available, the balance of general funds at the end of the year decreased by £47,037 to £886,618.

Reserves Policy

Reserves are maintained at a level that enables the Charity to manage financial risk, such as the loss of funding sources, allowing the Charity to sustain current activities in the short-term and ensuring that financial commitments can be met as they fall due.

The reserves measure is on a 'managed cash' basis. 'Managed cash' includes all amounts available to finance the general activities of the Charity, and normally include the cash held in the Charity's bank accounts. The targeted level of reserves is a minimum of six months (£487K) and a maximum of 12 months (£975K), annualised forecast cash outflow. Six months is considered a reasonable time period considering the Charity's two major funding sources are received quarterly in arrears.

If the Charity were to suffer a loss of a funding source, the reserves would allow only a short-term maintenance of current activity levels. Steps would still need to be taken to either replace the funding source or to change activities in the longer-term. The current level of managed cash (£752K) is within the desired range.

Thanks

The Trustees would like to thank the British Heart Foundation, Cancer Research UK and our partners in the Smokefree Action Coalition for supporting our work during the year. In addition, they would like to thank all of the ASH staff for their work during the year.

Trustees' Responsibilities

The Trustees (who are also the Directors of Action on Smoking & Health for the purposes of company law) are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Action on Smoking and Health

Report of the Trustees

31st March 2025

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

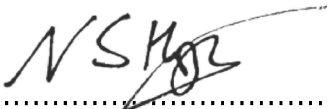
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small Company Exemption

The above report has been prepared in accordance with the special provisions of section 416 of the Companies Act 2006 relating to small companies and Section 162 of the Charities Act 2011.

On behalf of the Trustees



.....
Professor Nick Hopkinson
Chair

Date: 22nd September 2025
.....

INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF ACTION ON SMOKING AND HEALTH

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

Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts carried out under the Charities Act 2011 ('the 2011 Act') under section 145. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

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

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- the accounts do not comply with the applicable requirements concerning the form and content of accounts
- 3) set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

Moore Kingston Smith LLP

Adam Fullerton
(ICAEW)
For and on behalf of Moore Kingston Smith LLP
Chartered Accountants

6th Floor
9 Appold Street
London EC2A 2AP

Date: 25 September 2025

**ACTION ON SMOKING AND HEALTH
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2025**

	Note	Unrestricted Funds		Restricted Funds	Total 2025	Unrestricted Funds		Restricted Funds	Total 2024
		General	Designated	Funds		General	Designated	Funds	
		£	£	£	£	£	£	£	£
Income and Endowments From:									
Unrestricted activities									
Grants	2	685,826	-	-	685,826	642,592	-	-	642,592
Donations		4,607	-	-	4,607	2,924	-	-	2,924
Interest		17,798	-	-	17,798	10,844	-	-	10,844
Charitable activities									
Grants	2	-	-	67,102	67,102	-	-	136,109	136,109
Contract income		111,739	-	-	111,739	109,779	-	-	109,779
Other income		26,000	-	-	26,000	1,065	-	-	1,065
Total Income		<u>845,970</u>	<u>-</u>	<u>67,102</u>	<u>913,072</u>	<u>767,204</u>	<u>-</u>	<u>136,109</u>	<u>903,313</u>
Expenditure On:									
Charitable activities									
Policy Research and Information	3	849,600	3,357	107,756	960,713	718,184	3,943	251,565	973,692
Total Expenditure		<u>849,600</u>	<u>3,357</u>	<u>107,756</u>	<u>960,713</u>	<u>718,184</u>	<u>3,943</u>	<u>251,565</u>	<u>973,692</u>
Net (expenditure)/income for the year before transfers		(3,630)	(3,357)	(40,654)	(47,641)	49,020	(3,943)	(115,456)	(70,379)
Transfers	8, 9, 10	(43,407)	2,753	40,654	-	(117,558)	2,102	115,456	-
Net Movement in Funds		(47,037)	(604)	-	(47,641)	(68,538)	(1,841)	-	(70,379)
Funds brought forward		933,655	7,288	-	940,943	1,002,193	9,129	-	1,011,322
Funds carried forward		<u>886,618</u>	<u>6,684</u>	<u>-</u>	<u>893,302</u>	<u>933,655</u>	<u>7,288</u>	<u>-</u>	<u>940,943</u>
		Note 10	Note 9	Note 8		Note 10	Note 9	Note 8	

All results are from continuing activities.

No gains or losses arose in the year other than those shown above.

The notes on pages 19 to 27 form a part of these financial statements.

ACTION ON SMOKING AND HEALTH
(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)
BALANCE SHEET AT 31 MARCH 2025

	Note	2025 £	2025 £	2024 £	2024 £
Fixed Assets					
Tangible assets	5		6,684		7,288
Investments			24		24
			6,708		7,312
Current Assets					
Debtors	6	183,312		166,031	
Cash at bank and in hand		752,729		882,094	
		936,041		1,048,125	
Creditors: Amounts falling due within one year					
	7	(49,447)		(114,494)	
Net Current Assets			886,594		933,631
Net Assets	11		893,302		940,943
Funds					
Restricted	8		-		-
Unrestricted					
Designated funds	9		6,684		7,288
General Funds	10		886,618		933,655
	11		893,302		940,943

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the companies Act 2006 and with the Financial Reporting Standard 102 (effective January 2015).

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

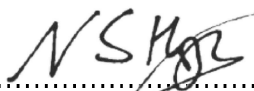
No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

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

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The notes on pages 19 to 27 form a part of these financial statements.

These accounts were approved, and authorised for distribution, by the Board of Trustees on 22 September 2025 and signed on its behalf by:


.....
Professor Nick Hopkinson
Chair of the Board of Trustees


.....
Leanne Scott
Treasurer

Company number: 00998971
Charity number: 262067

**ACTION ON SMOKING AND HEALTH
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2025**

	2025	2024
	£	£
Cash flows from operating activities		
Net expenditure for the year	(47,641)	(70,379)
Adjustments for:		
Depreciation of tangible fixed assets	3,357	3,943
Increase in debtors	(17,281)	(65,727)
Decrease in creditors	(65,047)	(15,900)
Interest received	(17,798)	(10,844)
Net cash used by operating activities	<u>(144,410)</u>	<u>(158,907)</u>
Cash flows from investing activities		
Interest received	17,798	10,844
Purchase of tangible fixed assets	(2,753)	(2,102)
Net cash from investing activities	<u>15,045</u>	<u>8,742</u>
Change in cash and cash equivalents in the year	(129,365)	(150,165)
Cash and cash equivalents at beginning of year	882,094	1,032,259
Cash and cash equivalents at end of year	<u><u>752,729</u></u>	<u><u>882,094</u></u>
 Analysis of cash and cash equivalents		
Cash at bank and in hand	752,729	882,094
	<u><u>752,729</u></u>	<u><u>882,094</u></u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charitable company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

The financial statements have been prepared under the historical cost convention. They are prepared in sterling, which is the functional currency of the charity. Amounts presented are rounded to the nearest pound.

Going concern

During this financial year the trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. This year, this requires consideration of its principal funders and the wider economy. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on income. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

Company status

The charity is a company limited by guarantee, registered in England & Wales. In the event of the charity being wound up, the liability of each member in respect of the guarantee is limited to £1.

Income

All income including government grant income is recognised when there is entitlement to the funds, the receipt is probable and the amount can be measured reliably. Where income is received in advance of meeting any performance-related conditions, there is not unconditional entitlement to the income. The recognition of this income therefore is deferred and included in creditors as deferred income until the performance-related conditions are met. Legacies are included in the accounts at the point where the amount receivable can be measured with sufficient reliability; this is normally the point of receipt by the charity.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)

Resources expended

Expenditure is included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure has been classified under headings that aggregate all costs related to the category.

- Charitable activities include expenditure associated with the development of policy, research, information and related activities and include both the direct costs and support costs relating to those activities.
- Support costs are the costs of central functions which relate to the whole organisation. These have been allocated to cost categories on the basis of staff time occupied in each area.
- Governance costs comprise the independent examiners fees and board expenses.

Pension contributions

The charitable company makes contributions to a defined contribution scheme for eligible members of staff the amount being determined in relation to the individual's current salary.

Operating leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

Tangible fixed assets and depreciation

Items are capitalised as fixed assets if their cost exceeds £500.

Depreciation is provided on expenditure at rates calculated to write off each asset over its estimated remaining useful life. The estimated remaining useful lives of the classes of assets are as follows:

Computer equipment and office equipment	3 years
---	---------

Investments

Investments are held in tobacco related companies to give ASH the right to attend annual general meetings and receive relevant documents. The holdings are minimal and it is therefore considered appropriate to disclose them at historical cost rather than market value as required by SORP. There is no material difference between the cost and the market value.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the objectives of the charity. Designated funds are also unrestricted funds but have been designated by the trustees for a particular purpose and includes the net book value of tangible fixed assets used by the charitable company in its operational activities. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes. The aim and use of each restricted and designated fund is given in the notes.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)

Gifts in kind

Where services are provided to the Charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the Charity.

Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Other financial instruments

i. Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

ii. Debtors and creditors

Debtors receivable and creditors payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2 Grants	2025 £	2024 £
<i>Unrestricted grants received</i>		
Supporting charities	685,826	642,592
<i>Restricted grants arising from charitable activities</i>		
Supporting charities	67,102	86,110
NHS England	-	49,999
	67,102	136,109

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)

3 Charitable activities

The detailed charitable activities are more fully described in the trustees' report and relate to interlinked areas of policy, research and information.

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2025
	£	£	£	£
Policy research and Information	<u>274,952</u>	<u>483,705</u>	<u>202,056</u>	<u>960,713</u>

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2024
	£	£	£	£
Policy research and Information	<u>363,345</u>	<u>444,639</u>	<u>165,708</u>	<u>973,692</u>

Support costs are those shared costs which relate to the operation of the organisation and include:

	Total 2025	Total 2024
	£	£
Staff costs (See Note 4)	70,385	68,747
Depreciation	3,358	3,943
Legal & Consultancy	13,856	9,324
Office running costs	61,671	59,579
Telephone and postage	2,854	2,864
Printing, stationery and design	1,391	2,699
Accountancy and payroll	5,034	4,851
Other costs	<u>26,988</u>	<u>125</u>
	185,537	152,132
Governance costs		
Fees payable to Moore Kingston Smith LLP	10,629	10,600
Board expenses	5,890	2,976
	<u>202,056</u>	<u>165,708</u>

The basis of allocation of total overhead costs between direct and support costs is staff time.

Independent examiners fees

Independent examination fee	10,629	10,600
Accountancy and payroll	5,034	4,851
	<u>15,663</u>	<u>15,451</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)**

4 Staff Costs	2025	2024
	£	£
Gross pay	474,591	440,383
Social security	52,479	48,842
Pension contributions	20,631	19,066
	<u>547,701</u>	<u>508,291</u>
Other staff costs	6,389	5,095
	<u>554,090</u>	<u>513,386</u>

Staff remuneration over £60,000:

	2025	2024
£60,000 - £70,000	-	2
£70,000 - £80,000	1	-
£90,000 - £100,000	-	1

This includes salary but excludes social security costs and employer pension contributions

No trustees were reimbursed for expenses relating to subscriptions (2024: none). One trustee was reimbursed for expenses incurred of £170 (2024: one trustee was reimbursed for expenses incurred of £275 for travel to board meetings). No trustees received any remuneration in the year (2024: none).

Key management personnel comprise the trustees, Chief Executive, Business Manager, and the Deputy Chief Executive. Total employee benefits for these individuals in 2024-25 were £262,561 (2024: £248,857). This figure includes salaries, employer pension contributions and social security costs. There are no other pecuniary benefits for senior or other staff at the Charity.

During the year there was a new Chief Executive appointed on 1 October 2024. Total combined benefits for both of the Chief Executives in 2024-25 were £110,590 (2024: £109,840), comprising salary £94,521 (2024: £97,623), employer pension contributions £4,281 (2024: £nil) and social security costs £11,788 (2024: £12,217).

The average number of staff employed, including part time staff, allocated according to function was:

	2025	2024
	Number	Number
Central charitable activities	<u>12</u>	<u>11</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)**

5 Tangible Fixed Assets

	Fixtures, fittings and equipment £
Cost	
At 1 April 2024	84,383
Additions	2,753
Disposals	-
At 31 March 2025	87,136
Depreciation	
At 1 April 2024	77,095
Charge for the year	3,357
Eliminated on disposal	-
At 31 March 2025	80,452
Net Book Value	
At 31 March 2025	6,684
At 31 March 2024	7,288

All fixed assets are held for use by the charitable company.

	2025 £	2024 £
6 Debtors		
Other debtors	164,268	148,626
Prepayments	19,044	17,405
	183,312	166,031

All debtors are financial instruments measured at present value.

	2025 £	2024 £
7 Creditors: Amounts falling due within one year		
Trade creditors	30,346	97,828
VAT liability	2,001	3,172
Accruals	17,100	13,494
	49,447	114,494

Included within the figure for accruals is £3,005 (2023: £1,779) owing to the NEST pension scheme.

All creditors, except accruals, are financial instruments measured at present value.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)**

8 Restricted Funds		Funds brought forward April 2024 £	Incoming resources £	Resources expended £	Transfers from General funds £	Funds carried forward March 2025 £
Cross Risk Factors Collaboration	(a)	-	30,002	(63,437)	33,435	-
Local Authority Tobacco Control	(b)	-	37,100	(44,319)	7,219	-
NHS England Supporting NHS Long-Term Plan Tobacco Priorities	(c)	-	-	-	-	-
		<u>-</u>	<u>67,102</u>	<u>(107,756)</u>	<u>40,654</u>	<u>-</u>
		<u>-</u>	<u>67,102</u>	<u>(107,756)</u>	<u>40,654</u>	<u>-</u>
		£	£	£	£	£
Cross Risk Factors Collaboration	(a)	-	51,740	(59,755)	8,015	-
Local Authority Tobacco Control	(b)	-	34,370	(37,568)	3,198	-
NHS England Supporting NHS Long-Term Plan Tobacco Priorities	(c)	-	49,999	(154,242)	104,243	-
		<u>-</u>	<u>136,109</u>	<u>(251,565)</u>	<u>115,456</u>	<u>-</u>
		<u>-</u>	<u>136,109</u>	<u>(251,565)</u>	<u>115,456</u>	<u>-</u>

- (a) This project is for research into Cross Risk Factors (smoking, alcohol and obesity) and is funded by Cancer Research UK.
- (b) This project provides an annual tobacco control report tracking Local Authority activity in tobacco control and consists of a grant from Cancer Research UK.
- (c) This funding from NHS England is for activities to promote the NHS Long-Term Plan Tobacco Priorities. Funding was received in 2023-24 but was not agreed during 2024-25, so the project was wound-up.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)**

9 Designated Funds	Funds brought forward April 2024	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2025
	£	£	£	£	£
Capital equipment	7,288	-	(3,357)	2,753	6,684
	<u>7,288</u>	<u>-</u>	<u>(3,357)</u>	<u>2,753</u>	<u>6,684</u>
	Funds brought forward April 2023	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2024
	£	£	£	£	£
Capital equipment	9,129	-	(3,943)	2,102	7,288
	<u>9,129</u>	<u>-</u>	<u>(3,943)</u>	<u>2,102</u>	<u>7,288</u>

The capital equipment fund equates to the value of tangible fixed assets. These are not liquid assets or easily realisable.

10 General Funds	Funds brought forward April 2024	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2025
	£	£	£	£	£
Central funds	933,655	845,970	(849,600)	(43,407)	886,618
	<u>933,655</u>	<u>845,970</u>	<u>(849,600)</u>	<u>(43,407)</u>	<u>886,618</u>
	Funds brought forward April 2023	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2024
	£	£	£	£	£
Central funds	1,002,193	767,204	(718,184)	(117,558)	933,655
	<u>1,002,193</u>	<u>767,204</u>	<u>(718,184)</u>	<u>(117,558)</u>	<u>933,655</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025 (CONTINUED)

11 Analysis of Net Assets between Funds	Fixed assets £	Net current assets £	Total 2025 £
Restricted funds:	-	-	-
Unrestricted funds:			
Designated funds	6,684	-	6,684
General funds	24	886,594	886,618
	6,708	886,594	893,302
	Fixed assets £	Net current assets £	Total 2024 £
Restricted funds:	-	-	-
Unrestricted funds:			
Designated funds	7,288	-	7,288
General funds	24	933,631	933,655
	7,312	933,631	940,943

12 Operating Lease Commitments

The company had annual commitments under operating leases as follows:

	2025 Land and Buildings £	2024 Land and Buildings £
Expiring:		
- within 1 year	35,333	30,799
- in between two and five years	138,191	24,106
	173,524	54,905

During the year £35,268 (2024: £33,900) has been recognised as an expense in the SOFA (part of office running costs) .

A new 5 year lease was signed during the year ended 31 March 2025.

13 Related Party Transactions

Jane Ellison is a Non-Executive Director of NHS England (from February 2024). ASH received funding of £nil from NHS England in the financial year to 31 March 2025 (2024: £49,999). During the year ASH held its Annual General Meeting at Cinema Museum for which a payment of £1,000 was made. A trustee of the venue is the spouse of the charity's former Chief Executive.

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales - Charity number 262067

Accounts

ACTION ON SMOKING AND HEALTH
(A company limited by guarantee and not having a share capital)

Company No. 00998971
Charity No. 262067

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2024

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Action on Smoking and Health Report of the Trustees 31st March 2024

The Trustees are pleased to present their report and the financial statements of the charity for the year ended 31st March 2024.

Legal & Administrative Details

Legal Status

Action on Smoking and Health (“ASH”) is registered in England as company number 00998971 and as charity number 262067.

Registered Office

Unit 2.9, The Foundry, 17 Oval Way, London SE11 5RR.

Website

www.ash.org.uk

Directors & Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law and throughout this report are referred to as the Trustees. The following Trustees (Honorary Officers as indicated) were in office at the 31st March 2024 and had served throughout the year, except where shown:

Dr Sanjay Agrawal	-	
Dr Somen Banerjee	-	
Linda Cuthbertson	-	
Alex Duncan	-	from 19 th September 2023
Jane Ellison	-	from 19 th September 2023
Nick Forbes	-	
Kate Harrison	-	Treasurer
Dr Anthony Laverty	-	
Professor Nick Hopkinson	-	Chair
<i>Jonathan McShane</i>	-	<i>resigned 12th January 2023</i>
Professor Rachael Murray	-	
Dr Debbie Robson	-	
Leanne Scott	-	from 12 th December 2023
Dr Helen Walters	-	Vice-Chair

Senior Staff

The senior member of staff to whom day to day management of the charity is delegated by the Trustees is the Chief Executive, Deborah Arnott. The Company Secretary is the Business Manager, Philip Rimmer.

In September 2023, ASH Chief Executive Deborah Arnott announced that she would retire at the end of September 2024. Following a thorough recruitment process, current Deputy Chief Executive, Hazel Cheeseman has been appointed as the new Chief Executive, with effect from 1st October 2024.

Independent examiner

Adam Fullerton, Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, ECA 2AP

Principal Bankers

Barclays Bank plc, Leicester, LE87 2BB.

**Action on Smoking and Health
Report of the Trustees
31st March 2024**

Structure, Governance & Management

ASH was founded in 1971 by the Royal College of Physicians and is a company limited by guarantee without share capital. Its governing document is its Articles of Association.

The Trustees form the Board of Management of the charity. For the purposes of the Companies Act 2006 as the Directors of ASH they are also Members of the Advisory Council. The Trustees are elected by the other Members of the Advisory Council, who are also the members of the Company, at the Annual General Meeting. Not more than one third of the Trustees are required to retire at each Annual General Meeting. Retiring Trustees are eligible for re-election.

The Chief Executive of ASH, a paid member of staff, is responsible for the day to day running of the organisation and is responsible to the Board of Management which usually meets four times a year and is responsible for setting the strategic objectives.

So as to maintain a pool of skilled potential Trustees, new Advisory Council Members are regularly sought by the Board of Management, particularly from within the health, public health, public relations and political spheres. As new Trustees are recruited from the membership of the Advisory Council they tend to be grounded in the policies, working practices and procedures of the Board.

All new Trustees are advised of their responsibilities by the Chair and the Business Manager. In addition they receive an induction pack containing Board policies and advice booklets from the Charity Commission. The training needs of the Trustees are examined and acted upon as part of the regular review of risks.

Remuneration Policy

The governing principles of the Charity's remuneration policy are as follows:

1. to ensure delivery of the Charity's objectives;
2. to attract and retain a motivated workforce with the skills and expertise necessary for organisational effectiveness;
3. that remuneration should be equitable and coherent across the organisation;
4. to take account of the purposes, aims and values of the Charity;
5. to ensure that pay levels and pay increases are appropriate in the context of the interests of our beneficiaries.

Senior Executive Remuneration

In relation to deciding remuneration for the Charity's Chief Executive, the Charity considers the potential impact of remuneration levels and structures of senior executives on the wider Charity workforce and will take account of the following additional principles:

1. to ensure that the Charity can access the types of skills, experiences and competencies that it needs in its senior staff, the specific scope of these roles in the Charity and the link to pay;
2. the nature of the wider employment offer made to senior employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the public benefit delivered. The Charity recognises that it is, on occasion, possible to attract senior executives at a discount to public sector or private sector market rates.

The salary of the Chief Executive see note 4 on page 21.

**Action on Smoking and Health
Report of the Trustees
31st March 2024**

Related Parties and Partner Organisations

There have been related party transactions during the year, see note 13 for further details.

Statement of Risk

The Trustees have examined the major risks to which the Charity is exposed and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to mitigate these risks. Detailed consideration of risks is delegated to the Business Manager, who acts as Risk Manager and reports to the Board. Risks are identified, assessed and controls established throughout the year with a comprehensive review taking place at a minimum every year, most recently during December 2023 to June 2024. The following risks have been assessed as being significant:

Risk	Mitigation
<p>Changes in Government policies, funding for policies or attitudes. The serious undermining of ASH's work or Government actions which impact on the work we need to do:</p> <ul style="list-style-type: none"> • The possibility of radical shifts in Government policy after the 2024 General Election. In recent years, tobacco control policy has ceased to be an issue of serious contention between parties though it remains so for individual MPs and Peers. • Funding cuts to Government work on tobacco control policies. The DHSC team has already been cut back over a period of years, including ending funding ASH work, and other relevant areas of Government activity will face spending cuts during the period of this Parliament. 	<ul style="list-style-type: none"> • ASH has worked well in the past with Conservative, Labour and Coalition administrations. Key staff continue with work to maintain good and friendly relations with key political and civil service decision makers and with relevant individuals in all political parties. • We have secured a strong relationship with NHS England teams working on prevention and health inequalities. • We continue to have regular meetings with staff at the Office of Health Improvement and Disparities (OHID) working on tobacco to ensure we are up to date on public health priorities and can provide input as appropriate. • Networking to ensure Smoke Free Action Colaitin (SFAC) members continue to support tobacco control policies.
<p>Cyber Security This would include any unauthorised access to email accounts, documents, financial records and other data stored on the Cloud and our bank accounts. Any of these would seriously impact our ability to do our work in the short term.</p>	<ul style="list-style-type: none"> • Staff training and awareness raising with a particular emphasis on phishing emails and running software updates. • Regular back-ups of data - back-ups are made on an ongoing basis and, should access be lost, or data compromised, we can be up and running again within 24 hours. • Regular updates of all software - Firewall and virus protection kept up-to-date on both office based PCs and home based laptops. This is ongoing and automatic. All networked, personal drives and e-mail are stored on The Cloud. • Use of strong passwords.

Action on Smoking and Health Report of the Trustees 31st March 2024

	<ul style="list-style-type: none"> • Maintaining an effective working relationship with our external IT support supplier and taking their advice. • Maintaining the physical security of hardware.
<p>Excessive dependence on a limited number of sources of funding. ASH is fortunate in that it has a record going back to the 1990s of receiving what is, in effect, core funding from BHF and CRUK. Such funding is becoming increasingly rare. Our continuing reliance on 2 core funders remains a serious weakness.</p>	<ul style="list-style-type: none"> • ASH undertakes an ongoing search for new sources of project funding, be it grants or contract work. • In the past 7 years, sources have included OHID/PHE, NHS England, Fresh/Balance, Greater Manchester Health & Social Care Partnership, ASH in Wales, Royal College of Psychiatrists and various universities. • A reserves policy that permits 6-12 months cash reserves. This will help to mitigate a reduction, or ceasing, in funding. Reduce the need to cut costs quickly and allow for a gradual, properly managed re-structuring of the charity over a 12 month period. • Should ASH lose both sources of core funding, the two most realistic options would be to seek to merge, or be taken over by, another charity active in our field, or winding-up.

The next comprehensive review of risk is due to take place during 2024-25.

Objectives

As stated in its Articles of Association, the objectives of the Charity are:

1. to preserve and protect the health of the public against the harmful effects of cigarette or other tobacco products; and
2. to advance the education of the public about the effects of cigarette and other tobacco and nicotine products.

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Activity and impact report

ASH seeks to bring about change through advocacy, networking coalition building and information provision. During 2020-21, the organisation developed a new comprehensive Strategic Plan for 2021-24. During this financial year, we have delivered against the plan, as set out in the Activity Report below.

Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

Action on Smoking and Health Report of the Trustees 31st March 2024

Strategy & Plans for Future Periods

The Strategic Plan for 2021-24 was developed between December 2020 and March 2021, informed by a series of interviews with key stakeholders and ASH Trustees, an online questionnaire and a series of strategic planning meetings held in the first quarter of 2021.

ASH seeks to bring about change through policy advocacy, coalition building and information provision. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

There are three primary strategic aims, each of which has a number of specific policy objectives. These aims are:

1. Secure resources for national, regional and local tobacco control to deliver Smokefree 2030 for all.
2. Advance UK position as a global leader in tobacco policy to deliver Smokefree 2030 for all.
3. Minimise smoking-related health inequalities to deliver Smokefree 2030 for all.
4. Secure organisational sustainability.

These aims, and their associated objectives, amount to a policy blueprint for government and the public health community. They describe the policies that ASH believes are essential to the delivery of a Smokefree 2030 for all, policies that ASH:

- will make the case for, using the best available evidence;
- will build support for, drawing on its extensive professional partnerships and networks; and
- will campaign for, with the help of its supporters in parliament and the wider public arena.

Each of these aims is explicitly linked to our goal of delivering Smokefree 2030 for all. The three aims are all equally important to achieving this goal. Appropriate resourcing is needed to deliver ambitious policy, and the achievement of the 2030 goal *for all* requires a clear focus on tackling inequalities. The aims are underpinned by a fourth aim that supports the delivery of, the other three: securing organisational sustainability for ASH.

There is no explicit prioritisation or sequencing as this will be a matter for more detailed discussion at an operational level and will change over time as the environment we work in changes. The following general points are, however, relevant:

- ASH does not make the political weather but we do our best to influence it.
- We take a long view and are proactive in building public support for policies as a foundation for achieving political support.
- We respond quickly, and opportunistically when necessary, to political timetables and events. The government commitment to publish a new Tobacco Control Plan is likely to dominate our immediate work programme.
- ASH has nurtured many successful partnerships and relationships and these will remain at the heart of the work of the organisation. Existing mechanisms and agents of change are always our first port of call.

In September 2023, ASH Chief Executive Deborah Arnott announced that she would retire at the end of September 2024. Following a thorough recruitment process, current Deputy Chief Executive, Hazel Cheeseman has been appointed as the new Chief Executive, with effect from 1st October 2024. Following on from this and the General Election and change of government in July 2024, the Trustees have agreed that the process for a new Strategic Plan for 2025 onwards will begin in autumn 2024 and be concluded by the end of the year.

The full ASH strategic plan for 2021-24 can be found on our website www.ash.org.uk.

Action on Smoking and Health

Report of the Trustees

31st March 2024

Activity Report

Creating a smokefree generation (Strategic aims 1,2,3)

In October 2023 the Prime Minister pledged to create a smokefree generation in his conference speech. In response ASH embarked on an ambitious programme of work to support the Tobacco and Vapes Bill is passed into law. This has consisted of:

- Working closely with SFAC partners, in particular Cancer Research UK to build a comprehensive public affairs campaign and ensure that the health community is speaking with one voice.
- Engaging with parliamentarians to build political support for the Bill. We ran three parliamentary events, provided written and verbal evidence to the Bill Committee and produced briefings and speaking notes for MPs in support of the legislation.
- Mobilising the wider health community in support of the Bill through tailored communications and events. We produced a suite of materials to support partners including briefings; template letters and press releases; and FAQs. We coordinated letters of support from key stakeholders including local councillors. In addition to this, ASH coordinated a webinar to help mobilise support for the Bill, featuring the Chief Medical Officer, Professor Sir Chris Whitty.
- Engaging the media through press releases and media appearances to highlight the overwhelming public and political support for the Bill. We commissioned polling showing public and retailer support for the Bill, which helped to create media opportunities and frame the media narrative in favour of the legislation.
- Responding to the government consultation on the Bill, coordinating responses from ASH-led coalitions the Mental Health and Smoking Partnership and Smoking in Pregnancy Challenge Group and working with Fresh to produce a template response which was disseminated to ASH networks and partners.

Although the Bill will not progress due to the general election, there is cross party support for the measures and ASH will continue to work to ensure that the Bill is reintroduced and passed into law in the next parliament.

Alongside the commitment to create a smokefree generation the government also announced further funding for tobacco control in line with recommendations made by ASH in the past. This included: £70m for local authority stop smoking services, £15m for mass media campaigns and £30m for enforcement.

This funding will bring the investment in stop smoking support back up to the level it was in 2012 and return investment in mass media and enforcement closer to their pre-2010 levels. This will help to motivate more smokers to quit and provide access to greater levels of support.

Developing UK approach to vaping (Strategic aims 1,2)

ASH has strong track record in supporting the UK to take an evidence-based approach to vaping which seeks to utilise vaping for adult smokers to switch while minimising the risk of youth uptake. The following government announcements on vaping during the year align with longstanding ASH recommendations:

Action on Smoking and Health

Report of the Trustees

31st March 2024

- April 2023: National ‘swap to stop’ scheme to offer 1 million smokers vapes to quit alongside behavioural support.
- November 2023: The Tobacco and Vapes Bill announced in the King’s Speech includes proposals to:
 - Restrict the flavours and descriptions of vapes so that vape flavours are no longer targeted at children.
 - Regulate point of sale displays in retail outlets so that vapes are kept out of sight from children.
 - Regulate vape packaging and product presentation, ensuring that neither the device nor its packaging is targeted to children.
 - Close loopholes in the law which allow children to get free samples and buy non-nicotine vapes.
- January 2024: Ban the sale of disposable vapes, which are clearly linked to the rise in vaping in children. ASH proposed taxing these products more heavily as an alternative to an outright ban but following the announcement worked closely with trading standards and enforcement colleagues and officials in DEFRA on how the ban could be implemented most effectively.
- March 2024: Introducing a new excise duty on vaping products to make them less affordable to children.

These announcements reflect recommendations set out in the APPG on Smoking and Health’s 2021 report, developed by ASH, and the ASH response to the government’s call for evidence on youth vaping (June 2023), oral evidence to the Health and Social Care Select Committee session on vaping (June 2023) and the ASH submission to the ‘creating a smokefree generation’ consultation. Several of the vaping measures taken forward by the government were previously proposed as amendments to the Health and Care Bill in 2022 by members of the All Party Parliamentary Group (APPG) on Smoking and Health with ASH support.

ASH has undertaken a substantial programme of professional, public, media and political engagement to improve awareness and understanding of the scale of vaping in the population and relative risk of vaping vs smoking including:

- Continuing to publish the annual ASH factsheets on vaping among GB adults and children. These factsheets are widely cited including by government and the media and are an important avenue for engaging the media and other stakeholders.
- Equipping professionals to support smokers to switch to vaping and have evidence-based conversations about vaping among adults and children.
- Regularly appearing in the media to discuss vaping.
- Publishing a myth-buster on vaping for the public and journalists. This document addresses many of the myths and misconceptions promoted in media coverage of vaping and sets out the latest evidence.

Involving people with lived experience (Strategic aim 3)

ASH has made increasing efforts to ensure that the voices of smokers are represented in our work, as part of our commitment to minimising health inequalities. ASH has founded a new Mental Health and Smoking Lived Experience Group which comprises five ‘experts by experience’ who all have a history of tobacco use and mental health conditions. The group meets once every two months, contributing to or reviewing work done by ASH, or our partners, relating to the intersection of mental health and smoking.

Action on Smoking and Health

Report of the Trustees

31st March 2024

Group activity includes:

- Providing feedback on the latest Care Quality Commission (CQC) guidance on smokefree policies in mental health inpatient settings at a webinar of over 180 CQC and NHS colleagues.
- Feeding into work being done at Kings College London on messaging for mass media campaigns on smoking and mental health and reviewing several upcoming ASH documents.
- One member of the Group attended a 'smoking survivors' APPG on Smoking and Health event in parliament on 13th March and was able to meet their local MP and share their story of quitting smoking. This was covered by local media in their constituency.

Supporting local government (Strategic aims 2,3)

ASH has long called for funding for local government run stop smoking services to be reinstated after years of erosion to the public health grant. In October 2023, the Government announced a £70m boost to these services in line with ASH's call to action. ASH has published guidance in collaboration with Association of Directors of Public Health on how local authorities should approach spending this funding.

In February 2024, ASH published the findings from the latest annual survey of local tobacco control. The findings are set in the context of 10 years since tobacco control responsibility was transferred from the NHS to local government. Cancer Research UK continue to fund this work so that we can tailor support to local government and support ASH's national policy influencing by ensuring local tobacco control activity is effectively supported.

In November, ASH soft-launched an updated version of the Ready Reckoner. The figures included new costs of smoking based on analysis undertaken for our Cost Benefit and Public Finance model by Landman Economics which includes Gross Value Added and social care cost estimates that had not previously been included. The new cost of smoking to society figure is £49.2bn per year in England. The tool was publicly launched to mark the close of the smokefree generation consultation on 6 December.

In November, ASH also released an update to the Economic and Health Inequalities Dashboard. The tool gives an overview of smoking rates in certain groups at national, regional, local authority and combined authority levels. It highlights inequalities based on mental health, job type and housing, as well as showing the impact of smoking on mortality, poverty, unemployment, care needs and costs, pregnancy, and youth uptake.

In addition to our support to local government we have provided further support to regional tobacco control, promoting our regional toolkit and encouraging areas to pool funding and establish programmes across a wider footprint. All parts of England are now actively considering a model on these lines.

Supporting implementation of NHS Long Term Plan (Strategic aims 1,3)

ASH held several webinars for NHS professionals in 2023-24. The purpose of these webinars was to support stop smoking activity in the NHS and create a forum where people can share learning and best practice. A summary of the webinars is below:

Action on Smoking and Health

Report of the Trustees

31st March 2024

- May 2023: ASH hosted a webinar on “Quitting smoking through vaping”. This webinar explored how e-cigarettes are being used by services to support smokers to quit and included an update from Office for Health Improvement and Disparities (OHID) on the new vape procurement platform, followed by case studies from NHS and local authority services which are utilising e-cigarettes to increase smoking cessation among staff and service users.
- July 2023: ASH and NHS Midlands and Lancashire Commissioning Support Unit (MLCSU) hosted the first in the 2-part series of network events on solutions to improve the pathway for tobacco dependency treatment services. The event included updates from NHS and local authority colleagues.
- October 2023: ASH hosted the second in our 2-part series of network events on solutions to improve the pathway for tobacco dependency treatment services. The event was chaired by Dr Matthew Evison, Manchester University NHS Foundation Trust, Lung Cancer Physician and clinical lead for the CURE programme Tobacco Addiction. The event explored the experiences of those in Acute, Mental Health and Maternity settings implementing tobacco treatment services and the role of Nicotine Replacement Therapy (NRT) and quality improvement approaches.
- March 2024: ASH hosted a webinar “Learning from the COSTED trial and translating it into practice”. The event disseminated the outcomes from the COSTED trial of stop smoking support alongside vapes for patients in emergency departments.

ASH have published several briefings for NHS audiences to aid implementation and integration of Tobacco Dependency Treatment Services. These include briefings on ‘Addressing winter pressures through treating tobacco dependency’ and briefings for Integrated Card Boards (ICBs) on Joint Forward Plans and Core20Plus5.

Improving support for smokers with mental health conditions (Strategic aim 3)

ASH continues to facilitate the Mental Health and Smoking Partnership (MHSP), a coalition of leading organisations working in the mental health sector. The Partnership meets regularly with ASH co-ordinating the agenda and providing support to the co-chairs Mark Rowland, Chief Executive of the Mental Health Foundation and Professor Ann McNeill from King’s College London.

In April 2023, ASH in collaboration with the University of York Mental Health and Addiction Research Group (MHARG) held a conference to bring together leading experts in mental health, public health, and tobacco control to discuss how the Smokefree 2030 ambition could be realised for people with mental health conditions.

This year ASH has supported the CQC in the revision of their guidance to inspectors on smoking in mental health settings. The updated guidance was published in January following a consultation process which ASH inputted into. The CQC adopted many of our initial recommendations and we have supported further dissemination.

ASH also coordinated a submission to the government’s smokefree generation consultation on behalf of the Partnership, which focused on the impact the smokefree generation policy would have on those with mental health conditions. The submission was able to draw attention to the disproportionate impact of smoking on those with mental health conditions and explain the benefits the new legislation would have for this population. ASH subsequently coordinated a written submission to the Tobacco and Vapes Bill committee from the Partnership.

Action on Smoking and Health

Report of the Trustees

31st March 2024

Improving support for pregnant smokers (Strategic aim 3)

ASH continues to facilitate the Smoking in Pregnancy Challenge Group, a coalition of leading organisations in the maternity sector. In December 2023, the Group celebrated its 10 year anniversary at an event in parliament hosted by the APPG on Smoking and Health and the APPG on Baby Loss. The event was attended by the Public Health Minister, Shadow Public Health Minister, parliamentarians and key stakeholders and professionals from the maternity sector. At the event, the public health minister Andrea Leadsom announced that the government's financial incentive scheme would be extended to include partners of pregnant women who smoke.

Alongside the anniversary event, ASH published '*A Manifesto for Smokefree Beginnings*', a report setting out the Challenge Group's key recommendations for reducing maternal smoking rates. This report will inform the Group's ongoing advocacy activity. The report demonstrated consensus among the Challenge Group organisations regarding reducing smoking during pregnancy, bringing together the evidence base, and reflecting on the changing context. It serves as a useful guide for maternity professionals as it lays out the effective work of the Smoking in Pregnancy Challenge Group, while urging the need for further advocacy.

Over the years, ASH has developed best practice guidance for professionals working to help pregnant smokers quit and continues to distribute these resources for free to maternity units across the country. As of December 2023, ASH had distributed more than 2 million items to the sector over the last 10 years. The items distributed include handouts and leaflets designed to support conversations with pregnant smokers.

In October 2023, ASH held a workshop at the International Society for the Study and Prevention of Perinatal and Infant Death (ISPID) international conference on stillbirth taking place in Florence, which set out the English experience of tackling smoking during pregnancy. The event was an opportunity to showcase the work of ASH and the Challenge Group to an international audience, including attendees from the US and elsewhere.

ASH coordinated a submission to the government's smokefree generation consultation on behalf of the Challenge Group. The submission was able to draw attention to the impact of maternal smoking on child and maternal health, the concentration of maternal smoking in the most deprived groups and the impact the smokefree generation policy would have on rates of maternal smoking.

In April 2023, the government announced a national scheme to provide financial incentives to all pregnant women who smoke. ASH has been advocating for a national financial incentive scheme for many years and has worked closely with academic experts and maternity practitioners to translate the evidence base for incentives into practice-focused guidance and national policy recommendations.

Partnerships & Communications

Underpinning all of our activity is our valuable networks and communications activity. Through the year we provided over 90 updates to our 4 networks:

- Smokefree Action Coalition (over 600 members)
- Councillor Network (92 members)
- Smokefree pregnancy network (over 1000 members)
- Mental health and smoking network (over 500 members)

Action on Smoking and Health

Report of the Trustees

31st March 2024

ASH Daily News goes out every weekday with a summary of relevant smoking, public health and political news to around 1800 subscribers. In 2023-24 ASH published 22 fact sheets reports and briefings (compared to 20 in 2022-23) and produced 23 resources relating to the Tobacco and Vapes Bill, including targeted briefings, letter templates, FAQs and consultation drafts. In addition, we submitted 8 responses to government consultations and calls for evidence.

ASH issued 46 press releases, was interviewed for television 23 times and 41 times on the radio (compared to 24 and 35 in 2022-23). ASH quotes or data appeared 3,394 times in print or online (compared to 3,577 in 2022-23). Over the year there were 101,000 user sessions recorded on the ASH website and 14,000 recorded to the Smokefree Action Coalition website. ASH X/Twitter has around 7,000 followers, with 1,921 impressions per tweet.

Secure organisational sustainability

At all times, ASH endeavours to maximise efficiency and minimise organisational costs. We continue to support our staff with flexible and hybrid working options.

Finance

Investments Policy

When not required, the free reserves held by the charity are held on deposit and may be placed on short-term Treasury Deposits at the discretion of the Business Manager.

Principal Funding Sources

Core funding for the entire program of work of the Charity was provided by:

- Cancer Research UK;
- British Heart Foundation.

Financial Review

The year saw a £70,379 decrease in funds. Total income of £903,313 was 14% higher than the previous year.

Charitable expenditure, at £973,692 increased by 27% on the previous year. ASH finished the year with cash balances of £882,094 (down £150,165 from last year) and net assets of £940,943.

Having made transfers of £117,558 from general funds to meet deficits on the various projects for which restricted funds were available, the balance of general funds at the end of the year decreased by £68,538 to £933,655.

Reserves Policy

Reserves are maintained at a level that enables the Charity to manage financial risk, such as the loss of funding sources, allowing the Charity to sustain current activities in the short-term and ensuring that financial commitments can be met as they fall due.

The reserves measure is on a 'managed cash' basis. 'Managed cash' includes all amounts available to finance the general activities of the Charity, and normally include the cash held in the Charity's bank accounts. The targeted level of reserves is a minimum of six months (£487,000) and a maximum of 12 months (£975,000), annualised forecast cash outflow. Six months is considered a reasonable time period considering the Charities two major funding sources are received

Action on Smoking and Health

Report of the Trustees

31st March 2024

quarterly in arrears.

If the Charity were to suffer a loss of a funding source, the reserves would allow only a short-term maintenance of current activity levels. Steps would still need to be taken to either replace the funding source or to change activities in the longer-term. The current level of managed cash (£882,094) is within the desired range.

Thanks

The Trustees would like to thank the British Heart Foundation, Cancer Research UK and our partners in the Smokefree Action Coalition for supporting our work during the year. In addition, they would like to thank all of the ASH staff for their work during the year.

Trustees' Responsibilities

The Trustees (who are also the Directors of Action on Smoking & Health for the purposes of company law) are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

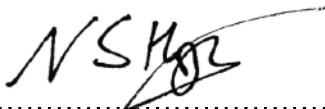
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small Company Exemption

The above report has been prepared in accordance with the special provisions of section 416 of the Companies Act 2006 relating to small companies and Section 162 of the Charities Act 2011.

On behalf of the Trustees



.....
Professor Nick Hopkinson
Chair

Date: 23/09/2024
.....

INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF ACTION ON SMOKING AND HEALTH

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

Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts carried out under the Charities Act 2011 ('the 2011 Act') under section 145. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

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

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

Moore Kingston Smith LLP

Adam Fullerton
(ICAEW)
For and on behalf of Moore Kingston Smith LLP
Chartered Accountants

6th Floor
9 Appold Street
London EC2A 2AP

Date: 24 September 2024

**ACTION ON SMOKING AND HEALTH
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2024**

	Note	Unrestricted Funds General £	Designated Funds £	Restricted Funds £	Total 2024 £	Unrestricted Funds General £	Designated Funds £	Restricted Funds £	Total 2023 £
Income and Endowments From:									
Unrestricted activities									
Grants	2a	642,592	-	-	642,592	614,802	-	-	614,802
Donations	2b	2,924	-	-	2,924	3,695	-	-	3,695
Interest		10,844	-	-	10,844	1,905	-	-	1,905
Charitable activities									
Grants	2a	-	-	136,109	136,109	-	-	120,481	120,481
Contract income		109,779	-	-	109,779	50,228	-	-	50,228
Other income		1,065	-	-	1,065	-	-	-	-
Total Income		767,204	-	136,109	903,313	670,630	-	120,481	791,111
Expenditure On:									
Charitable activities									
Policy Research and Information	3	718,184	3,943	251,565	973,692	621,301	3,892	140,629	765,822
Total Expenditure		718,184	3,943	251,565	973,692	621,301	3,892	140,629	765,822
Net income/(expenditure) for the year before transfers		49,020	(3,943)	(115,456)	(70,379)	49,329	(3,892)	(20,148)	25,289
Transfers	8, 9, 10	(117,558)	2,102	115,456	-	(15,723)	5,575	10,148	-
Net Movement in Funds		(68,538)	(1,841)	-	(70,379)	33,606	1,683	(10,000)	25,289
Funds brought forward		1,002,193	9,129	-	1,011,322	968,587	7,446	10,000	986,033
Funds carried forward		933,655	7,288	-	940,943	1,002,193	9,129	-	1,011,322
		Note 10	Note 9	Note 8		Note 10	Note 9	Note 8	

All results are from continuing activities.

No gains or losses arose in the year other than those shown above.

The notes on pages 17 to 25 form a part of these financial statements.

ACTION ON SMOKING AND HEALTH
(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)
BALANCE SHEET AT 31 MARCH 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed Assets					
Tangible assets	5		7,288		9,129
Investments			<u>24</u>		<u>24</u>
			7,312		9,153
Current Assets					
Debtors	6	166,031		100,304	
Cash at bank and in hand		<u>882,094</u>		<u>1,032,259</u>	
		1,048,125		1,132,563	
Creditors: Amounts falling due within one year					
	7	<u>(114,494)</u>		<u>(130,394)</u>	
Net Current Assets			<u>933,631</u>		<u>1,002,169</u>
Net Assets	11		<u>940,943</u>		<u>1,011,322</u>
Funds					
Restricted	8		-		-
Unrestricted					
Designated funds	9		7,288		9,129
General Funds	10		<u>933,655</u>		<u>1,002,193</u>
			<u>940,943</u>		<u>1,011,322</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the companies Act 2006 and with the Financial Reporting Standard 102 (effective January 2015).

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

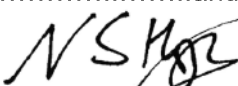
No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.


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

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The notes on pages 17 to 25 form a part of these financial statements.

These accounts were approved, and authorised for distribution, by the Board of Trustees on 23 September 2024 and signed on its behalf by:


.....
Professor Nick Hopkinson
Chair of the Board of Trustees


.....
Kate Harrison
Treasurer

Company number: 00998971
Charity number: 262067

**ACTION ON SMOKING AND HEALTH
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2024**

	2024	2023
	£	£
Cash flows from operating activities		
Net (expenditure)/income for the year	(70,379)	25,289
Adjustments for:		
Depreciation of tangible fixed assets	3,943	3,892
(Increase)/decrease in debtors	(65,727)	205,853
(Decrease)/increase in creditors	(15,900)	66,502
Interest received	(10,844)	(1,905)
Net cash (used)/generated by operating activities	(158,907)	299,631
Cash flows from investing activities		
Interest received	10,844	1,905
Purchase of tangible fixed assets	(2,102)	(5,575)
Net cash from investing activities	8,742	(3,670)
Change in cash and cash equivalents in the year	(150,165)	295,961
Cash and cash equivalents at beginning of year	1,032,259	736,298
Cash and cash equivalents at end of year	882,094	1,032,259
 Analysis of cash and cash equivalents		
Cash at bank and in hand	882,094	1,032,259
	882,094	1,032,259

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charitable company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

The financial statements have been prepared under the historical cost convention. They are prepared in sterling, which is the functional currency of the charity. Amounts presented are rounded to the nearest pound.

Going concern

During this financial year the trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. This year, this requires consideration of its principal funders and the wider economy. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on income. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

Company status

The charity is a company limited by guarantee, registered in England & Wales. In the event of the charity being wound up, the liability of each member in respect of the guarantee is limited to £1.

Income

All income including government grant income is recognised when there is entitlement to the funds, the receipt is probable and the amount can be measured reliably. Where income is received in advance of meeting any performance-related conditions, there is not unconditional entitlement to the income. The recognition of this income therefore is deferred and included in creditors as deferred income until the performance-related conditions are met. Legacies are included in the accounts at the point where the amount receivable can be measured with sufficient reliability; this is normally the point of receipt by the charity.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

Resources expended

Expenditure is included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure has been classified under headings that aggregate all costs related to the category.

- Charitable activities include expenditure associated with the development of policy, research, information and related activities and include both the direct costs and support costs relating to those activities.
- Support costs are the costs of central functions which relate to the whole organisation. These have been allocated to cost categories on the basis of staff time occupied in each area.
- Governance costs comprise the independent examiners fees and board expenses.

Pension contributions

The charitable company makes contributions to a defined contribution scheme for eligible members of staff the amount being determined in relation to the individual's current salary.

Operating leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

Tangible fixed assets and depreciation

Items are capitalised as fixed assets if their cost exceeds £500.

Depreciation is provided on expenditure at rates calculated to write off each asset over its estimated remaining useful life. The estimated remaining useful lives of the classes of assets are as follows:

Fixtures, fittings and office equipment	3-5 years
---	-----------

Investments

Investments are held in tobacco related companies to give ASH the right to attend annual general meetings and receive relevant documents. The holdings are minimal and it is therefore considered appropriate to disclose them at historical cost rather than market value as required by SORP. There is no material difference between the cost and the market value.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the objectives of the charity. Designated funds are also unrestricted funds but have been designated by the trustees for a particular purpose and includes the net book value of tangible fixed assets used by the charitable company in its operational activities. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes. The aim and use of each restricted and designated fund is given in the notes.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

Gifts in kind

Where services are provided to the Charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the Charity.

Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Other financial instruments

i. Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

ii. Debtors and creditors

Debtors receivable and creditors payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2a Grants	2024	2023
	£	£
<i>Unrestricted grants received</i>		
Supporting charities	642,592	614,802
<i>Restricted grants arising from charitable activities</i>		
Supporting charities	86,110	65,481
NHS England	49,999	55,000
	136,109	120,481
2b Donations	2024	2023
(All unrestricted)	£	£
Donations	2,924	3,695

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

3 Charitable activities

The detailed charitable activities are more fully described in the trustees' report and relate to interlinked areas of policy, research and information.

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2024
	£	£	£	£
Policy research and Information	<u>363,345</u>	<u>444,639</u>	<u>165,708</u>	<u>973,692</u>

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2023
	£	£	£	£
Policy research and Information	<u>233,445</u>	<u>379,320</u>	<u>153,057</u>	<u>765,822</u>

Support costs are those shared costs which relate to the operation of the organisation and include:

	Total 2024 £	Total 2023 £
Staff costs (See Note 4)	68,747	62,907
Depreciation	3,943	3,892
Legal & Consultancy	9,324	12,181
Office running costs	59,579	52,619
Telephone and postage	2,864	1,484
Printing, stationery and design	2,699	1,478
Accountancy and payroll	4,851	3,892
Other costs	125	2,403
	<u>152,132</u>	<u>140,856</u>
Governance costs		
Independent examination fee	10,600	9,000
Board expenses	2,976	3,201
	<u>165,708</u>	<u>153,057</u>

The basis of allocation of total overhead costs between direct and support costs is staff time.

Independent examiners fees

Independent examination fee	10,600	9,000
Accountancy and payroll	4,851	3,892
	<u>15,451</u>	<u>12,892</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

4 Staff Costs	2024 £	2023 £
Gross pay	440,383	380,195
Social security	48,842	42,715
Pension contributions	19,066	17,032
	508,291	439,942
Other staff costs	5,095	2,285
	513,386	442,227

The remuneration of 2 members of staff (2023: 1 member of staff) fell into the range £60,000 - £70,000 (2023: £60,000 - £70,000) and 1 member of staff (2023: 1 member of staff) fell into the range £90,000 - £100,000 (2023: £90,000 - £100,000). This figure includes salary but excludes social security costs and employer pension contributions.

No trustees were reimbursed for expenses relating to subscriptions (2023: one trustee was reimbursed £889 for two subscriptions). One trustee was reimbursed for expenses incurred of £275 (2023: none) for travel to board meetings. No trustees received any remuneration in the year (2023: none).

Key management personnel comprise the trustees, Chief Executive, Business Manager, and the Deputy Chief Executive. Total employee benefits for these individuals in 2023-24 were £248,857 (2023: £238,745). This figure includes salaries, employer pension contributions and social security costs. There are no other pecuniary benefits for senior or other staff at the Charity.

Total employee benefits for the Chief Executive in 2023-24 were £109,840 (2023: £105,161), comprising salary £97,623 (2023: £92,974), employer pension contributions £nil (2023: £nil) and social security costs £12,217 (2023: £12,187).

The average number of staff employed, including part time staff, allocated according to function was:

	2024 Number	2023 Number
Central charitable activities	11	10
	11	10

5 Tangible Fixed Assets

Cost	2024 Number	2023 Number
At 1 April 2023		82,281
Additions		2,102
Disposals		-
At 31 March 2024		84,383
Depreciation		
At 1 April 2023		73,152
Charge for the year		3,943
Eliminated on disposal		-
At 31 March 2024		77,095
Net Book Value		
At 31 March 2024		7,288
At 31 March 2023		9,129

All fixed assets are held for use by the charitable company.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)**

6 Debtors	2024	2023
	£	£
Other debtors	148,626	86,373
Prepayments	17,405	13,931
	<u>166,031</u>	<u>100,304</u>

All debtors are financial instruments measured at present value.

7 Creditors: Amounts falling due within one year	2024	2023
	£	£
Trade creditors	97,828	107,578
VAT liability	3,172	5,601
Accruals	13,494	17,215
	<u>114,494</u>	<u>130,394</u>

Included within the figure for accruals is £1,779 (2023: £1,977) owing to the NEST pension scheme.

All creditors, except accruals, are financial instruments measured at present value.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)**

8 Restricted Funds		Funds brought forward April 2023 £	Incoming resources £	Resources expended £	Transfers from General funds £	Funds carried forward March 2024 £
NHS England Supporting NHS Long-Term Plan						
Tobacco Priorities	(a)	-	49,999	(154,242)	104,243	-
Cross Risk Factors Collaboration	(b)	-	51,740	(59,755)	8,015	-
Local Authority Tobacco Control	(c)	-	34,370	(37,568)	3,198	-
		<u>-</u>	<u>136,109</u>	<u>(251,565)</u>	<u>115,456</u>	<u>-</u>
		£	£	£	£	£
NHS England Supporting NHS Long-Term Plan						
Tobacco Priorities	(a)	-	55,000	(55,000)	-	-
Cross Risk Factors Collaboration	(b)	-	35,481	(40,484)	5,003	-
Local Authority Tobacco Control	(c)	-	30,000	(35,145)	5,145	-
Secondhand Smoking	(d)	10,000	-	(10,000)	-	-
		<u>10,000</u>	<u>120,481</u>	<u>(140,629)</u>	<u>10,148</u>	<u>-</u>

(a) This funding from NHS England is for activities to promote the NHS Long-Term Plan Tobacco Priorities.

(b) This project is for research into Cross Risk Factors (smoking, alcohol and obesity) and is funded by Cancer Research UK.

(c) This project provides an annual tobacco control report tracking Local Authority activity in tobacco control and consists of a grant from Cancer Research UK.

(d) This amount represents the legacy of Jean Matthews. The money was specified for use in campaigns against involuntary smoking. The expenditure of this happened during the year 2022-23 on work to reduce exposure to passive smoking during pregnancy

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)**

9 Designated Funds	Funds brought forward April 2023	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2024
	£	£	£	£	£
Capital equipment	9,129	-	(3,943)	2,102	7,288
	<u>9,129</u>	<u>-</u>	<u>(3,943)</u>	<u>2,102</u>	<u>7,288</u>
	Funds brought forward April 2022	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2023
	£	£	£	£	£
Capital equipment	7,446	-	(3,892)	5,575	9,129
	<u>7,446</u>	<u>-</u>	<u>(3,892)</u>	<u>5,575</u>	<u>9,129</u>

The capital equipment fund equates to the value of tangible fixed assets. These are not liquid assets or easily realisable.

10 General Funds	Funds brought forward April 2023	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2024
	£	£	£	£	£
Central funds	1,002,193	767,204	(718,184)	(117,558)	933,655
	<u>1,002,193</u>	<u>767,204</u>	<u>(718,184)</u>	<u>(117,558)</u>	<u>933,655</u>
	Funds brought forward April 2022	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2023
	£	£	£	£	£
Central funds	968,587	670,630	(621,301)	(15,723)	1,002,193
	<u>968,587</u>	<u>670,630</u>	<u>(621,301)</u>	<u>(15,723)</u>	<u>1,002,193</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

11 Analysis of Net Assets between Funds	Fixed assets £	Net current assets £	Total 2024 £
Restricted funds:	-	-	-
Unrestricted funds:			
Designated funds	7,288	-	7,288
General funds	24	933,631	933,655
	7,312	933,631	940,943
	Fixed assets £	Net current assets £	Total 2023 £
Restricted funds:	-	-	-
Unrestricted funds:			
Designated funds	9,129	-	9,129
General funds	24	1,002,169	1,002,193
	9,153	1,002,169	1,011,322

12 Operating Lease Commitments

The company had annual commitments under operating leases as follows:

	2024 Land and Buildings £	2023 Land and Buildings £
Expiring:		
- within 1 year	30,799	27,297
- in between two and five years	24,106	49,498
	54,905	76,795

During the year £33,900 (2023: £30,600) has been recognised as an expense in the SOFA (part of office running costs) .

13 Related Party Transactions

Jane Ellison is a Non-Executive Director of NHS England (from February 2024). ASH received funding of £49,999 from NHS England in the financial year to 31 March 2024 (2023: £55,000).

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales - Charity number 262067

Accounts

ACTION ON SMOKING AND HEALTH

(A company limited by guarantee and not having a share capital)

Company No. 00998971

Charity No. 262067

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2023

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Action on Smoking and Health

Report of the Trustees

31st March 2023

The Trustees are pleased to present their report and the financial statements of the charity for the year ended 31st March 2023.

Legal & Administrative Details

Legal Status

Action on Smoking and Health (“ASH”) is registered in England as company number 00998971 and as charity number 262067.

Registered Office

Unit 2.9, The Foundry, 17 Oval Way, London SE11 5RR.

Website

www.ash.org.uk

Directors & Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law and throughout this report are referred to as the Trustees. The following Trustees (Honorary Officers as indicated) were in office at the 31st March 2023 and had served throughout the year, except where shown:

Dr Sanjay Agrawal	-	
Dr Somen Banerjee	-	
Professor Paul Burstow	-	<i>resigned 5th August 2022</i>
Alison Cox	-	<i>resigned 25th October 2022</i>
Linda Cuthbertson	-	
Nick Forbes	-	co-opted 13 th December 2022
Kate Harrison	-	Treasurer
Dr Anthony Laverty	-	
Professor Nick Hopkinson	-	Chair
Jonathan McShane	-	
Professor Rachael Murray	-	
Dr Debbie Robson	-	
Dr Helen Walters	-	Vice-Chair

Senior Staff

The senior member of staff to whom day to day management of the charity is delegated by the Trustees is the Chief Executive, Deborah Arnott. The Company Secretary is the Business Manager, Philip Rimmer.

Independent examiner

Neil Finlayson, Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, ECA 2AP

Principal Bankers

Barclays Bank plc, Leicester, LE87 2BB.

Structure, Governance & Management

ASH was founded in 1971 by the Royal College of Physicians and is a company limited by guarantee without share capital. Its governing document is its Articles of Association.

Action on Smoking and Health

Report of the Trustees

31st March 2023

The Trustees form the Board of Management of the charity. For the purposes of the Companies Act 2006 as the Directors of ASH they are also Members of the Advisory Council. The Trustees are elected by the other Members of the Advisory Council, who are also the members of the Company, at the Annual General Meeting. Not more than one third of the Trustees are required to retire at each Annual General Meeting. Retiring Trustees are eligible for re-election.

The Chief Executive of ASH, a paid member of staff is responsible for the day to day running of the organisation and reports to the Board of Management which usually meets 4 times a year and is responsible for setting the strategic objectives.

In order to maintain a pool of skilled potential Trustees, new Advisory Council Members are regularly sought by the Board of Management, particularly from within the health, public health, public relations and political spheres. As new Trustees are recruited from the membership of the Advisory Council they tend to be grounded in the policies, working practices and procedures of the Board.

All new Trustees are advised of their responsibilities by the Chair and the Business Manager. In addition they receive an induction pack containing Board policies and advice booklets from the Charity Commission. The training needs of the Trustees are examined and acted upon as part of the regular review of risks.

Remuneration Policy

The governing principles of the Charity's remuneration policy are as follows:

1. to ensure delivery of the Charity's objectives;
2. to attract and retain a motivated workforce with the skills and expertise necessary for organisational effectiveness;
3. that remuneration should be equitable and coherent across the organisation;
4. to take account of the purposes, aims and values of the Charity;
5. to ensure that pay levels and pay increases are appropriate in the context of the interests of our beneficiaries.

Senior Executive Remuneration

In relation to deciding remuneration for the Charity's Chief Executive, the Charity considers the potential impact of remuneration levels and structures of senior executives on the wider Charity workforce and will take account of the following additional principles:

1. to ensure that the Charity can access the types of skills, experiences and competencies that it needs in its senior staff, the specific scope of these roles in the Charity and the link to pay;
2. the nature of the wider employment offer made to senior employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the public benefit delivered. The Charity recognises that it is, on occasion, possible to attract senior executives at a discount to public sector or private sector market rates.

The remuneration of the Chief Executive is disclosed in Note 4 on page 19.

Related Parties and Partner Organisations

None.

Action on Smoking and Health
Report of the Trustees
31st March 2023

Statement of Risk

The Trustees have examined the major risks to which the Charity is exposed and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to mitigate these risks. Detailed consideration of risks is delegated to the Business Manager, who acts as Risk Manager and reports to the Board. Risks are identified, assessed and controls established throughout the year with a comprehensive review taking place at a minimum every year, most recently during December 2022 to June 2023. The following risks have been assessed as being significant:

Risk	Mitigation
<p>Changes in Government policies, funding for policies or attitudes.</p> <p>The serious undermining of ASH's work or Government actions which impact on the work we need to do:</p> <ul style="list-style-type: none"> - the possibility of radical shifts in Government policy after a General Election. In recent years, tobacco control policy has ceased to be an issue of serious contention between parties though it remains so for individual MPs and Peers. - funding cuts to Government work on tobacco control policies. The DHSC team has already been cut back over a period of years and other relevant areas of Government activity will face spending cuts during the period of this Parliament. 	<p>ASH has worked well in the past with Conservative, Labour and Coalition administrations. Key staff, including the Chief Executive and Deputy Chief Executive, continue with work to maintain good and friendly relations with key political and civil service decision makers and with relevant individuals in all political parties.</p> <p>The last DHSC grant to ASH came to an end in 2021-22 . However, ASH has secured a strong relationship with NHS England (NHSE) teams working on prevention and health inequalities, and secured NHSE funding to support tobacco dependence treatment implementation which has to some extent made up the gap. Furthermore, we continue to have regular meetings with staff the Office of Health Improvement and Disparities (OHID) working on tobacco to ensure we are up to date on public health priorities and can provide input as appropriate.</p> <p>Networking to ensure Smoke Free Action Coalition (SFAC) members continue to support tobacco control policies.</p>
<p>Failure by one of our key funders to agree annual funding, or agreeing to much lower funding, from March 2025 onwards.</p>	<p>The Charity's reserves policy, which is reviewed on an annual basis, maintaining our low level of overheads and employing a small core staff whilst using specialist consultants when appropriate.</p> <p>The Chief Executive and other key staff will continue to devote considerable effort to maintaining good relations with key decision makers. We will continue to demonstrate, through ongoing evaluation of our work, monitoring, regular updates and contact, that ASH activities are both dynamic and effective</p>

Action on Smoking and Health

Report of the Trustees

31st March 2023

	at delivering the support that our funders require.
<p>Excessive dependence on a limited number of sources of funding.</p> <p>ASH is fortunate in that it has a record going back to the 1990s of receiving what is, in effect, core funding from BHF and CRUK. Such funding is becoming increasingly rare. Our continuing reliance on 2 core funders remains a serious weakness.</p>	<p>ASH undertakes an ongoing search for new sources of project funding, be it grants or contract work.</p> <p>In the past 7 years, sources have included a wide range of local authorities, public bodies, academic institutions, Royal Colleges and charities.</p> <p>A reserves policy that permits 6-12 months cash reserves, (based on the budgeted expenditure for the current financial year) to be held (See: Reserves Policy). Our current reserves policy will help to mitigate a reduction in or removal of funding. This reduces the need to cut costs quickly and allowing for a gradual, properly managed re-structuring of the charity over a 12 month period.</p> <p>Should ASH lose both sources of core funding, the two most realistic options would be to seek to merge, or be taken over by, another charity active in our field, or winding-up.</p>

The next comprehensive review of risk is due to take place during the fourth quarter of 2023-24.

Objectives

As stated in its Articles of Association, the objectives of the Charity are:

1. to preserve and protect the health of the public against the harmful effects of cigarette or other tobacco products; and
2. to advance the education of the public about the effects of cigarette and other tobacco and nicotine products.

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Activity and impact report

ASH seeks to bring about change through advocacy, networking coalition building and information provision. During 2020-21, the organisation developed a new comprehensive Strategic Plan for 2021-24. During this financial year, we have delivered against the plan, as set out in the Activity Report below.

Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

Action on Smoking and Health

Report of the Trustees

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Strategy

The Strategic Plan for 2021-24 was developed between December 2020 and March 2021, informed by a series of interviews with key stakeholders and ASH Trustees, an online questionnaire and a series of strategic planning meetings held in the first quarter of 2021.

ASH seeks to bring about change through policy advocacy, coalition building and information provision. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

There are three primary strategic aims, each of which has a number of specific policy objectives. These aims are:

1. Secure resources for national, regional and local tobacco control to deliver Smokefree 2030 for all.
2. Advance UK position as a global leader in tobacco policy to deliver Smokefree 2030 for all.
3. Minimise smoking-related health inequalities to deliver Smokefree 2030 for all.
4. Secure organisational sustainability.

These aims, and their associated objectives, amount to a policy blueprint for government and the public health community. They describe the policies that ASH believes are essential to the delivery of a Smokefree 2030 for all, policies that ASH:

- will make the case for, using the best available evidence;
- will build support for, drawing on its extensive professional partnerships and networks; and
- will campaign for, with the help of its supporters in parliament and the wider public arena.

Each of these aims is explicitly linked to our goal of delivering Smokefree 2030 for all. The three aims are all equally important to achieving this goal. Appropriate resourcing is needed to deliver ambitious policy, and the achievement of the 2030 goal *for all* requires a clear focus on tackling inequalities. The aims are underpinned by a fourth aim that supports the delivery of, the other three: securing organisational sustainability for ASH.

There is no explicit prioritisation or sequencing as this will be a matter for more detailed discussion at an operational level and will change over time as the environment we work in changes. The following general points are, however, relevant:

- ASH does not make the political weather but we do our best to influence it.
- We take a long view and are proactive in building public support for policies as a foundation for achieving political support.
- We respond quickly, and opportunistically when necessary, to political timetables and events. The government commitment to publish a new Tobacco Control Plan is likely to dominate our immediate work programme.
- ASH has nurtured many successful partnerships and relationships and these will remain at the heart of the work of the organisation. Existing mechanisms and agents of change are always our first port of call.

The full ASH strategic plan for 2021-24 can be found on our website www.ash.org.uk.

Action on Smoking and Health

Report of the Trustees

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Activity Report

Underpinning all of our activity is our valuable networks and communications activity. Through the year we provided over 90 updates to our 4 networks:

- Smokefree Action Coalition (over 600 members)
- Councillor Network (68 members)
- Smokefree pregnancy network (over 1000 members)
- Mental health and smoking network (over 500 members)

ASH Daily News goes out every weekday with a summary of relevant smoking, public health and political news to around 1500 subscribers. In 2022-23 ASH published 20 fact sheets (compared to 20 in 2021-22), reports and briefings and responded to 8 government consultations (compared to 12 in 2021-22).

ASH was interviewed for television 24 times and 35 times on the radio (compared to 14 and 24 in 2021-22). ASH quotes or data appeared 3,577 times in print or online (compared to 2,971 in 2021-22). Over the year there were 169,346 user sessions on the ASH website (compared to 144,117 in 2021-22) and 62,697 to the Smokefree Action Coalition website (compared to 41,931 in 2021-22).

Publication of the Khan review (strategic aims: 1,2,3)

The first part of the year was dominated by the development and publication of the Khan review on 9th June 2022. This was a Government commissioned independent review of tobacco control policy. ASH fed into the development of the review meeting with Dr Javed Khan and the review team and supporting input from other stakeholders including Mental Health and Smoking Partnership and the Smoking in Pregnancy Challenge Group.

ASH amplified the communications strategy for the launch focusing on the importance of sustainable funding for tobacco control, one of Khan's 'must do' recommendations. This was reinforced through an ASH co-ordinated open letter to Prime Minister, Chancellor and Secretary of State for Health signed by health leaders and led by ASH Chair published in the BMJ and a letter in Financial Times from peers on the levy.

Campaigning for a new Tobacco Control Plan including sustainable funding (strategic aims: 1,2,3)

The political context has been volatile with three Prime Ministers, four Secretaries of State for Health and three Public Health Ministers. ASH has adapted its campaigning activity to reflect the changing circumstances and to maximise the opportunities to make the case for further action on tobacco.

There was significant parliamentary activity through the year in support of new tobacco control measures, a comprehensive tobacco control plan and a sustainable funding mechanism. There were two backbench debates (April and November) and the first reading of Bob Blackman MP's Sale of Tobacco (Licensing) Ten Minute Rule Bill. In November, the All-Party Parliamentary Group on Smoking and Health also held an event to launch a report on ASH survey of tobacco retailers 'Regulation is not a dirty word'. ASH also met with Minister O'Brien the Public Health Minister to discuss smokefree 2030 ambition, and our recommendations for the Tobacco Control Plan.

On 9th March 2023 Minister O'Brien committed to parliament that the "coming weeks" would see publication of a set of "bold, innovative and ambitious proposals" to realise the smokefree 2030 ambition and respond to the Khan recommendations. Subsequent announcements were made in

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April which fell short of a new Tobacco Control Plan, did not include key measures such as raising the age of sale and include no commitment to sustainable funding.

ASH has also sought to influence the agenda of the incoming chair of the Health and Social Care Select Committee, Steve Brine, meeting with him early in his tenure. The Health and Social Care Committee have since committed to a series of prevention focused inquiries including a specific one on alcohol, drugs, gambling and smoking.

Political parties are starting to generate ideas for their manifestos ahead of the next election. The Labour Party opened their policy commission process for external input and ASH co-ordinated input into a number of areas and supported submissions from the Smoking in Pregnancy Challenge Group and the Mental Health and Smoking Partnership. This work has been supported with a series of meetings with key figures in Labour to communicate the importance of addressing smoking to support the wider Labour objectives.

We utilised the 15th anniversary of smokefree legislation to publish a short report on public support for tobacco control and highlight public appetite for Government to go further.

Making the economic case for action (strategic aims: 1,2)

The ASH submission to the Treasury ahead of the Budget highlighted our new Cost Benefit and Public Finance model. ASH met with Treasury officials and the Public Health Minister to discuss the model. Recommendations made in the ASH budget submission included rebasing tobacco tax from Retail Prices Index (RPI) to average earnings increases, a polluter pays levy and a new tax on disposable vapes. To date these have not been taken forward.

Expanding the role of the NHS (strategic aim: 3)

ASH has been involved in a number of projects throughout the year to support the roll out of new tobacco dependence treatment services in the NHS, identify other activity where the NHS has a role to play and advocate for the strategic importance of addressing smoking among newly created Integrated Care Boards (ICBs).

In April ASH published tailored briefings for every ICB in the country on the relationship between smoking and the NHS England Core20PLUS5 inequalities framework. A new ready reckoner tool for ICBs was published at the same time. Later in the year we were successful in persuading NHSE to update their Core20PLUS5 framework to include the link between smoking and the priority populations identified.

During October 2022 NHSE awarded ASH a grant of £95,000 for 2022-24 to support the roll out of tobacco dependency services with a new senior member of staff. Our new NHS tobacco dependence treatment resource hub was also published on our website.

Through the year we supported Humber and North Yorkshire ICB to develop their plans for a new comprehensive tobacco control programme across the system which launched in February.

Improving support for smokers with mental health conditions (strategic aim: 3)

Collaboration with the mental health sector has deepened during this year in our shared goal to improve the lives of people with mental health conditions. In May, we published a joint report on Public Mental Health and Smoking with the Royal College of Psychiatrists (RCPsych). This was launched at the RCPsych annual congress alongside a summary of the evidence on smoking as a

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causal risk factor in the development of mental health conditions bought together by Bristol University.

The Mental Health and Smoking Partnership welcomed Mark Rowland, Chief Executive of the Mental Health Foundation, as its new Co Chair in July 2022. The Partnership agreed a new strategic plan and worked closely with members to get their input into development of Government consultations, Khan Review and a joint letter to the Secretary of State for Health. We welcomed three new members to the Partnership: Turning Point, Mental Health UK and the Anna Freud National Centre for Children and Families.

The National Collaborating Centre for Mental Health asked ASH to be a funded partner in their bid to deliver a QI programme in support of the tobacco dependency treatment programme in mental health.

Improving support for pregnant smokers (strategic aim: 3)

ASH continues to co-ordinate the Smoking in Pregnancy Challenge Group and the 1k plus Smokefree Pregnancy Network. The Challenge Group has met quarterly through the year and inputted into consultations, the Khan Review and the Labour Policy Commission. A new strategic plan was agreed by the Challenge Group in October for the next few years.

A number of events were held to support the network including one on Neonatal Units and emerging evidence about how parental smoking can be addressed in this setting. This was chaired by CE of Challenge Group member Bliss and attended by over 200 professionals.

Developing UK approach to vaping (strategic aim: 2)

In July 2022, ASH published data on the youth vaping uptick prompting roundtables with officials and public health organisations. Roundtables examined how best to sustain the current strategy on vaping (maximising adult use to quit while minimising youth uptake) by looking at what could be done with the existing regulatory and non-regulatory tools and what further action might be needed.

Policy recommendations on vaping were published highlighting need for government action. We held a webinar for enforcement professionals on the vaping which was attended by over 600 professionals.

Supporting local government (strategic aims 2,3)

ASH continues to support local government colleagues with regular updates and events. Particularly successful was our series of insights webinars. With DHSC funding we conducted insights research with groups of disadvantaged smokers. These insights fed into the Khan review but in addition we held a series of themed sessions for local government colleagues sharing the insights and the implications for practice. In February 2023, we published the 9th in our series of reports surveying delivery in local government it highlighted the changing way services were being delivered following the impact of the pandemic.

Engaging social housing (strategic aim 3)

ASH published a joint report with Housing LIN on the case and opportunities for improving the support available on smoking to social housing residents. The report was disseminated through ASH and Housing LIN's networks and featured in the King's Fund's Health Management Policy alert in addition to their Twitter. Sarah Davis, Senior Policy and Practice Officer, leading on health

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and care at the Chartered Institute for Housing, also wrote a supportive blog featured on Housing LIN's website.

Following the report publication, a number of housing and local government colleagues got in touch to discuss taking forward recommendations. One of these organisations, social housing provider Clarion, is now taking forward a project to support smokers through debt advice with support from NCSCT and Oxford University facilitated by ASH.

Secure organisational sustainability

At all times, ASH endeavours to maximise efficiency and minimise organisational costs. This year, following on from completing a move into smaller offices, better suited to our emerging needs post-pandemic, we completed the process of shifting to hybrid and home working.

Finance

Investments Policy

When not required, the free reserves held by the charity are held on deposit and may be placed on short-term Treasury Deposits at the discretion of the Business Manager.

Principal Funding Sources

Core funding for the entire program of work of the Charity was provided by:

- Cancer Research UK;
- British Heart Foundation.

Financial Review

The year saw a £25,289 increase in funds. Total income of £791,111 was 22% lower than the previous year. The lower total income and decreased charitable expenditure were a result of the end of a project funding grant from the Department of Health and Social Care.

Charitable expenditure, at £765,822 decreased by 8% on the previous year. ASH finished the year with cash balances of £1,032,259 up by £295,961 from last year and net assets of £1,011,322.

Having made transfers of £15,723 to the general funds, the balance of general funds at the end of the year increased by £33,606 to £1,002,193.

Reserves Policy

Reserves are maintained at a level that enables the Charity to manage financial risk, such as the loss of funding sources, allowing the Charity to sustain current activities in the short-term and ensuring that financial commitments can be met as they fall due.

The reserves measure is on a 'managed cash' basis. 'Managed cash' includes all amounts available to finance the general activities of the Charity, and normally include the cash held in the Charity's bank accounts. The targeted level of reserves is a minimum of six months (£505,000) and a maximum of 12 months (£1,011,000), annualised forecast cash outflow. Six months is considered a reasonable time period considering the Charities two major funding sources are received quarterly in arrears.

If the Charity were to suffer a loss of a funding source, the reserves would allow only a short-term maintenance of current activity levels. Steps would still need to be taken to either replace the

Action on Smoking and Health

Report of the Trustees

31st March 2023

funding source or to change activities in the longer-term. The current level of managed cash (£1,032,259) is slightly above the targeted level of reserves.

Thanks

The Trustees would like to thank the British Heart Foundation, Cancer Research UK and our partners in the Smokefree Action Coalition for supporting our work during the year. In addition, they would like to thank all of the ASH staff for their work during the year.

Trustees' Responsibilities

The Trustees (who are also the Directors of Action on Smoking & Health for the purposes of company law) are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

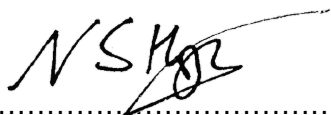
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small Company Exemption

The above report has been prepared in accordance with the special provisions of section 416 of the Companies Act 2006 relating to small companies and Section 162 of the Charities Act 2011.

On behalf of the Trustees



.....
Professor Nick Hopkinson

Chair

19 September 2023

Date:

INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF ACTION ON SMOKING AND HEALTH

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

Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts carried out under the Charities Act 2011 ('the 2011 Act') under section 145. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

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

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

Moore Kingston Smith LLP

Neil Finlayson

(FCA, ICAEW)

For and on behalf of Moore Kingston Smith LLP

Chartered Accountants

6th Floor
9 Appold Street
London EC2A 2AP

Date: 20 September 2023

**ACTION ON SMOKING AND HEALTH
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2023**

	Note	Unrestricted Funds		Restricted Funds	Total 2023	Unrestricted Funds		Restricted Funds	Total 2022
		General	Designated	Funds		General	Designated	Funds	
		£	£	£	£	£	£	£	£
Income and Endowments From:									
Unrestricted activities									
Grants received	2a	614,802	-	-	614,802	631,004	-	-	631,004
Donations and legacies received	2b	3,695	-	-	3,695	92,873	-	-	92,873
Interest		1,905	-	-	1,905	328	-	-	328
Charitable activities									
Grants received	2a	-	-	120,481	120,481	-	-	216,644	216,644
Contract income		50,228	-	-	50,228	69,767	-	-	69,767
Other income		-	-	-	-	1,000	-	-	1,000
Total Income		670,630	-	120,481	791,111	794,972	-	216,644	1,011,616
Expenditure On:									
Charitable activities									
Policy Research and Information	3	621,301	3,892	140,629	765,822	510,592	3,691	322,399	836,682
Total Expenditure		621,301	3,892	140,629	765,822	510,592	3,691	322,399	836,682
Net income/(expenditure) for the year before transfers		49,329	(3,892)	(20,148)	25,289	284,380	(3,691)	(105,755)	174,934
Transfers	8, 9, 10	(15,723)	5,575	10,148	-	(107,614)	1,859	105,755	-
Net Movement in Funds		33,606	1,683	(10,000)	25,289	176,766	(1,832)	-	174,934
Funds brought forward		968,587	7,446	10,000	986,033	791,821	9,278	10,000	811,099
Funds carried forward		1,002,193	9,129	-	1,011,322	968,587	7,446	10,000	986,033

Note 10

Note 9

Note 8

Note 10

Note 9

Note 8

All results are from continuing activities.

No gains or losses arose in the year other than those shown above.

The notes on pages 15 to 23 form a part of these financial statements.

ACTION ON SMOKING AND HEALTH
(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)
BALANCE SHEET AT 31 MARCH 2023

	Note	2023 £	2023 £	2022 £	2022 £
Fixed Assets					
Tangible assets	5		9,129		7,446
Investments	1		<u>24</u>		<u>24</u>
			9,153		7,470
Current Assets					
Debtors	6	100,304		306,157	
Cash at bank and in hand		<u>1,032,259</u>		<u>736,298</u>	
		1,132,563		1,042,455	
Creditors: Amounts falling due within one year					
	7	<u>(130,394)</u>		<u>(63,892)</u>	
Net Current Assets			<u>1,002,169</u>		<u>978,563</u>
Net Assets	11		<u><u>1,011,322</u></u>		<u><u>986,033</u></u>
Funds					
Restricted	8		-		10,000
Unrestricted					
Designated funds	9		9,129		7,446
General Funds	10		<u>1,002,193</u>		<u>968,587</u>
			<u><u>1,011,322</u></u>		<u><u>986,033</u></u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the companies Act 2006 and with the Financial Reporting Standard 102 (effective January 2015).

The notes on pages 15 to 23 form a part of these financial statements.

These accounts were approved, and authorised for distribution, by the Board of Directors on 19 September 2023

.....and signed on its behalf by:



 Professor Nick Hopkinson
 Chair of the Board of Trustees



 Kate Harrison
 Treasurer

Company number: 00998971
Charity number: 262067

**ACTION ON SMOKING AND HEALTH
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2023**

	2023	2022
	£	£
Cash flows from operating activities		
Net income for the year	25,289	174,934
Adjustments for:		
Depreciation of tangible fixed assets	3,892	3,691
Decrease/(increase) in debtors	205,853	(168,220)
Increase in creditors	66,502	2,000
Interest received	(1,905)	(328)
Net cash generated by operating activities	299,631	12,077
Cash flows from investing activities		
Interest received	1,905	328
Purchase of tangible fixed assets	(5,575)	(1,859)
Net cash from investing activities	(3,670)	(1,531)
Change in cash and cash equivalents in the year	295,961	10,546
Cash and cash equivalents at beginning of year	736,298	725,752
Cash and cash equivalents at end of year	1,032,259	736,298
 Analysis of cash and cash equivalents		
Cash at bank and in hand	1,032,259	736,298
	1,032,259	736,298

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charitable company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

The financial statements have been prepared under the historical cost convention. They are prepared in sterling, which is the functional currency of the charity. Amounts presented are rounded to the nearest pound.

Going concern

During this financial year the trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. This year, this requires consideration of its principal funders and the wider economy. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on income. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

Company status

The charity is a company limited by guarantee, registered in England & Wales. In the event of the charity being wound up, the liability of each member in respect of the guarantee is limited to £1.

Income

All income including government grant income is recognised when there is entitlement to the funds, the receipt is probable and the amount can be measured reliably. Where income is received in advance of meeting any performance-related conditions, there is not unconditional entitlement to the income. The recognition of this income therefore is deferred and included in creditors as deferred income until the performance-related conditions are met. Legacies are included in the accounts at the point where the amount receivable can be measured with sufficient reliability; this is normally the point of receipt by the charity.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)

Resources expended

Expenditure is included in the Statement of Financial Activities on a accruals basis, inclusive of any VAT which cannot be recovered. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure has been classified under headings that aggregate all costs related to the category.

- Charitable activities include expenditure associated with the development of policy, research, information and related activities and include both the direct costs and support costs relating to those activities.
- Support costs are the costs of central functions which relate to the whole organisation. These have been allocated to cost categories on the basis of staff time occupied in each area.

Pension contributions

The charitable company makes contributions to a defined contribution scheme for eligible members of staff the amount being determined in relation to the individual's current salary.

Operating leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

Tangible fixed assets and depreciation

Items are capitalised as fixed assets if their cost exceeds £500.

Depreciation is provided on expenditure at rates calculated to write off each asset over its estimated remaining useful life. The estimated remaining useful lives of the classes of assets are as follows:

Fixtures, fittings and office equipment	3-5 years
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Investments

Investments are held in tobacco related companies to give ASH the right to attend annual general meetings and receive relevant documents. The holdings are minimal and it is therefore considered appropriate to disclose them at historical cost rather than market value as required by SORP. There is no material difference between the cost and the market value.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the objectives of the charity. Designated funds are also unrestricted funds but have been designated by the trustees for a particular purpose and includes the net book value of tangible fixed assets used by the charitable company in its operational activities. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes. The aim and use of each restricted and designated fund is given in the notes.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)

Gifts in kind

Where services are provided to the Charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the Charity.

Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Other financial instruments

i. Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

ii. Debtors and creditors

Debtors receivable and creditors payable within one year of the reporting date are carried at their at transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2a Grants	2023	2022
	£	£
<i>Unrestricted grants received</i>		
Supporting charities	614,802	631,004
	<u>614,802</u>	<u>631,004</u>
<i>Restricted grants arising from charitable activities</i>		
Department of Health and Social Care	-	192,000
Supporting charities	65,481	24,644
NHS England	55,000	-
	<u>120,481</u>	<u>216,644</u>
2b Donations and legacies	2023	2022
(All unrestricted)	£	£
Donations	3,695	5,809
Legacies	-	87,064
	<u>3,695</u>	<u>92,873</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)

3 Charitable activities

The detailed charitable activities are more fully described in the trustees' report and relate to interlinked areas of policy, research and information.

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2023
	£	£	£	£
Policy research and Information	233,445	379,320	153,057	765,822
	£	£	£	£
Policy research and Information	360,996	342,401	133,285	836,682

Support costs are those shared costs which relate to the operation of the organisation and include:

	Total 2023	Total 2022
	£	£
Staff costs (See Note 4)	62,907	59,004
Depreciation	3,892	3,691
Legal & Consultancy	12,181	8,718
Office running costs	52,619	41,526
Telephone and postage	1,484	1,885
Printing, stationery and design	1,478	621
Board expenses	3,201	-
Audit fee	9,000	11,740
Accountancy and payroll	3,892	2,913
Other costs	2,403	3,187
	153,057	133,285

The basis of allocation of total overhead costs between direct and support costs is staff time.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)

4 Staff Costs	2023 £	2022 £
Gross pay	380,195	347,108
Social security	42,715	37,018
Pension contributions	17,032	16,632
	439,942	400,758
Other staff costs	2,285	647
	442,227	401,405

The remuneration of 1 member of staff (2022: 1 member of staff) fell into the range £90,000 - £100,000 (2022: £90,000 - £100,000). This figure includes salary but excludes social security costs and employer pension contributions.

One trustee was reimbursed for expenses totalling £889 (2022: none) for two subscriptions. No trustees were reimbursed for expenses incurred (2022: none) for travel to board meetings. No trustee received any remuneration in the year (2022: none).

Key management personnel comprise the trustees, Chief Executive, Business Manager, and the Deputy Chief Executive. Total employee benefits for these individuals in 2022-23 were £238,745 (2022: £231,081). This figure includes salaries, employer pension contributions and social security costs. There are no other pecuniary benefits for senior or other staff at the Charity.

Total employee benefits for the Chief Executive in 2022-23 were £105,161 (2022: £105,979), comprising salary £92,974 (2022: £92,974), employer pension contributions £nil (2022: £1,395) and social security costs £12,187 (2022: £11,610).

The average number of staff employed, including part time staff, allocated according to function was:

	2023 Number	2022 Number
Central charitable activities	10	9
	10	9

5 Tangible Fixed Assets

Cost	Fixtures, fittings and equipment £
At 1 April 2022	76,706
Additions	5,575
Disposals	-
At 31 March 2023	82,281
Depreciation	
At 1 April 2022	69,260
Charge for the year	3,892
Eliminated on disposal	-
At 31 March 2023	73,152
Net Book Value	
At 31 March 2023	9,129
At 31 March 2022	7,446

All fixed assets are held for use by the charitable company.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)**

6 Debtors	2023	2022
	£	£
Other debtors	86,373	293,228
Prepayments	13,931	12,929
	<u>100,304</u>	<u>306,157</u>

All debtors are financial instruments measured at present value.

7 Creditors: Amounts falling due within one year	2023	2022
	£	£
Trade creditors	107,578	10,941
VAT liability	5,601	6,571
Accruals	17,215	18,172
Other creditors	-	28,208
	<u>130,394</u>	<u>63,892</u>

Included within the figure for accruals is £1,977 (2022: £1,667) owing to the NEST pension scheme.

All creditors, except accruals, are financial instruments measured at present value.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)**

8 Restricted Funds		Funds brought forward April 2022	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2023
		£	£	£	£	£
Secondhand Smoking	(a)	10,000	-	(10,000)	-	-
NHS England Supporting NHS Long-Term Plan Tobacco Priorities	(c)	-	55,000	(55,000)	-	-
Cross Risk Factors Collaboration	(d)	-	35,481	(40,484)	5,003	-
Local Authority Tobacco Control	(e)	-	30,000	(35,145)	5,145	-
		10,000	120,481	(140,629)	10,148	-
		10,000	120,481	(140,629)	10,148	-
		10,000	120,481	(140,629)	10,148	-
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		10,000	120,481	(140,629)	10,148	-
		10,000	120,481	(140,629)	10,148	-
		10,000	120,481	(140,629)	10,148	-
		10,000				

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)**

9 Designated Funds	Funds brought forward April 2022	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2023
	£	£	£	£	£
Capital equipment	7,446	-	(3,892)	5,575	9,129
	<u>7,446</u>	<u>-</u>	<u>(3,892)</u>	<u>5,575</u>	<u>9,129</u>
	Funds brought forward April 2021	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2022
	£	£	£	£	£
Capital equipment	9,278	-	(3,691)	1,859	7,446
	<u>9,278</u>	<u>-</u>	<u>(3,691)</u>	<u>1,859</u>	<u>7,446</u>

The capital equipment fund equates to the value of tangible fixed assets. These are not liquid assets or easily realisable.

10 General Funds	Funds brought forward April 2022	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2023
	£	£	£	£	£
Central funds	968,587	670,630	(621,301)	(15,723)	1,002,193
	<u>968,587</u>	<u>670,630</u>	<u>(621,301)</u>	<u>(15,723)</u>	<u>1,002,193</u>
	Funds brought forward April 2021	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2022
	£	£	£	£	£
Central funds	791,821	794,972	(510,592)	(107,614)	968,587
	<u>791,821</u>	<u>794,972</u>	<u>(510,592)</u>	<u>(107,614)</u>	<u>968,587</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023 (CONTINUED)**

11 Analysis of Net Assets between Funds	Fixed assets £	Net current assets £	Total 2023 £
Restricted funds:	-	-	-
Unrestricted funds:			
Designated funds	9,129	-	9,129
General funds	24	1,002,169	1,002,193
	<u>9,153</u>	<u>1,002,169</u>	<u>1,011,322</u>

	Fixed assets £	Net current assets £	Total 2022 £
Restricted funds:	-	10,000	10,000
Unrestricted funds:			
Designated funds	7,466	-	7,466
General funds	24	968,543	968,567
	<u>7,490</u>	<u>978,543</u>	<u>986,033</u>

12 Operating Lease Commitments

The company had annual commitments under operating leases as follows:

	2023 Land and Buildings £	2022 Land and Buildings £
Expiring:		
- within 1 year	27,297	24,478
- in between two and five years	<u>49,498</u>	<u>65,274</u>

During the year £30,600 (2022: £28,029) has been recognised as an expense in the SOFA (part of office running costs) .

13 Related Party Transactions

There have been no related party transactions during the year that require disclosure.

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales - Charity number 262067

Accounts

ACTION ON SMOKING AND HEALTH

(A company limited by guarantee and not having a share capital)

Company No. 00998971

Charity No. 262067

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2022

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Action on Smoking and Health

Report of the Trustees

31st March 2022

The Trustees are pleased to present their report and the financial statements of the charity for the year ended 31st March 2022.

Legal & Administrative Details

Legal Status

Action on Smoking and Health ("ASH") is registered in England as company number 00998971 and as charity number 262067.

Registered Office

Unit 2.9, The Foundry, 17 Oval Way, London SE11 5RR.

Website

www.ash.org.uk

Directors & Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law and throughout this report are referred to as the Trustees. The following Trustees (Honorary Officers as indicated) were in office at the 31st March 2022 and had served throughout the year, except where shown:

Dr Sanjay Agrawal	-	
Dr Somen Banerjee	-	
Professor John Britton	-	<i>resigned 14/12/2021</i>
Professor Paul Burstow	-	
Alison Cox	-	Vice-Chair
Linda Cuthbertson	-	appointed 14/12/2021
Kate Harrison	-	Treasurer
Dr Anthony Laverty	-	appointed 14/12/2021
Professor Nick Hopkinson	-	Chair
Jonathan McShane	-	
Professor Rachael Murray	-	appointed 14/12/2021
Dr Debbie Robson	-	
<i>Emlyn Samuel</i>	-	<i>appointed 29/06/2021, resigned 14/12/2021</i>
Dr Helen Walters	-	

Senior Staff

The senior member of staff to whom day to day management of the charity is delegated by the Trustees is the Chief Executive, Deborah Arnott. The Company Secretary is the Business Manager, Philip Rimmer.

Auditor

Neil Finlayson, Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, ECA 2AP

Principal Bankers

Barclays Bank plc, Leicester, LE87 2BB.

Action on Smoking and Health

Report of the Trustees

31st March 2022

Structure, Governance & Management

ASH was founded in 1971 by the Royal College of Physicians and is a company limited by guarantee without share capital. Its governing document is its Articles of Association.

The Trustees form the Board of Management of the charity. For the purposes of the Companies Act 2006 as the Directors of ASH they are also Members of the Advisory Council. The Trustees are elected by the other Members of the Advisory Council, who are also the members of the Company, at the Annual General Meeting. Not more than one third of the Trustees are required to retire at each Annual General Meeting. Retiring Trustees are eligible for re-election.

The Chief Executive of ASH, a paid member of staff, is responsible for the day to day running of the organisation and is responsible to the Board of Management which usually meets four times a year and is responsible for setting the strategic objectives.

So as to maintain a pool of skilled potential Trustees, new Advisory Council Members are regularly sought by the Board of Management, particularly from within the health, public health, public relations and political spheres. As new Trustees are recruited from the membership of the Advisory Council they tend to be grounded in the policies, working practices and procedures of the Board.

All new Trustees are advised of their responsibilities by the Chair and the Business Manager. In addition they receive an induction pack containing Board policies and advice booklets from the Charity Commission. The training needs of the Trustees are examined and acted upon as part of the regular review of risks.

Remuneration Policy

The governing principles of the Charity's remuneration policy are as follows:

1. to ensure delivery of the Charity's objectives;
2. to attract and retain a motivated workforce with the skills and expertise necessary for organisational effectiveness;
3. that remuneration should be equitable and coherent across the organisation;
4. to take account of the purposes, aims and values of the Charity;
5. to ensure that pay levels and pay increases are appropriate in the context of the interests of our beneficiaries.

Senior Executive Remuneration

In relation to deciding remuneration for the Charity's Chief Executive, the Charity considers the potential impact of remuneration levels and structures of senior executives on the wider Charity workforce and will take account of the following additional principles:

1. to ensure that the Charity can access the types of skills, experiences and competencies that it needs in its senior staff, the specific scope of these roles in the Charity and the link to pay;
2. the nature of the wider employment offer made to senior employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the public benefit delivered. The Charity recognises that it is, on occasion, possible to attract senior executives at a discount to public sector or private sector market rates.

In line with the recommendations of the NCVO Inquiry into Executive Remuneration published in April 2014, the Charity has decided to disclose the remuneration of the Chief Executive (see note 4 on page 25).

**Action on Smoking and Health
Report of the Trustees
31st March 2022**

Related Parties and Partner Organisations

None.

Statement of Risk

The Trustees have examined the major risks to which the Charity is exposed and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to mitigate these risks. Detailed consideration of risks is delegated to the Business Manager, who acts as Risk Manager and reports to the Board. Risks are identified, assessed and controls established throughout the year with a comprehensive review taking place at a minimum every year, most recently in March 2022. The following risks have been assessed as being significant:

Risk	Mitigation
<p>Disruption through fire, flood, theft, terrorism or a major public health issue. As with any small organisation based on a single site, any of these would cause severe disruption to our work.</p> <p>Unfortunately, we are now experiencing this on an extended and continuing basis as a result of COVID-19.</p>	<p>Adequate levels of insurance, reviewed annually by our broker and whenever major additions are made to assets. Maintenance of adequate office security and control of access to keys to only ASH staff, cleaning contractor and building supervisor. Storage, off-site, of a weekly back-up of key data held on computers. Website hosted off-site with contractors holding a back-up at a third site. Ability and willingness of key staff to do some work from home.</p> <p>The Business Manager maintains a plan for what happens in the weeks after serious disruption, the information which needs to be stored off-site with staff for instant access and other arrangements.</p> <p>All staff are now set up for working from home. All staff are in contact with each other on a daily basis. Some physical meetings have now begun to take place, on the strict understanding that staff are comfortable doing this.</p> <p>Since March 2020, all meetings of the Board of Trustees have been held remotely, with December 2021 AGM being our first physical meeting since December 2019.</p> <p>This has all proved highly effective since March 2020 and the work of the charity has not been impacted in a negative way.</p>
<p>Failure by one of our key funders to agree annual funding, or agreeing to much lower funding, from March 2022 onwards.</p>	<p>The Charity's reserves policy, which is reviewed on an annual basis; maintaining our low level of overheads, employing a small core</p>

**Action on Smoking and Health
Report of the Trustees
31st March 2022**

	<p>staff whilst using specialist consultants when appropriate.</p> <p>The Chief Executive and other key staff will continue to devote considerable effort to maintaining good relations with key decision makers. We will continue to demonstrate, through ongoing evaluation of our work, monitoring, regular updates and contact, that ASH activities are both dynamic and effective at delivering the support that our funders require.</p>
<p>The serious undermining of ASH’s work or Government actions which impact on the work we need to do:</p> <ul style="list-style-type: none"> - The possibility of radical shifts in Government policy after a General Election or change of Ministers. In recent years, tobacco control policy has ceased to be an issue of serious contention between parties though it remains so for individual MPs and Peers. - Funding cuts to Government work on tobacco control policies. - The ongoing situation in regard to Government funding of its response to COVID-19. 	<p>ASH has worked well in the past with Conservative, Labour and Coalition administrations. Key ASH staff with work to maintain good and friendly relations with key political and civil service decision makers and with relevant individuals in all political parties. Networking to ensure members of the Smokefree Action Coalition (SFAC) co-ordinated by ASH continue to support tobacco control policies.</p>

The next comprehensive review of risk is due to take place during the fourth quarter of 2022-23.

Objectives

As stated in its Articles of Association, the objectives of the Charity are:

1. to preserve and protect the health of the public against the harmful effects of cigarette or other tobacco products; and
2. to advance the education of the public about the effects of cigarette and other tobacco and nicotine products.

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Activity and impact report

ASH seeks to bring about change through advocacy, networking coalition building and information provision. During 2020-21, the organisation developed a new comprehensive Strategic Plan for 2021-24 and is now putting this into practice. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

Action on Smoking and Health

Report of the Trustees

31st March 2022

Strategy

A new Strategic Plan for 2021-24 was developed between December 2020 and March 2021, informed by interviews with key stakeholders and ASH Trustees, an online questionnaire and a series of strategic planning meetings held in the first quarter of 2021.

ASH seeks to bring about change through policy advocacy, coalition building and information provision. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

There are three primary strategic aims, each of which has a number of specific policy objectives. These aims are:

1. Secure resources for national, regional and local tobacco control to deliver Smokefree 2030 for all.
2. Advance UK position as a global leader in tobacco policy to deliver Smokefree 2030 for all.
3. Minimise smoking-related health inequalities to deliver Smokefree 2030 for all.

These aims, and their associated objectives, amount to a policy blueprint for government and the public health community. They describe the policies that ASH believes are essential to the delivery of a Smokefree 2030 for all, policies that ASH:

- will make the case for, using the best available evidence;
- will build support for, drawing on its extensive professional partnerships and networks; and
- will campaign for, with the help of its supporters in parliament and the wider public arena.

Each of these aims is explicitly linked to our goal of delivering Smokefree 2030 for all. The three aims are all equally important to achieving this goal. Appropriate resourcing is needed to deliver ambitious policy, and the achievement of the 2030 goal *for all* requires a clear focus on tackling inequalities. The aims are underpinned by a fourth aim that supports the delivery of, the other three: securing organisational sustainability for ASH.

There is no explicit prioritisation or sequencing as this will be a matter for more detailed discussion at an operational level and will change over time as the environment we work in changes. The following general points are, however, relevant:

- ASH does not make the political weather but we do our best to influence it.
- We take a long view and are proactive in building public support for policies as a foundation for achieving political support.
- We respond quickly, and opportunistically when necessary, to political timetables and events. The government commitment to publish a new Tobacco Control Plan is likely to dominate our immediate work programme.
- ASH has nurtured many successful partnerships and relationships and these will remain at the heart of the work of the organisation. Existing mechanisms and agents of change are always our first port of call.

The full ASH strategic plan for 2021-24 can be found on our website www.ash.org.uk .

Action on Smoking and Health

Report of the Trustees

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Strategic Aim 1: To secure resources for national, regional and local tobacco control

Policy objectives 2021-24

- Smokefree 2030 Fund legislation to be adopted and rolled out to pay for a comprehensive tobacco control strategy.
- In the absence of a Smokefree 2030 Fund, Government to pay for a comprehensive tobacco control strategy as a core element of public health funding.

ASH's biggest priority for the year has been to transform political interest in a levy on tobacco transnationals to fund tobacco control into a decision to proceed, or alternatively for Government to commit to finding funding from existing resources.

Smokefree 2030 Fund legislation to be adopted and rolled out to pay for a comprehensive tobacco control strategy

Significant gains have been made in terms of demonstrating the support of Parliament, civil society, academia and the public for a levy. However, no concrete policy commitments have been made as decision making has been deferred until the new Tobacco Control Plan is finalised.

ASH, supported by the SPECTRUM public health research consortium, was commissioned by the All Party Parliamentary Group (APPG) on Smoking and Health to write a report setting out the evidence base for the APPG's recommendations for the Tobacco Control Plan. There was a very successful launch on 9th June 2021, attended by the Public Health Minister and her Labour shadow. The report was backed up a more detailed paper on a 'polluter pays' funding mechanism, based on the model of the Pharmaceutical Pricing Regulation scheme, supported by the APPG, written by Dr Henry Featherstone, consultant to ASH.

The passage of the Health and Care Bill provided a vehicle for tobacco related amendments including a levy on tobacco transnationals. A set of amendments in line with the APPG's recommendations were supported in both houses of parliament by all the political parties except the Government (although backbench Conservatives in both houses and including former health ministers, supported the amendments). The priority amendments which required the Government to consult on a 'polluter pays' levy were pushed to a vote in the Lords. Although later removed by the Commons, the Government defeat in the Lords by 59 votes (213 to 154) was the largest of any it suffered on the Bill.

Parliamentary pressure on the issue of tobacco control has been sustained through a series of back bench debates led by the APPG on Smoking and Health members (ASH has provided the Secretariat to the APPG since it was first established in 1976).

In the absence of a Smokefree 2030 Fund, Government to pay for a comprehensive tobacco control strategy as a core element of public health funding

In collaboration with academics from the University of Nottingham, ASH has published a report on future structures and funding needs for regional models of tobacco control. This work was developed through close engagement with senior stakeholders across public health, local government, NHS England (NHSE), Office for Health Improvement and Disparities (OHID) and the Department for Health and Social Care (DHSC). The development and publication of the report has been an important tool to engage stakeholders in thinking about the opportunities to work differently following the reorganisation of Public Health England (PHE) and the establishment of Integrated Care Boards.

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Strategic Aim 2: To advance the UK's position as a global leader in tobacco policy

Policy objectives 2021-24

- Tobacco Control Plan to set out a clear path to Smokefree 2030 including staged targets and mid-term review.
- HM Treasury to strengthen and renew its tobacco tax policy.
- HMRC to strengthen anti-illicit strategy.
- Sustain global leadership on tobacco control.

Tobacco Control Plan to set out a clear path to Smokefree 2030 including staged targets and mid-term review

The APPG report and recommendations for the Tobacco Control Plan, produced for the APPG by ASH in collaboration with SPECTRUM, was endorsed by a number of leading health organisations. The day after the launch a backbench debate was held on the recommendations. This enabled parliamentarians to drive home the key recommendations to the Public Health Minister.

Pressure was also brought to bear through a set of backbench amendments to the Health & Care Bill in line with the APPG's recommendations. These were supported in both houses of parliament by all the main political parties except the Government (although backbench Conservatives in both houses, including former health ministers, supported the amendments).

Parliamentarians took the opportunity to make a strong case for Government action on tobacco. Bob Blackman, Chairman of the APPG on Smoking and Health, saying, *"if we look back over the years, the measures on smoking in public places, on smoking in vehicles, on smoking when children are present and on standardised packaging of tobacco products were all led from the Back Benches. Governments of all persuasions resisted them, for various reasons. I suspect that my hon. Friend the Minister, whom I know well, may resist these measures tonight, but we on the Back Benches who are determined to improve the health of this country will continue to press on with them, and we will win eventually. It may not be tonight, but those measures will come soon."*

Led by ASH Chair Nick Hopkinson, a letter was secured in the British Medical Journal (BMJ) calling for Government to support the tobacco amendments to the Health and Care Bill. The letter was signed by 656 senior people working in health-related fields.

However, at the end of 2021 the Government announced that the timetable for publication of the Tobacco Control Plan had slipped to 2022. Then on 4th February 2022 the Government announced an Independent Review into smoking chaired by Javed Khan OBE. To quote from the announcement, *"The independent review into smoking will provide independent, evidence-based advice that will inform the government's approach to tackling the stark health disparities associated with tobacco use. It will also help the government decide on the most impactful interventions to reduce the uptake of smoking and to support smoking cessation. It will assess the options to be taken forward in the new Tobacco Control Plan, which will be published later this year."*

ASH was one of the first organisations invited to meet Javed Khan, and we facilitated and supported input from the APPG and many other organisations and individuals. The independent review was published in June 2022, and the Government committed that it would be followed by the end of 2022 by a new Tobacco Control Plan for England to deliver a smokefree 2030.

HM Treasury to strengthen and renew its tobacco tax policy

ASH together with academics from the University of Bath met with tax officials in advance of the Budget in October 2021. In the Budget the annual excise duty escalator was sustained at 2% above inflation rather than increasing to 5% as we had advocated. However, an enhanced

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additional 4% above inflation was applied to hand rolling tobacco so that the differential with manufactured cigarettes was reduced, which was one of our key recommendations.

Strategic Aim 3: To minimise smoking-related health inequalities

Policy objectives 2021-24

- Tobacco Control Plan to prioritise support for populations and areas with highest smoking rates.
- National Institute for Health and Care Excellence (NICE) guidance and NHS Long-term Plan tobacco dependence treatment commitments to be fully implemented.
- Apply principles of NICE guidance to non-NHS settings.
- Expand support for pregnant women and extend to include pre-conception and post-natal interventions.
- Test all tobacco control policies for impact on inequalities and mitigate where necessary.

2021 Tobacco Control Plan to prioritise support for populations and areas with highest smoking rates

ASH led the development of a report making recommendations on smoking and mental health for the next Tobacco Control Plan on behalf of the Mental Health and Smoking Partnership. Following a meeting of the Partnership involving leading academics and officials from the DHSC and PHE, the final report was endorsed by all 19 members of the Partnership.

The report makes 23 recommendations calling for further action to improve support to people with Severe Mental Illness, an increased focus on smoking among people with depression and anxiety, improvements to data collection and new targets and an integration of tobacco control approaches into public mental health agenda.

A further report on social housing was developed during this year along with housing experts Housing LIN, with significant input from housing organisations and local public health teams. The report presents the case for action in social housing where nearly a third of smokers live.

NICE guidance and NHS Long-term Plan to be fully implemented

ASH's work with NHSE has expanded through this year and we now work closely with three NHSE directorates: Prevention, Health Inequalities and Cancer. We have met with a number of senior staff in NHSE across the year including: Director of Prevention, Director of Inequalities, Medical Director and Medical Director for Prevention – providing us with opportunities to advance our agenda at the most senior level.

The new NHS 'Tobacco Dependency Treatment Services' are being rolled out across the country. This is an investment by the NHS in services to support all inpatient smokers, pregnant smokers and smokers with long term mental health conditions. It is due to be fully implemented by 2023/24 and will represent at least £40 million investment in treatment for smokers within the NHS.

ASH sits on the Tobacco Dependence Stakeholder Engagement group as part of the governance for the programme. ASH was funded by NHSE to support engagement and roll-out through a series of webinars starting in Autumn and concluding in Spring 2022. This programme has been highly valued with over 1500 people attending one or more webinar and positive feedback: *"I really really appreciate these webinars. There's so much going on that it's impossible without your help to keep on top of it all."*

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The expansion of the Lung Cancer Screening programme from an initial 20 sites has created an additional opportunity to improve support to smokers. ASH inputted into the development of the new specification for the services and spoke at the Lung Cancer Health Check conference in December 2021.

Strengthen tobacco dependence treatment in local government and NHS

Local government continues to be one of the most important stakeholders for ASH. Following the May 2021 elections ASH supported the engagement of new councillors through a written 'how to' guide, including a film featuring a long-standing tobacco control lead from the North East talking through her top tips for briefing newly elected councillors. ASH secured the endorsement of the Local Government Association (LGA) for a revised Local Government Declaration on Tobacco Control for local authorities which was launched later in the year alongside an updated NHS Smokefree Pledge for NHS organisations. Both commitment tools were endorsed by leading national figures including Chief Medical Officer (for the Local Government Declaration) and the Chief Executive of NHS England (for the NHS Smokefree Pledge).

ASH held a webinar specifically for local services in collaboration with the National Centre for Smoking Cessation and Training (NCSCT) to support implementation of updated NICE guidance on tobacco dependence treatment. The event, covering NICE guidance and community stop smoking support, was held in February and attended by 267 people.

In January 2022 the eighth annual ASH/ Cancer Research UK survey of tobacco control leads was published. The press release including quotes from both the President of the Association of Directors of Public Health and the Chair of the LGA Community Wellbeing Board.

Around 84% of all local authorities in England with responsibility for public health responded to the survey, which found improvements compared to before the pandemic. In 2021, 76% of local authorities were providing some form of dedicated specialist service for smokers, compared to 69% in 2019.

However, the survey also showed that long term underfunding combined with growth in demand for services due to new NHS programmes, is already placing pressure on services and this will only increase as NHS rollout is completed. There is an urgent and growing need to improve local authority public health funding to meet these demands and tackle inequalities in the wake of the pandemic.

To support local authorities to re-engage their tobacco control strategies post pandemic ASH have produced, in collaboration with regional partners, a guide to local strategies focusing on the 10 high impact actions local authorities can take to reduce smoking.

The cost calculator for local authorities, known as the ASH ready reckoner, was also revised and updated in 2022, providing a breakdown of the £17bn smoking costs society annually to regional and local level. This has been an important tool over the years for local government to understand the impact of smoking, and this update included for the first time quantification of the impact of smoking on demand for care in care homes. Overall more than a million people each year need help with everyday tasks because of disabilities caused by smoking.

Expand support for pregnant women and extend to include pre-conception and post-natal interventions

Maintaining ASH networks of engaged professionals is an important part of our programme of work. We have over thousand professionals in our Smokefree Pregnancy Network and continue to meet quarterly with leading national partners in the Smoking and Pregnancy Challenge Group

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alongside officials from NHSE and OHID (formally PHE). These forums are important routes for engagement and dissemination.

Activity for the year was focused on securing recommendations set out in our February 2021 report “Getting Back on Track”, for tackling smoking in pregnancy in light of pandemic and Government commitments. This started with an event for our Smokefree Pregnancy Champions, though this was open to all interested professionals, with presentations from the two national Smokefree Pregnancy Champions, Viv Bennet, Director of Nursing at PHE and Jacqueline Dunkley-Bent, Chief Midwife at NHSE. 267 people attended with over 300 views of the recording post event.

The new NICE guidance published in November 2021 included a significant step forward with the recommendation that pregnant women who are referred to a stop-smoking service should be offered vouchers to encourage them to stop smoking.

To support the engagement of women and their families without English as a first language we have translated some of our resources for support pregnant smokers into Polish, Romanian, Bulgarian, Urdu and Punjabi.

Improve access to alternative nicotine products

At the beginning of 2019 the Medicines and Healthcare products Regulatory Agency (MHRA) set up an ad hoc expert working group, including from ASH, to review its guidance on the licensing procedure for electronic cigarettes. The remit of the group was to deliver on the Government commitment to review whether systems for approving stop smoking therapies could be streamlined; to be able to respond appropriately should manufacturers put forward a product for licensing. Following this work new guidance was published in October 2021 with supportive quotes from June Raine, Chief Executive of the MHRA and the Secretary of State.

The revised NICE guidance also boosted support for e-cigarettes as a quitting aid with clear advice to health professionals that they should recommend products as a smoking cessation aid.

ASH continues to monitor the use of e-cigarettes in adults and children through our annual population surveys.

Strategic Aim 4: Secure organisational sustainability for ASH

Objectives

- Optimise capacity, effectiveness and cost-effectiveness by leveraging collaborative working.
- Optimise organisational capacity.

Sustain and develop our networks

ASH's networks are the life-blood of its work and key to securing positive and powerful impact on the public health agenda. Despite the pandemic we have been able to sustain our networks by moving to entirely online communications. Key networks are:

- Smokefree Action Coalition – local and national organisations with a commitment to end the harm from smoking.
- Local Smokefree Action Coalition network – professionals working in tobacco control and related fields.
- Smoking in Pregnancy Challenge Group – public health, baby and maternity organisations with a shared mission to end smoking in pregnancy.
- Smokefree Pregnancy Information Network – professionals working in the field.

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- Mental Health and Smoking Partnership – 19 public health and mental health organisations committed to ending the disparities in smoking rates among people with mental health conditions.
- Mental Health and Smoking Information Network – professionals working in the field.
- Smokefree Councillors Network – councillors, most in senior leadership roles.

These networks are maintained through regular briefings and meetings throughout the year.

Collaborate with alliances working on other modifiable risk factors, especially the Obesity Health Alliance and Alcohol Health Alliance

ASH has started work in this area by establishing funded projects with SPECTRUM and Cancer Research UK to scope out the areas of joint work across these risk factors. This work will report in the next financial year.

Play a constructive role in delivering the broader public health agenda and reducing inequalities

ASH has played an important role throughout this year by scoping out how best to mitigate potential negative impacts and take advantage of opportunities provided by the reorganisation of public health and the NHS. Following the August 2020 announcement of the abolition of PHE we collaborated with partners across the sector and led in pulling together and disseminating two joint statements about the principles which needed to be fulfilled and the tests that needed to be met if the reorganisation of public health was to be successful. ASH also provided DHSC with a more detailed outline of the structure which we felt would deliver on the principles and meet the tests, and we were pleased to see that our recommendations were largely reflected in the structure delivered by the reforms.

Optimise communications and digital strategy

Proactive and reactive engagement of the media is a key strand of work which enhances our policy impact. For example, the media strategy alongside the launch of the APPG report on a new tobacco control plan secured significant reach. There were 230 pieces of coverage at national, regional and local level. Most significantly for political impact, this included the Today programme. As well as other broadcast media it was widely covered by the national newspapers, including a detailed and positive piece in the Sun online – which has one of the largest newspaper readerships in the country. ASH published 36 press releases during the year (38 during 2020-21).

Engaging with the policy process and ensuring tobacco related issues are considered in relevant policy discussions helps to advance the ASH policy agenda. As part of that ASH regularly responds to Government consultation on a wide range of issues. This year ASH has published 12 (21 in 2020-21) consultation responses.

ASH's information resources are highly rated by partners and keeping them up to date and high quality supports the tobacco control community to remain informed and engagement. This year ASH has published 20 fact sheets, briefings, and other information products (19 in 2020-21).

In addition to written materials ASH has established a programme of webinars to support and inform colleagues working in the sector. These are highly regarded with all webinars during this period rated at more than 4 out of 5 for usefulness by attendees. During the year, ASH ran 15 webinars (9 in 2020-21).

Optimise Organisational Capacity

At all times, ASH endeavours to maximise efficiency and minimise organisational costs. This year we completed a move into smaller offices that were better suited to our emerging needs as a result

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of the impact of the COVID-19 pandemic and allowed us to re-direct additional funds into activities. We are also in the process of moving to hybrid working.

Finance

Investments Policy

When not required, the free reserves held by the charity are held on deposit and may be placed on short-term Treasury Deposits at the discretion of the Business Manager.

Principal Funding Sources

Project funding for the Charity during the year was:

- Department of Health and Social Care – Project 1: Delivering the Tobacco Plan for England.
- Cancer Research UK - Project 3: Local Authority Tobacco Control Report.

Core funding for the entire programme of work of the Charity was provided by:

- Cancer Research UK;
- British Heart Foundation.

Financial Review

The year saw a £174,934 increase in funds. Total income of £1,011,616 was 9% higher than the previous year.

Charitable expenditure, at £836,682 decreased by 2% on the previous year. ASH finished the year with cash balances of £736,298 (up £10,546 from last year) and net assets of £986,033.

Having made transfers of £89,828 from general funds to meet deficiencies on the various projects for which restricted funds were available, the balance of general funds at the end of the year increased by £176,766 to £968,587.

Reserves Policy

Reserves are maintained at a level that enables the Charity to manage financial risk, such as the loss of funding sources, allowing the Charity to sustain current activities in the short-term and ensuring that financial commitments can be met as they fall due.

The reserves measure is on a 'managed cash' basis. 'Managed cash' includes all amounts available to finance the general activities of the Charity, and normally include the cash held in the Charity's bank accounts. The targeted level of reserves is a minimum of six months (£401,000) and a maximum of 12 months (£802,000), annualised forecast cash outflow. Six months is considered a reasonable time period considering the Charities two major funding sources are received quarterly in arrears.

If the Charity were to suffer a loss of a funding source, the reserves would allow only a short-term maintenance of current activity levels. Steps would still need to be taken to either replace the funding source or to change activities in the longer-term. The level of managed cash at 31st March 2022 (£736,298) was within the desired range.

**Action on Smoking and Health
Report of the Trustees
31st March 2022**

Thanks

The Trustees would like to thank the British Heart Foundation, Cancer Research UK and our partners in the Smokefree Action Coalition for supporting our work during the year. In addition, they would like to thank all of the ASH staff for their work during the year.

Trustees' Responsibilities

The Trustees (who are also the Directors of Action on Smoking & Health for the purposes of company law) are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the Trustees



.....
Professor Nick Hopkinson
Chair

Date: 21st September 2022

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ACTION ON SMOKING AND HEALTH

Opinion

We have audited the financial statements of Action on Smoking and Health ('the company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 13, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.

- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Moore Kingston Smith LLP

Neil Finlayson
(FCA, ICAEW)
For and on behalf of Moore Kingston Smith LLP
Chartered Accountants

6th Floor
9 Appold Street
London EC2A 2AP

Date: 22 September 2022

**ACTION ON SMOKING AND HEALTH
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2022**

	Note	Unrestricted Funds		Restricted Funds	Total 2022	Unrestricted Funds		Restricted Funds	Total 2021
		General	Designated	Funds		General	Designated	Funds	
		£	£	£	£	£	£	£	£
Income and Endowments From:									
Donations and legacies									
Grants received	2a	631,004	-	-	631,004	602,598	-	-	602,598
Donations and legacies received	2b	92,873	-	-	92,873	3,896	-	-	3,896
Interest		328	-	-	328	490	-	-	490
Charitable activities									
Grants received	2a	-	-	216,644	216,644	-	-	237,317	237,317
Contract income		69,767	-	-	69,767	71,300	-	-	71,300
Other income		1,000	-	-	1,000	13,847	-	-	13,847
Total Income		<u>794,972</u>	<u>-</u>	<u>216,644</u>	<u>1,011,616</u>	<u>692,131</u>	<u>-</u>	<u>237,317</u>	<u>929,448</u>
Expenditure On:									
Charitable activities									
Policy Research and Information	3	510,592	3,691	322,399	836,682	528,995	4,373	322,399	855,767
Total Expenditure		<u>510,592</u>	<u>3,691</u>	<u>322,399</u>	<u>836,682</u>	<u>528,995</u>	<u>4,373</u>	<u>322,399</u>	<u>855,767</u>
Net income/(expenditure) for the year before transfers		284,380	(3,691)	(105,755)	174,934	163,136	(4,373)	(85,082)	73,681
Transfers	8, 9, 10	(107,614)	1,859	105,755	-	(89,828)	4,746	85,082	-
Net Movement in Funds		176,766	(1,832)	-	174,934	73,308	373	-	73,681
Funds brought forward		<u>791,821</u>	<u>9,278</u>	<u>10,000</u>	<u>811,099</u>	<u>718,513</u>	<u>8,905</u>	<u>10,000</u>	<u>737,418</u>
Funds carried forward		<u>968,587</u>	<u>7,446</u>	<u>10,000</u>	<u>986,033</u>	<u>791,821</u>	<u>9,278</u>	<u>10,000</u>	<u>811,099</u>
		Note 10	Note 9	Note 8		Note 10	Note 9	Note 8	

All results are from continuing activities.

No gains or losses arose in the year other than those shown above.

The notes on pages 21 to 29 form a part of these financial statements.

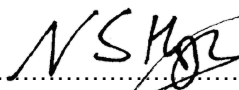
ACTION ON SMOKING AND HEALTH
(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)
BALANCE SHEET AT 31 MARCH 2022

	Note	2022 £	2022 £	2021 £	2021 £
Fixed Assets					
Tangible assets	5		7,446		9,278
Investments	1		24		24
			<u>7,470</u>		<u>9,302</u>
Current Assets					
Debtors	6	306,157		137,937	
Cash at bank and in hand		<u>736,298</u>		<u>725,752</u>	
		1,042,455		863,689	
Creditors: Amounts falling due within one year	7		<u>(63,892)</u>		<u>(61,892)</u>
Net Current Assets			<u>978,563</u>		<u>801,797</u>
Net Assets	11		<u>986,033</u>		<u>811,099</u>
Funds					
Restricted	8		10,000		10,000
Unrestricted					
Designated funds	9		7,446		9,278
General Funds	10		<u>968,587</u>		<u>791,821</u>
			<u>986,033</u>		<u>811,099</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the companies Act 2006 and with the Financial Reporting Standard 102 (effective January 2015).

The notes on pages 21 to 29 form a part of these financial statements.

These accounts were approved, and authorised for distribution, by the Board of Directors on 21st September 2022 and signed on its behalf by:



 Professor Nick Hopkinson
 Chair of the Board of Trustees

KJ Harrison

 Kate Harrison
 Treasurer

Company number: 00998971
Charity number: 262067

**ACTION ON SMOKING AND HEALTH
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2022**

	2022	2021
	£	£
Cash flows from operating activities		
Net income for the year	174,934	73,681
Adjustments for:		
Depreciation of tangible fixed assets	3,691	4,373
(Increase) / decrease in debtors	(168,220)	60,318
Increase in creditors	2,000	17,831
Interest received	(328)	(490)
Net cash generated by operating activities	12,077	155,713
Cash flows from investing activities		
Interest received	328	490
Purchase of tangible fixed assets	(1,859)	(4,746)
Net cash from investing activities	(1,531)	(4,256)
Change in cash and cash equivalents in the year	10,546	151,457
Cash and cash equivalents at beginning of year	725,752	574,295
Cash and cash equivalents at end of year	736,298	725,752
 Analysis of cash and cash equivalents		
Cash at bank and in hand	736,298	725,752
	736,298	725,752

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charitable company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

The financial statements have been prepared under the historical cost convention. They are prepared in sterling, which is the functional currency of the charity. Amounts presented are rounded to the nearest pound.

Going concern

During this financial year the trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. This year, this requires consideration of the impact of COVID-19 on the operations of ASH, its principal funders and the wider economy. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on income. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

Company status

The charity is a company limited by guarantee, registered in England & Wales. In the event of the charity being wound up, the liability of each member in respect of the guarantee is limited to £1.

Income

All income including government grant income is recognised when there is entitlement to the funds, the receipt is probable and the amount can be measured reliably. Where income is received in advance of meeting any performance-related conditions, there is not unconditional entitlement to the income. The recognition of this income therefore is deferred and included in creditors as deferred income until the performance-related conditions are met. Legacies are included in the accounts at the point where the amount receivable can be measured with sufficient reliability; this is normally the point of receipt by the charity.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)

Resources

Expenditure is included in the Statement of Financial Activities on a accruals basis, inclusive of any VAT which cannot be recovered. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure has been classified under headings that aggregate all costs related to the category.

- Charitable activities include expenditure associated with the development of policy, research, information and related activities and include both the direct costs and support costs relating to those activities.
- Support costs are the costs of central functions which relate to the whole organisation. These have been allocated to cost categories on the basis of staff time occupied in each area.

Pension contributions

The charitable company makes contributions to a defined contribution scheme for eligible members of staff the amount being determined in relation to the individual's current salary.

Operating leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

Tangible fixed assets and depreciation

Items are capitalised as fixed assets if their cost exceeds £500.

Depreciation is provided on expenditure at rates calculated to write off each asset over its estimated remaining useful life. The estimated remaining useful lives of the classes of assets are as follows:

Fixtures, fittings and office equipment	3-5 years
---	-----------

Investments

Investments are held in tobacco related companies to give ASH the right to attend annual general meetings and receive relevant documents. The holdings are minimal and it is therefore considered appropriate to disclose them at historical cost rather than market value as required by SORP. There is no material difference between the cost and the market value.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the objectives of the charity. Designated funds are also unrestricted funds but have been designated by the trustees for a particular purpose and includes the net book value of tangible fixed assets used by the charitable company in its operational activities. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes. The aim and use of each restricted and designated fund is given in the notes.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)

Gifts in kind

Donated assets are capitalised at a value estimated to be their market value at the time of donation. Where services are provided to the Charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the Charity.

Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Other financial instruments

i. Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

ii. Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their at transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2a Grants	2022	2021
	£	£
<i>Unrestricted grants received</i>		
Supporting charities	631,004	602,598
<i>Restricted grants arising from charitable activities</i>		
Department of Health	192,000	210,000
Supporting charities	24,644	27,317
	216,644	237,317
2b Donations and legacies (All unrestricted)	2022	2021
	£	£
Donations	5,809	3,896
Legacies	87,064	-
	92,873	3,896

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

3 Charitable activities

The detailed charitable activities are more fully described in the trustees' report and relate to interlinked areas of policy, research and information.

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2022
	£	£	£	£
Policy research and Information	<u>360,996</u>	<u>342,401</u>	<u>133,285</u>	<u>836,682</u>
	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2021
	£	£	£	£
Policy research and Information	<u>280,272</u>	<u>347,949</u>	<u>227,546</u>	<u>855,767</u>

Support costs are those shared costs which relate to the operation of the organisation and include:

	Total 2022 £	Total 2021 £
Staff costs (See Note 4)	59,004	60,427
Depreciation	3,691	4,373
Legal & Consultancy	8,718	9,744
Office running costs	41,526	124,343
Telephone and postage	1,885	6,815
Printing, stationery and design	621	863
Board expenses	-	5,674
Audit fee	11,740	7,974
Accountancy and payroll	2,913	4,612
Other costs	<u>3,187</u>	<u>2,721</u>
	<u>133,285</u>	<u>227,546</u>

The basis of allocation of total overhead costs between direct and support costs is staff time.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

4 Staff Costs	2022	2021
	£	£
Gross pay	347,108	347,744
Social security	37,018	37,408
Pension contributions	16,632	20,910
	<u>400,758</u>	<u>406,062</u>
Other staff costs	647	2,314
	<u>401,405</u>	<u>408,376</u>

The remuneration of 1 member of staff (2021: 1 member of staff) fell into the range £90,000 - £100,000 (2021: £90,000 - £100,000). This figure includes salary but excludes social security costs and employer pension contributions.

No trustees (2021: none) were reimbursed for expenses incurred (2021: none) for travel to board meetings. No trustee received any remuneration in the year (2021: none).

Key management personnel comprise the trustees, Chief Executive, Business Manager, and the Deputy Chief Executive. Total employee benefits for these individuals in 2021-22 were £231,081 (2021: £231,067). This figure includes salaries, employer pension contributions and social security costs. There are no other pecuniary benefits for senior or other staff at the Charity.

Total employee benefits for the Chief Executive in 2021-22 were £105,979 (2021: £110,171), comprising salary £92,974 (2021: £92,974), employer pension contributions £1,395 (2021: £5,578) and social security costs £11,610 (2021: £11,618).

The average number of staff employed, including part time staff, allocated according to function was:

	2022	2021
	Number	Number
Central charitable activities	<u>9</u>	<u>9</u>

5 Tangible Fixed Assets

Cost	Office fixtures, fittings and £
At 1 April 2021	74,847
Additions	1,859
Disposals	-
At 31 March 2022	<u>76,706</u>
Depreciation	
At 1 April 2021	65,569
Charge for the year	3,691
Eliminated on disposal	-
At 31 March 2022	<u>69,260</u>
Net Book Value	
At 31 March 2022	<u>7,446</u>
At 31 March 2021	<u>9,278</u>

All fixed assets are held for use by the charitable company.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

6 Debtors	2022	2021
	£	£
Other debtors	293,228	131,592
Prepayments	12,929	6,345
	<u>306,157</u>	<u>137,937</u>

All debtors are financial instruments measured at present value.

7 Creditors: Amounts falling due within one year	2022	2021
	£	£
Trade creditors	10,941	28,014
VAT liability	6,571	8,630
Accruals	18,172	25,248
Other creditors	28,208	-
	<u>63,892</u>	<u>61,892</u>

Included within the figure for accruals is £1,667 (2021: £2,206) owing to the NEST pension scheme.

All creditors, except accruals, are financial instruments measured at present value.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

8 Restricted Funds		Funds brought forward April 2021 £	Incoming resources £	Resources expended £	Transfers from General funds £	Funds carried forward March 2022 £
Secondhand Smoking	(a)	10,000	-	-	-	10,000
Towards a Smokefree Generation: a project to support deliver of the Tobacco Control Plan for England 2018-21	(b)	-	192,000	(293,861)	101,861	-
Local Authority Tobacco Control	(c)	-	24,644	(28,538)	3,894	-
		10,000	216,644	(322,399)	105,755	10,000
		£	£	£	£	£
Secondhand Smoking	(a)	10,000	-	-	-	10,000
Towards a Smokefree Generation: a project to support deliver of the Tobacco Control Plan for England 2018-21	(b)	-	210,000	(293,861)	83,861	-
Local Authority Tobacco Control	(c)	-	27,317	(28,538)	1,221	-
		10,000	237,317	(322,399)	85,082	10,000

- (a) This amount represents the legacy of Jean Matthews. The money was specified for use in campaigns against involuntary smoking.
- (b) This project funds work in support of the Tobacco Control Plan for 2018-21 and consists of a grant of £192,000 (2021: £210,000) from the Department of Health and Social Care Grant Funding Scheme.
- (c) This project provides an annual tobacco control report tracking Local Authority activity in tobacco control and consists of a grant from Cancer Research UK.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

9 Designated Funds	Funds brought forward April 2021	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2022
	£	£	£	£	£
Capital equipment	9,278	-	(3,691)	1,859	7,446
	<u>9,278</u>	<u>-</u>	<u>(3,691)</u>	<u>1,859</u>	<u>7,446</u>
	Funds brought forward April 2020	Incoming resources	Resources expended	Transfers from General funds	Funds carried forward March 2021
	£	£	£	£	£
Capital equipment	8,905	-	(4,373)	4,746	9,278
	<u>8,905</u>	<u>-</u>	<u>(4,373)</u>	<u>4,746</u>	<u>9,278</u>

The capital equipment fund equates to the value of tangible fixed assets. These are not liquid assets or easily realisable.

10 General Funds	Funds brought forward April 2021	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2022
	£	£	£	£	£
Central funds	791,821	794,972	(510,592)	(107,614)	968,587
	<u>791,821</u>	<u>794,972</u>	<u>(510,592)</u>	<u>(107,614)</u>	<u>968,587</u>
	Funds brought forward April 2020	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2021
	£	£	£	£	£
Central funds	718,513	692,131	(528,995)	(89,828)	791,821
	<u>718,513</u>	<u>692,131</u>	<u>(528,995)</u>	<u>(89,828)</u>	<u>791,821</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022 (CONTINUED)**

11 Analysis of Net Assets between Funds	Fixed assets £	Net current assets £	Total 2022 £
Restricted funds:	-	10,000	10,000
Unrestricted funds:			
Designated funds	7,466	-	7,466
General funds	24	968,543	968,567
	<u>7,490</u>	<u>978,543</u>	<u>986,033</u>
	Fixed assets £	Net current assets £	Total 2021 £
Restricted funds:	-	10,000	10,000
Unrestricted funds:			
Designated funds	9,278	-	9,278
General funds	24	791,797	791,821
	<u>9,302</u>	<u>801,797</u>	<u>811,099</u>

12 Operating Lease Commitments

The company had annual commitments under operating leases as follows:

	2022 Land and Buildings £	2021 Land and Buildings £
Expiring:		
- within 1 year	24,478	24,478
- in between two and five years	<u>65,274</u>	<u>89,752</u>

During the year £28,029 (2021: £44,234) has been recognised as an expense in the SOFA.

13 Related Party Transactions

There have been no related party transactions during the year that require disclosure.

ACTION ON SMOKING AND HEALTH (ASH)

England & Wales - Charity number 262067

Accounts

ACTION ON SMOKING AND HEALTH
(A company limited by guarantee and not having a share capital)

Company No. 00998971
Charity No. 262067

FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 MARCH 2021

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Action on Smoking and Health

Report of the Trustees

31st March 2021

The Trustees are pleased to present their report and the financial statements of the charity for the year ended 31st March 2021.

Legal & Administrative Details

Legal Status

Action on Smoking and Health (“ASH”) is registered in England as company number 00998971 and as charity number 262067.

Registered Office

Unit 2.9, The Foundry, 17 Oval Way, London SE11 5RR.

Website

www.ash.org.uk

Directors & Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law and throughout this report are referred to as the Trustees. The following Trustees (Honorary Officers as indicated) were in office at the 31st March 2021 and had served throughout the year, except where shown:

Dr Sanjay Agrawal	-	
Dr Somen Banerjee	-	
Professor John Britton	-	
Professor Paul Burstow	-	
<i>Dr Noel Baxter</i>	-	<i>Resigned 14th December 2020</i>
Alison Cox	-	Vice-Chair
<i>Carolyn Davidge</i>	-	<i>Resigned 26th March 2021</i>
Kate Harrison	-	Treasurer
Dr Nick Hopkinson	-	Chair
Jonathan McShane	-	
Dr Debbie Robson	-	
Dr Helen Walters	-	

Senior Staff

The senior member of staff to whom day to day management of the charity is delegated by the Trustees is the Chief Executive, Deborah Arnott. The Company Secretary is the Business Manager, Philip Rimmer.

Independent Examiner

Neil Finlayson, Moore Kingston Smith LLP, Devonshire House, 60 Goswell Road, London, EC1M 7AD.

Principal Bankers

Barclays Bank plc, Leicester, LE87 2BB.

Structure, Governance & Management

ASH was founded in 1971 by the Royal College of Physicians and is a company limited by guarantee without share capital. Its governing document is its Articles of Association.

The Trustees form the Board of Management of the charity. For the purposes of the Companies Act 2006 as the Directors of ASH they are also Members of the Advisory Council. The Trustees are elected by the other Members of the Advisory Council, who are also the members of the Company, at the Annual General Meeting. Not more than one third of the Trustees are required to retire at each Annual General Meeting. Retiring Trustees are eligible for re-election.

Action on Smoking and Health

Report of the Trustees

31st March 2021

The Chief Executive of ASH, a paid member of staff, is responsible for the day to day running of the organisation and is responsible to the Board of Management which usually meets four times a year and is responsible for setting the strategic objectives.

So as to maintain a pool of skilled potential Trustees, new Advisory Council Members are regularly sought by the Board of Management, particularly from within the health, public health, public relations and political spheres. As new Trustees are recruited from the membership of the Advisory Council they tend to be grounded in the policies, working practices and procedures of the Board. During the year the Trustees conducted a thorough review of its policies on recruiting new Advisory Council Members as well as Trustees. They also agreed a new process for electing Honorary Officers.

All new Trustees are advised of their responsibilities by the Chair and the Business Manager. In addition they receive an induction pack containing Board policies and advice booklets from the Charity Commission. The training needs of the Trustees are examined and acted upon as part of the regular review of risks.

Remuneration Policy

The governing principles of the Charity's remuneration policy are as follows:

1. to ensure delivery of the Charity's objectives;
2. to attract and retain a motivated workforce with the skills and expertise necessary for organisational effectiveness;
3. that remuneration should be equitable and coherent across the organisation;
4. to take account of the purposes, aims and values of the Charity;
5. to ensure that pay levels and pay increases are appropriate in the context of the interests of our beneficiaries.

Senior Executive Remuneration

In relation to deciding remuneration for the Charity's Chief Executive, the Charity considers the potential impact of remuneration levels and structures of senior executives on the wider Charity workforce and will take account of the following additional principles:

1. to ensure that the Charity can access the types of skills, experiences and competencies that it needs in its senior staff, the specific scope of these roles in the Charity and the link to pay;
2. the nature of the wider employment offer made to senior employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the public benefit delivered. The Charity recognises that it is, on occasion, possible to attract senior executives at a discount to public sector or private sector market rates.

In line with the recommendations of the NCVO Inquiry into Executive Remuneration published in April 2014, the Charity has decided to disclose the remuneration of the Chief Executive (see note 4 on page 20).

Related Parties and Partner Organisations

None.

Statement of Risk

The Trustees have examined the major risks to which the Charity is exposed and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to mitigate these risks. Detailed consideration of risks is delegated to the Business Manager, who acts as Risk Manager and reports to the Board. Risks are identified,

Action on Smoking and Health

Report of the Trustees

31st March 2021

assessed and controls established throughout the year with a comprehensive review taking place at a minimum every 3 years, most recently in January to March 2020. The following risks have been assessed as being significant:

Risk: Disruption through fire, flood, theft, terrorism or a major public health issue. As with any small organisation based on a single site, any of these would cause severe disruption to our work. Unfortunately, we are now experiencing this due to COVID-19.

Mitigation: Adequate levels of insurance, reviewed annually by our broker and whenever major additions are made to assets. Maintenance of adequate office security and control of access to keys to only ASH staff, cleaning contractor and building supervisor. Storage, off-site, of a weekly back-up of key data held on computers. Website hosted off-site with contractors holding a back-up at a third site. Ability and willingness of key staff to do some work from home.

The Business Manager maintains a plan for what happens in the weeks after serious disruption, the information which needs to be stored off-site with staff for instant access and other arrangements.

ASH staff have been set up for working from home since March 2020. All staff take part in a video meeting on a daily basis and the Senior Management Team are holding remote meetings regularly. Workplans have been revised in the light of what is safe, practical and possible during lockdown and changes to this announced by the Government over time.

Risk: Failure by one of our key funders to agree annual funding, or agreeing to much lower funding, from March 2021 onwards.

Mitigation: The Charity's reserves policy, which is reviewed on an annual basis; maintaining our low level of overheads, employing a small core staff whilst using specialist consultants when appropriate.

The Chief Executive and other key staff will continue to devote considerable effort to maintaining good relations with key decision makers, with a particular focus on maintaining the high priority that our work has. We will continue to demonstrate, through ongoing evaluation of our work, monitoring, regular updates and contact, that ASH activities continue to be both dynamic and effective at delivering the support that our funders require.

Risk: Changes in Government policies, funding for policies or attitudes. The serious undermining of ASH's work or Government actions which impact on the work we need to do. Including: the possibility of radical shifts in Government policy after a General Election; funding cuts to Government work on tobacco control policies; and the ongoing and rapidly moving situation with regards to Government funding of its response to COVID-19.

Mitigation: ASH has worked well in the past with Conservative, Labour and Coalition administrations. Key ASH staff with work to maintain good and friendly relations with key political and civil service decision makers and with relevant individuals in all political parties. Networking to ensure Smokefree Action Coalition (SFAC) members continue to support tobacco control policies.

The next comprehensive review of risk is due to take place during the third quarter of 2021-22.

Objectives

As stated in its Articles of Association, the objectives of the Charity are:

1. to preserve and protect the health of the public against the harmful effects of cigarette or other tobacco products; and
2. to advance the education of the public about the effects of cigarette and other tobacco and nicotine products.

Action on Smoking and Health

Report of the Trustees

31st March 2021

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Activity & Impact Report

As an integral part of the strategic planning review for 2017-20, the Trustees agreed a series of success indicators for each of four strategic priorities, measuring our impact as an organisation. These relate to outcomes as well as outputs whilst recognising that ASH plays a role but is not solely responsible when it comes to successful outcomes. The four strategic priorities are:

1. Defend existing tobacco control measures and resources.
2. Advance the introduction of new tobacco control measures and resources.
3. Support specific measures aimed at reducing smoking rates among the poorest and most vulnerable groups in society.
4. Harm reduction: advocate for a regulatory regime for tobacco and nicotine replacement products based on the best evidence of harm they cause.

As a result of a review of our approach to strategic planning, and bearing in mind the emerging situation in relation to COVID-19, the Trustees decided at their meeting in March 2020 that the 2017-20 strategic plan would be extended to the end of March 2021.

Towards the end of the 2020-21 financial year a new, comprehensive strategic plan for 2021-24 was developed. The results of this this can be seen under the section "Plans for Future Periods".

Throughout the course of 2020-21 there were two big threats to our ability to deliver on our strategy and work programme: COVID-19 and the Government's decision to reorganise public health and dissolve Public Health England, with no clarity about what would happen to health improvement. Both of these risked undermining tobacco control and halting or limiting progress towards the Smokefree 2030 ambition. We took a two-pronged approach:

1. **Operations:** we constantly check and test our work programme as the pandemic evolves, to ensure we are maximising the impact of our delivery to key stakeholders, such as government, (national and local), the NHS and the third sector.
2. **Strategy:** we scanned the rapidly changing political, economic, social and technological environment for opportunities to mitigate risks to our ability to deliver on our strategic priorities.

Given the seriousness of the threat to tobacco control posed by the reorganisation of public health we made an early decision after the Government announcement in August that we had to engage in the process.

ASH networking and coalition building activity

ASH is a small organisation and enhance our effectiveness by networking and coalition building. In particular ASH has continued to coordinate and lead the Smokefree Action Coalition (SFAC), an active national coalition on tobacco control issues, intervening as and when necessary on tobacco control issues both to support existing policies and, as appropriate, advocate for new ones. Currently, the SFAC has around 350 members from a wide range of professional health bodies, academic collaborations, national and local charities, local authorities and NHS organisations.

1. Defend existing tobacco control measures and resources to ensure that public health is a priority area for government and decision makers, that smoking prevalence and smoking uptake by children and young people continue to fall.

Action on Smoking and Health

Report of the Trustees

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Tobacco tax policy

ASH continues to make submissions to HM Treasury on tobacco tax policy in collaboration with the SPECTRUM academic research consortium. Although the 2020 Autumn Budget was cancelled the Government uprated tobacco duties in line with the tobacco escalator of 2% above inflation, saying that this would “continue the drive to reduce smoking prevalence, and support the Government’s target for a smoke-free England by 2030.” Furthermore, in order to narrow the gap between hand-rolling tobacco (HRT) and cigarette duty rates and ensure the Minimum Excise Tax (MET) continues to be effective in the current market, the tax on HRT was increased by inflation plus 6% and the MET by inflation + 4%.

Impact of COVID-19 on provision of stop smoking services by the NHS and Local Authorities

Ensuring effective implementation of the tobacco dependence treatment provisions of the prevention strand of the NHS Long Term Plan has been an even greater challenge in the light of COVID-19, with face to face treatment in the community being halted and significant pressures on the NHS. Yet at the same time there is evidence that smokers appear more engaged in quitting at this time, with success rates among those who try highest recorded according to UCL Smoking Toolkit Study.

In April 2020 ASH launched a campaign to engage smokers in quitting, and use stop smoking services, just following the first lockdown. This campaign evolved significantly with additional funding from the Department for Health and Social Care (DHSC) to extend the reach with disadvantaged smokers.

The campaign had two prongs:

- **QuitForCovid:** A communications campaign that engaged local and national partners in communications activity, using social and “earned” media to extend its impact.
- **Today Is the Day:** A DHSC funded 4 week marketing campaign on local radio and digital media in July 2020. This targeted 14 local authorities with the highest rates of smoking in order to engage disadvantaged smokers.

The Today Is the Day campaign was delivered by ASH, with support from Breathe 2025, Fresh, the Greater Manchester Health and Social Care Partnership and Public Health England (PHE) Marketing. The campaign demonstrated value for money both directly and indirectly. Directly, by overdelivering on the KPIs for the paid for advertising which was the heart of the campaign. Indirectly through the successful promotion of the campaign through the media and widespread engagement of local authorities. There was extensive media coverage of the campaign, which was associated with a significant spike in numbers accessing the NHS smokefree website at the time of the launch.

In light of COVID-19, ASH conducted a rapid survey of local authorities in late April to understand how they have adapted their stop smoking service offers to the constraints of lockdown. Responses were received from 112 local authorities and illustrated that they have rapidly adapted to the circumstances, with 96% delivering a stop smoking service with trained advisors to some or all local smokers. 88% of local authorities reported providing Nicotine Replacement Therapy, medications or e-cigarettes to smokers during the lockdown. The survey responses were used to identify innovative best practice in response to COVID-19. The case studies were published in a joint document with PHE, and via the ASH webinar series.

The 2020 ASH survey of local tobacco control leads focused on the impacts of COVID-19 on practice and local authority responses to the impact of the closure of PHE through questions on risks and opportunities. The survey went into the field at the beginning of August and despite the

Action on Smoking and Health

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pressures of COVID-19 achieved a 74% response rate. In summary the survey report paints an impressive picture of a sector which has met the challenge of the pandemic and sought to make the best of a difficult time by forging new partnerships and ways to deliver. ASH will seek to build on the findings with partners in the coming year.

2. Advance the introduction of new tobacco control measures and resources that are both progressive, to continue to reduce smoking by people who have not been persuaded to quit by previous measures, and synergistic, so that policies combine together to produce the greatest impact on smoking rates.

Tobacco Control Plan to deliver a Smokefree 2030

Securing a government commitment to develop a new Tobacco Control Plan to deliver the Smokefree ambition was a key campaign objective for ASH. A commitment to publish a new Plan in 2021 was secured in December 2020 in a response by the Public Health Minister to a parliamentary question by Bob Blackman MP, Chairman of the APPG on Smoking and Health. When she spoke at the launch of the ASH report on smoking in pregnancy on 10th February 2021, the Public Health Minister reiterated this commitment.

ASH has continued to monitor and report through its annual opinion surveys which demonstrate majority and growing support for government action to tackle smoking.

YouGov survey results show the policy measures proposed in ASH's response to the Prevention Green Paper consultation, endorsed by other health organisations in the Roadmap to a Smokefree 2030, have majority public support.

The proportion of respondents who think the government could do more to limit smoking has grown substantially over time from 29% in 2009, when the question was first asked, to 39% in 2017 and at the time of our most recent survey in 2021 had risen to 45%. The proportion of respondents who think that the government is doing too much has fallen from 20% in 2009 to 11% in 2017 and 5% in 2021. Specifically, in 2021 there is support for the following policy measures among adults in England:

- The Government has set a target to end smoking by 2030. This will mean fewer than 5% of people smoking: supported by 76% with only 7% opposing.
- Requiring businesses to have a valid licence to sell tobacco which can be removed if they are caught more than once selling to underage smokers: supported by 84% with only 4% opposing.
- All smokers staying in hospital should be offered support and medication to help them not to smoke: supported by 78%, with only 6% opposing.
- Requiring tobacco manufacturers to pay a levy to Government for measures to help smokers quit and prevent young people from taking up smoking: supported by 77% with only 6% opposing.
- All Government health policy should be protected from the influence of the tobacco industry and its representatives: supported by 73% with only 3% opposing.
- Require cigarette packs to include inserts with Government information about quitting: supported by 71% with only 7% opposing.
- Smoking should be banned in all cars: supported by 67% with only 15% opposing.
- Raise the age of sale from 18 to 21 for tobacco: supported by 63% with only 15% opposing.

These data are taken from our annual survey of public opinion which has been carried out since 2007 by YouGov plc. Total sample size was 10,211 adults. Fieldwork was undertaken

Action on Smoking and Health

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between 18th February - 18th March 2021. The survey was carried out online. The figures have been weighted and are representative of all English adults (aged 18+).

ASH has prevented the tobacco industry from influencing tobacco policy by exposing their lobbying and misinformation.

ASH has worked hard to support the UK in living up to its obligations as a party to the WHO Framework Convention on Tobacco Control, and in particular Article 5.3 to protect its public health policy from the commercial and vested interests of the tobacco industry. In the Global Tobacco Industry Interference Index published in November 2020, the UK slipped from first to fourth in the 2019 world league table measuring government success in preventing tobacco companies from interfering in policy. ASH supported Tobacco Tactics and the STOP project at Bath University who were responsible for developing the UK section of the Tobacco Industry Interference Index, as we did last year's index. We also worked with them to put together a policy brief with recommendations for how the UK can improve its compliance with Article 5.3 going forward which was submitted to DHSC.

The ASH website continues to be used by the tobacco control community, media and decision-makers, including commissioners, as the leading site for information on tobacco control (measured by regular surveys of users).

In the 2021 independent evaluation of ASH's work, 94.2% of respondents rated the ASH website as excellent or good (91.5% in 2017).

ASH continues to be widely reported on tobacco-related media stories

ASH is contacted by the broadcast, print and digital media on a daily basis for information and quotes. Over the last year ASH issued 23 national press releases and 15 regional press releases on stories covering such issues as the Quit for COVID campaign, smoking cessation and mental health, the ban on menthol flavoured cigarettes, World No Tobacco Day and No Smoking Day.

At the end of March 2021, the daily summary of tobacco related news coverage, ASH Daily News, had 1,351 subscribers (2020: 1,140).

3. Support specific measures aimed at reducing smoking rates among the poorest and most vulnerable groups in society.

ASH's work continues to prioritise reducing smoking-related health inequalities.

Targeting smokers where they can be most effectively reached is core to this strand of our work. Smoking is independently linked to every indicator of socio-economic status, including occupation, educational attainment, housing tenure, single parenthood and unemployment. It is also strongly linked to mental health and wellbeing.

Smoking in Pregnancy

The Smoking in Pregnancy Challenge Group continues to work constructively and effectively and is valued by both NHS England and (PHE), which both provide funding for elements of this workstream. Pregnant smokers are heavily concentrated in poorer more disadvantaged communities, so this work is core to tackling inequalities.

ASH distributed a range of resources and information updates about smoking in pregnancy and COVID-19 through the Smokefree Pregnancy Information Network. This helped secure large sign-up for a webinar on smoking in pregnancy and COVID-19.

In mid-2020 we published five postcard resources providing brief information on the harms of secondhand smoke exposure to pregnant women and young children. These were well reviewed

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by pregnancy services, especially regarding the capacity for services to add their own local contact information.

Much of the activity of the early part of 2021 went into producing a new report setting out action needed to reduce Smoking at Time of Delivery (SATOD). The final report was published at a joint event with the All-Party Parliamentary Group on Baby Loss in February.

Mental Health

ASH has continued to share updates through the Mental Health and Smoking Information Network including distribution of the latest research from the SCIMITAR consortium at the University of York demonstrating the cost effectiveness of delivering smoking cessation support through mental health services.

An article on Mental Health, Smoking and Poverty written by ASH staff, was published in the British Journal of Psychiatry, and widely distributed through the Mental Health and Smoking Information Network and on social media.

ASH published comprehensive report on training needs of mental health nurses and psychiatrists on 16th December 2020. The report foreword was co-authored by the Chair of the Academy of Medical Royal Colleges, President of the Royal College of Psychiatry and the President of the Royal College of Nursing. The report was launched at a joint event with Equally Well. Work now continues to consider how to implement the findings. A key ask is for a future Tobacco Control Plan to have a new national strategy to address gaps in training for this workforce.

A meeting of the Mental Health and Smoking Partnership was held at the end of February 2021 to pull together the evidence for further action to tackle smoking among people with a mental health condition in the next Tobacco Control Plan. The event was attended by officials from DHSC and PHE and a follow up report on the event was provided to them.

Cochrane

The Cochrane group funded ASH to support communication of their new review of behavioural support for smoking cessation published in early 2021. We ran a webinar, producing some short briefs and put together a video to engage smokers in behavioural support model. We also supported Cochrane's communication of their latest e-cigarette report including press work, briefing of local and national partners and social media activity.

4. Harm reduction: advocate for a regulatory regime for tobacco and nicotine replacement products based on the best evidence of harm they cause and helps to maximise public health benefits and minimise risks.

ASH opinion surveys have provided crucial evidence to policy makers on attitudes and behaviour on e-cigarettes among adults and young people in Great Britain.

Data from ASH's YouGov opinion polling shows that use of electronic cigarettes has continued to increase among adults in Great Britain, rising to 3.6 million in 2021. Almost two thirds (64.6%) of current vapers are ex-smokers, this proportion has grown year on year, while the proportion of vapers who also smoke (known as dual users) has declined to 30.5% in 2021.

Misunderstandings about the relative risks of vaping compared to tobacco smoking have increased. In 2018, at least half the population agreed that e-cigarettes were less or a lot less harmful than smoking (50%). However, this improvement has not been sustained, and in 2021 only 42% agreed this was the case. The proportion of smokers who don't know how harmful e-cigarettes are compared to smoking remains high and is very similar to that of all adults (25% of smokers compared to 24% for all adults in 2021).

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In 2021 use of e-cigarettes among young people (aged 11-18) remains largely experimental with just 1.5% using e-cigarettes more than once a week (compared to 1.8% in 2020). Vaping is much less common among young people who have never smoked. In 2021, of young people aged 11-18 who have never smoked 0.7% are current vapers, only 0.2% vape more than once a week, and only a single never smoker reported vaping daily.

Finance

Investments Policy

When not required, the free reserves held by the charity are held on deposit and may be placed on short-term Treasury Deposits at the discretion of the Business Manager.

Principal Funding Sources

Project funding for the Charity during the year was:

- Department of Health and Social Care – Project 1: Delivering the Tobacco Plan for England.
- Cancer Research UK - Project 3: Local Authority Tobacco Control Report.

Core funding for the entire programme of work of the Charity was provided by:

- Cancer Research UK;
- British Heart Foundation.

Financial Review

The year saw a £73,681 increase in funds. Total income of £929,488 was 3% higher than the previous year.

Charitable expenditure, at £855,767 increased by 8% on the previous year. ASH finished the year with cash balances of £725,752 (up £151,457 from last year) and net assets of £811,099.

Having made transfers of £89,828 from general funds to meet deficiencies on the various projects for which restricted funds were available, the balance of general funds at the end of the year increased by £73,308 to £791,821.

Reserves Policy

Reserves are maintained at a level that enables the Charity to manage financial risk, such as the loss of funding source, allowing the Charity to sustain current activities in the short-term and ensuring that financial commitments can be met as they fall due.

The reserves measure is on a 'managed cash' basis. 'Managed cash' includes all amounts available to finance the general activities of the Charity, and normally include the cash held in the Charity's bank accounts. The targeted level of reserves is a minimum of six months (£401,000) and a maximum of 12 months (£802,000), annualised forecast cash outflow. Six months is considered a reasonable time period considering the Charities two major funding sources are received quarterly in arrears.

If the Charity were to suffer a loss of a funding source, the reserves would allow only a short-term maintenance of current activity levels. Steps would still need to be taken to either replace the funding source or to change activities in the longer-term. The current level of managed cash (£725,752) is within the desired range.

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Plans for Future Periods

A new Strategic Plan for 2021-24 was developed between December 2020 and March 2021, informed by a series of interviews with key stakeholders and ASH Trustees, an online questionnaire and a series of strategic planning meetings held in the first quarter of 2021.

ASH seeks to bring about change through policy advocacy, coalition building and information provision. Our strategic aims and objectives are focused on the creation and delivery of policies across government and the public sector that will deliver our vision of a world free from the harm caused by tobacco.

There are three primary strategic aims, each of which has a number of specific policy objectives. These aims are:

1. Secure resources for national, regional and local tobacco control to deliver Smokefree 2030 for all.
2. Advance UK position as a global leader in tobacco policy to deliver Smokefree 2030 for all.
3. Minimise smoking-related health inequalities to deliver Smokefree 2030 for all.

These aims, and their associated objectives, amount to a policy blueprint for government and the public health community. They describe the policies that ASH believes are essential to the delivery of a Smokefree 2030 for all, policies that ASH:

- will make the case for, using the best available evidence;
- will build support for, drawing on its extensive professional partnerships and networks; and
- will campaign for, with the help of its supporters in parliament and the wider public arena.

Each of these aims is explicitly linked to our goal of delivering Smokefree 2030 for all. The three aims are all equally important to achieving this goal. Appropriate resourcing is needed to deliver ambitious policy, and the achievement of the 2030 goal *for all* requires a clear focus on inequalities. The aims are underpinned by a fourth aim that supports the delivery of, the other three: securing organisational sustainability for ASH.

There is no explicit prioritisation or sequencing as this will be a matter for more detailed discussion at an operational level and will change over time as the environment we work in changes. The following general points are, however, relevant:

- ASH does not make the political weather but we do our best to influence it.
- We take a long view and are proactive in building public support for policies as a foundation for achieving political support.
- We respond quickly, and opportunistically when necessary, to political timetables and events. The government commitment to publish a new Tobacco Control Plan in 2021 is likely to dominate our immediate work programme.
- ASH has nurtured many successful partnerships and relationships and these will remain at the heart of the work of the organisation. Existing mechanisms and agents of change are always our first port of call.

The full ASH strategic plan for 2021-24 can be found on our website (www.ash.org.uk).

Thanks

The Trustees would like to thank the British Heart Foundation, Cancer Research UK and our partners in the Smokefree Action Coalition for supporting our work during the year. In addition, they would like to thank all of the ASH staff for their work during the year.

Action on Smoking and Health

Report of the Trustees

31st March 2021

Trustees' Responsibilities

The Trustees (who are also the Directors of Action on Smoking & Health for the purposes of company law) are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

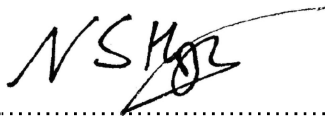
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small Company Exemption

The above report has been prepared in accordance with the special provisions of section 416 of the Companies Act 2006 relating to small companies and Section 162 of the Charities Act 2011.

On behalf of the Trustees



.....
Dr Nick Hopkinson
Chair

Date: 20 September 2021

INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF ACTION ON SMOKING AND HEALTH

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

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

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1) accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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

Moore Kingston Smith LLP

Neil Finlayson
(FCA, ICAEW)
For and on behalf of Moore Kingston Smith LLP
Chartered Accountants

Devonshire House
60 Goswell Road
London EC1M 7AD

Date: 20 September 2021

**ACTION ON SMOKING AND HEALTH
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2021**

	Note	Unrestricted Funds General £	Designated Funds £	Restricted Funds £	Total 2021 £	Unrestricted Funds General £	Designated Funds £	Restricted Funds £	Total 2020 £
Income and Endowments From:									
Donations and legacies									
Grants received	2a	602,598	-	-	602,598	588,317	-	-	588,317
Donations and legacies received	2b	3,896	-	-	3,896	7,191	-	-	7,191
Interest		490	-	-	490	1,631	-	-	1,631
Charitable activities									
Grants received	2a	-	-	237,317	237,317	-	-	186,177	186,177
Contract income		71,300	-	-	71,300	115,470	-	-	115,470
Other income		13,847	-	-	13,847	1,497	-	-	1,497
Total Income		<u>692,131</u>	<u>-</u>	<u>237,317</u>	<u>929,448</u>	<u>714,106</u>	<u>-</u>	<u>186,177</u>	<u>900,283</u>
Expenditure On:									
Charitable activities									
Policy Research and Information	3	528,995	4,373	322,399	855,767	515,747	4,130	273,816	793,693
Total Expenditure		<u>528,995</u>	<u>4,373</u>	<u>322,399</u>	<u>855,767</u>	<u>515,747</u>	<u>4,130</u>	<u>273,816</u>	<u>793,693</u>
Net income/(expenditure) for the year before transfers		163,136	(4,373)	(85,082)	73,681	198,359	(4,130)	(87,639)	106,590
Transfers	8, 9, 10	(89,828)	4,746	85,082	-	(91,605)	4,284	87,321	-
Net Movement in Funds		73,308	373	-	73,681	106,754	154	(318)	106,590
Funds brought forward		718,513	8,905	10,000	737,418	611,759	8,751	10,318	630,828
Funds carried forward		<u>791,821</u>	<u>9,278</u>	<u>10,000</u>	<u>811,099</u>	<u>718,513</u>	<u>8,905</u>	<u>10,000</u>	<u>737,418</u>
		Note 10	Note 9	Note 8		Note 10	Note 9	Note 8	

All results are from continuing activities.

No gains or losses arose in the year other than those shown above.

The notes on pages 16 to 24 form a part of these financial statements.

ACTION ON SMOKING AND HEALTH
(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)
BALANCE SHEET AT 31 MARCH 2021

	Note	2021 £	2021 £	2020 £	2020 £
Fixed Assets					
Tangible assets	5		9,278		8,905
Investments	1		<u>24</u>		<u>24</u>
			9,302		8,929
Current Assets					
Debtors	6	137,937		198,255	
Cash at bank and in hand		<u>725,752</u>		<u>574,295</u>	
		863,689		772,550	
Creditors: Amounts falling due within one year					
	7	<u>(61,892)</u>		<u>(44,061)</u>	
Net Current Assets			<u>801,797</u>		<u>728,489</u>
Net Assets	11		<u>811,099</u>		<u>737,418</u>
Funds					
Restricted	8		10,000		10,000
Unrestricted					
Designated funds	9		9,278		8,905
General Funds	10		<u>791,821</u>		<u>718,513</u>
			<u>811,099</u>		<u>737,418</u>


For the year ending 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the companies Act 2006 and with the Financial Reporting Standard 102 (effective January 2015).

The notes on pages 16 to 24 form a part of these financial statements.

These accounts were approved, and authorised for distribution, by the Board of Directors onand signed on its behalf by:


.....
Dr Nick Hopkinson
Chair of the Board of Trustees
Date: 20 September 2021
Company number: 00998971
Charity number: 262067


.....
Kate Harrison
Treasurer
Date: 20 September 2021

**ACTION ON SMOKING AND HEALTH
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2021**

	2021	2020
	£	£
Cash flows from operating activities		
Net income for the year	73,681	106,590
Adjustments for:		
Depreciation of tangible fixed assets	4,373	4,130
Decrease in debtors	60,318	20,339
Increase / (decrease) in creditors	17,831	(138,464)
Interest received	(490)	(1,631)
Net cash generated by / (used in) operating activities	155,713	(9,036)
Cash flows from investing activities		
Interest received	490	1,631
Purchase of tangible fixed assets	(4,746)	(4,284)
Net cash from investing activities	(4,256)	(2,653)
Change in cash and cash equivalents in the year	151,457	(11,689)
Cash and cash equivalents at beginning of year	574,295	585,984
Cash and cash equivalents at end of year	725,752	574,295
 Analysis of cash and cash equivalents		
Cash at bank and in hand	725,752	574,295
	725,752	574,295

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charitable company is a public benefit entity for the purposes of FRS 102 and a registered charity established as a company limited by guarantee and therefore has also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and Charities Act 2011.

The financial statements have been prepared under the historical cost convention. They are prepared in sterling, which is the functional currency of the charity. Amounts presented are rounded to the nearest pound.

Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company to continue as a going concern. This year, this requires consideration of the impact of COVID-19 on the operations of ASH, its principal funders and the wider economy. The trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. In particular, the trustees have considered the charitable company's forecasts and projections and have taken account of pressures on income. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. The charitable company therefore continues to adopt the going concern basis in preparing its financial statements.

Company status

The charity is a company limited by guarantee, registered in England & Wales. In the event of the charity being wound up, the liability of each member in respect of the guarantee is limited to £1.

Income

All income including government grant income is recognised when there is entitlement to the funds, the receipt is probable and the amount can be measured reliably. Where income is received in advance of meeting any performance-related conditions, there is not unconditional entitlement to the income. The recognition of this income therefore is deferred and included in creditors as deferred income until the performance-related conditions are met. Legacies are included in the accounts at the point where the amount receivable can be measured with sufficient reliability; this is normally the point of receipt by the charity.

ACTION ON SMOKING AND HEALTH

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

Resources expended

Expenditure is included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure has been classified under headings that aggregate all costs related to the category.

- Charitable activities include expenditure associated with the development of policy, research, information and related activities and include both the direct costs and support costs relating to those activities.
- Support costs are the costs of central functions which relate to the whole organisation. These have been allocated to cost categories on the basis of staff time occupied in each area.

Pension contributions

The company makes contributions to a defined contribution scheme for eligible members of staff the amount being determined in relation to the individual's current salary. Additional contributions are made to the individual personal pension scheme of three members of staff.

Operating leases

Rentals applicable to operating leases are charged to the SOFA (Statement of Financial Activities) over the period in which the cost is incurred.

Tangible fixed assets and depreciation

Items are capitalised as fixed assets if their cost exceeds £500.

Depreciation is provided on expenditure at rates calculated to write off each asset over its estimated remaining useful life. The estimated remaining useful lives of the classes of assets are as follows:

Office & IT equipment	3-5 years
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Investments

Investments are held in tobacco related companies to give ASH the right to attend annual general meetings and receive relevant documents. The holdings are minimal and it is therefore considered appropriate to disclose them at historical cost rather than market value as required by SORP. There is no material difference between the cost and the market value.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the objectives of the charity. Designated funds are also unrestricted funds but have been designated by the trustees for a particular purpose and includes the net book value of tangible fixed assets used by the charitable company in its operational activities. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes. The aim and use of each restricted and designated fund is given in the notes.

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Gifts in kind

Donated assets are capitalised at a value estimated to be their market value at the time of donation. Where services are provided to the Charity as a donation that would normally be purchased from suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the Charity.

Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Other financial instruments

i. Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and short term deposits with a maturity date of three months or less.

ii. Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their at transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

2a Grants	2021	2020
	£	£
<i>Unrestricted grants received</i>		
Supporting charities	<u>602,598</u>	<u>588,317</u>
<i>Restricted grants arising from charitable activities</i>		
Department of Health	210,000	140,000
Supporting charities	<u>27,317</u>	<u>46,177</u>
	<u>237,317</u>	<u>186,177</u>
2b Donations and legacies	2021	2020
(All unrestricted)	£	£
Donations	3,896	7,191
Legacies	<u>-</u>	<u>-</u>
	<u>3,896</u>	<u>7,191</u>

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3 Charitable activities

The detailed charitable activities are more fully described in the trustees' report and relate to interlinked areas of policy, research and information.

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2021
	£	£	£	£
Policy research and Information	<u>280,272</u>	<u>347,949</u>	<u>227,546</u>	<u>855,767</u>

	Direct project costs	Direct staff costs (see Note 4)	Support costs (see below)	2020
	£	£	£	£
Policy research and Information	<u>241,925</u>	<u>344,313</u>	<u>207,455</u>	<u>793,693</u>

Support costs are those shared costs which relate to the operation of the organisation and include:

	Total 2021	Total 2020
	£	£
Staff costs (See Note 4)	60,427	62,871
Depreciation	4,373	4,130
Legal & Consultancy	9,744	10,522
Office running costs	124,343	94,881
Telephone and postage	6,815	14,517
Printing, stationery and design	863	2,009
Board expenses	5,674	4,309
Independent Examination fee	7,974	7,940
Accountancy and payroll	4,612	2,007
Other costs	<u>2,721</u>	<u>4,269</u>
	<u>227,546</u>	<u>207,455</u>

The basis of allocation of total overhead costs between direct and support costs is staff time.

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FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

4 Staff Costs	2021	2020
	£	£
Gross pay	347,744	343,524
Social security	37,408	37,866
Pension contributions	20,910	22,677
	<u>406,062</u>	<u>404,067</u>
Other staff costs	2,314	3,117
	<u>408,376</u>	<u>407,184</u>

The remuneration of 1 member of staff (2020: 1 member of staff) fell into the range £90,000 - £100,000 (2020: £90,000-£100,000). This figure includes salary but excludes social security costs and employer pension contributions.

No trustees (2020: none) were reimbursed for expenses incurred (2020: none) for travel to board meetings. No trustee received any remuneration in the year (2020: none).

Key management personnel comprise the trustees, Chief Executive, Business Manager, and the Policy Director. Total employee benefits for these individuals in 2020-21 were £231,067 (2020: £194,813). This figure includes salaries, employer pension contributions and social security costs. There are no other pecuniary benefits for senior or other staff at the Charity.

Total employee benefits for the Chief Executive in 2020-21 were £110,171, comprising salary (£92,974), employer pension contributions (£5,578) and social security costs (£11,618).

The average number of staff employed, including part time staff, allocated according to function was:

	2021	2020
	Number	Number
Central charitable activities	<u>9</u>	<u>11</u>
	<u>9</u>	<u>11</u>

5 Tangible Fixed Assets

Cost	Office & IT equipment
	£
At 1 April 2020	70,101
Additions	4,746
Disposals	-
At 31 March 2021	<u>74,847</u>
Depreciation	
At 1 April 2020	61,196
Charge for the year	4,373
Eliminated on disposal	-
At 31 March 2021	<u>65,569</u>
Net Book Value	
At 31 March 2021	<u>9,278</u>
At 31 March 2020	<u>8,905</u>

All fixed assets are held for use in the charitable activities of ASH.

ACTION ON SMOKING AND HEALTH
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FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

6 Debtors		2021	2020
		£	£
Other debtors		131,592	184,706
Prepayments		6,345	13,549
		<u>137,937</u>	<u>198,255</u>

All debtors are financial instruments measured at present value.

7 Creditors: Amounts falling due within one year		2021	2020
		£	£
Trade creditors		28,014	24,245
VAT Liability		8,630	5,509
Accruals		25,248	14,307
		<u>61,892</u>	<u>44,061</u>

Included within the figure for accruals is an amount of £2,206 (2020: £2,256) owing to the pension scheme.

All creditors, except accruals, are financial instruments measured at present value.

ACTION ON SMOKING AND HEALTH

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

8 Restricted Funds

		Funds brought forward April 2020 £	Incoming resources £	Resources expended £	Transfers from General funds £	Funds carried forward March 2021 £
Secondhand Smoking	(a)	10,000	-	-	-	10,000
Towards a Smokefree Generation: a project to support deliver of the Tobacco Control Plan for England 2018-21	(b)	-	210,000	(293,861)	83,861	-
Local Authority Tobacco Control	(c)	-	27,317	(28,538)	1,221	-
Tobacco Strategy & Policy	(d)	-	-	-	-	-
		10,000	237,317	(322,399)	85,082	10,000
		£	£	£	£	£
Secondhand Smoking	(a)	10,000	-	-	-	10,000
Towards a Smokefree Generation: a project to support deliver of the Tobacco Control Plan for England 2018-21	(b)	-	140,000	(226,268)	86,268	-
Local Authority Tobacco Control	(c)	318	21,177	(22,548)	1,053	-
Tobacco Strategy & Policy	(d)	-	25,000	(25,000)	-	-
		10,318	186,177	(273,816)	87,321	10,000

- (a) This amount represents the legacy of Jean Matthews. The money was specified for use in campaigns against involuntary smoking.
- (b) This project funds work in support of the Tobacco Control Plan for 2018-21 and consists of a grant of £210,000 (2020: £140,000) from the Department of Health and Social Care Grant Funding Scheme.
- (c) This project provides an annual tobacco control report tracking Local Authority activity in tobacco control and consists of a grant from Cancer Research UK.
- (d) This project provides support for progression of tobacco control legislation and policies and consists of a grant of £25,000 in 2019-20.

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9 Designated Funds	Funds brought forward April 2020	Incoming resources	Resources expended	Transfers from/(to) General funds	Funds carried forward March 2021
	£	£	£	£	£
Capital equipment	8,905	-	(4,373)	4,746	9,278
	<u>8,905</u>	<u>-</u>	<u>(4,373)</u>	<u>4,746</u>	<u>9,278</u>
	Funds brought forward April 2019	Incoming resources	Resources expended	Transfers from/(to) General funds	Funds carried forward March 2020
	£	£	£	£	£
Capital equipment	8,751	-	(4,130)	4,284	8,905
	<u>8,751</u>	<u>-</u>	<u>(4,130)</u>	<u>4,284</u>	<u>8,905</u>

The capital equipment fund equates to the value of tangible fixed assets. These are not liquid assets or easily realisable.

10 General Funds	Funds brought forward April 2020	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2021
	£	£	£	£	£
Central funds	718,513	692,131	(528,995)	(89,828)	791,821
	<u>718,513</u>	<u>692,131</u>	<u>(528,995)</u>	<u>(89,828)</u>	<u>791,821</u>
	Funds brought forward April 2019	Incoming resources	Resources expended	Transfers to other funds	Funds carried forward March 2020
	£	£	£	£	£
Central funds	611,759	714,106	(515,747)	(91,605)	718,513
	<u>611,759</u>	<u>714,106</u>	<u>(515,747)</u>	<u>(91,605)</u>	<u>718,513</u>

ACTION ON SMOKING AND HEALTH
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FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

11 Analysis of Net Assets between Funds	Fixed assets £	Net current assets £	Total 2021 £
Restricted funds:	-	10,000	10,000
Unrestricted funds:			
Designated funds	9,278	-	9,278
General funds	24	791,797	791,821
	<u>9,302</u>	<u>801,797</u>	<u>811,099</u>
	Fixed assets £	Net current assets £	Total 2020 £
Restricted funds:	-	10,000	10,000
Unrestricted funds:			
Designated funds	8,905	-	8,905
General funds	24	718,489	718,513
	<u>8,929</u>	<u>728,489</u>	<u>737,418</u>

12 Operating Lease Commitments

The company had annual commitments under operating leases as follows:

	2021 Land and Buildings £	2020 Land and Buildings £
Expiring:		
- within 1 year	24,478	29,992
- in between two and five years	<u>89,752</u>	<u>-</u>

During the year £44,234 (2020: £41,000) has been recognised as an expense in the SOFA.

13 Related Party Transactions

There have been no related party transactions during the year that require disclosure.