

**The Brain Trust Limited**

**Charity No. 1001012**

**Trustees' Report and Unaudited Accounts**

**31 March 2021**



**The Brain Trust Limited**  
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**The Brain Trust Limited**  
**Trustees Annual Report**

The Trustees present their report with the unaudited financial statements of the charity for the year ended 31 March 2021.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Charity No. 1001012**

**Trustees**

The following Trustees served during the year:

J.S. Eales

A.P.S. Keene

R.D. Keene OBE

J.I.P. Simpole

**Independent Examiner**

Asmita & Associates Ltd

114-116 Plumstead High St

London

SE18 1SJ

**OBJECTIVES AND ACTIVITIES**

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the charity commission relating to public benefit.

The principal objective of the charity is to promote education and training in cognitive techniques to maximise the ability of each and every individual to unlock and deploy the vast capacity of his or her brain.

The charitable objectives are to promote research into the study of thought process, the investigation of the mechanisms of thinking, manifested in learning, understanding , communication, problem solving, creativity and decision making, to disseminate the results of such research and study and to promote generally education and training in cognitive processes and techniques and to develop and exploit new techniques in cognitive processes.

The charity does not undertake activities directly. However it makes grants to those institutions working to achieve the same objectives and raises awareness through its fundraising. All grants made are for the public benefit in pursuance of the charity's objectives.

**Statement of trustees' responsibilities in relation to the financial statements**

The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

**The Brain Trust Limited**  
**Trustees Annual Report**

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the charity's trustees

 OBE

31/03/2021

R.D. Keene OBE  
Trustee  
31 March 2021



**The Brain Trust Limited**  
**Independent Examiners Report**

**Independent Examiner's Report to the trustees of The Brain Trust Limited**

I report to the trustees on my examination of the accounts of The Brain Trust Limited for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

**Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011('the Act'). The trustees consider that an audit is not required for this year under the Charities Act 2011, s.144(2) (the 2011 Act) and that an independent examination is needed.

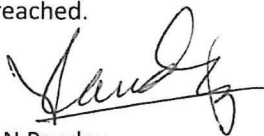
I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

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

- the accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the accounts do not accord with those records; or
- the accounts did 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.

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.



LN Pandey  
ACA, M.Sc.  
Asmita & Associates Ltd  
114-116 Plumstead High Street  
London

SE18 1SJ  
31 March 2021

The Brain Trust Limited  
Statement of Financial Activities  
for the year ended 31 March 2021

	Notes	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
<b>Income and endowments from:</b>				
Donations and legacies	2	35,554	35,554	152,383
<b>Total</b>		<b>35,554</b>	<b>35,554</b>	<b>152,383</b>
<b>Expenditure on:</b>				
Charitable activities	3	65,499	65,499	89,433
Other	5	7,628	7,628	34,424
<b>Total</b>		<b>73,127</b>	<b>73,127</b>	<b>123,857</b>
Net gains on investments		-	-	-
<b>Net (expenditure)/income</b>		<b>(37,573)</b>	<b>(37,573)</b>	<b>28,526</b>
Transfers between funds		-	-	-
<b>Net (expenditure)/income before other gains/(losses)</b>		<b>(37,573)</b>	<b>(37,573)</b>	<b>28,526</b>
<b>Other gains and losses</b>				
<b>Net movement in funds</b>		<b>(37,573)</b>	<b>(37,573)</b>	<b>28,526</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward		39,469	39,469	10,943
<b>Total funds carried forward</b>		<b>1,896</b>	<b>1,896</b>	<b>39,469</b>

The Brain Trust Limited

Balance Sheet

at 31 March 2021

Charity No. 1001012

	2021	2020
	£	£
<b>Current assets</b>		
Cash at bank and in hand	49,896	42,469
	<u>49,896</u>	<u>42,469</u>
<b>Creditors: Amount falling due within one year</b>	9 (3,000)	(3,000)
	<u>46,896</u>	<u>39,469</u>
<b>Net current assets</b>		
	46,896	39,469
<b>Total assets less current liabilities</b>	46,896	39,469
<b>Creditors: Amounts falling due after more than one year</b>	10 (45,000)	-
	<u>1,896</u>	<u>39,469</u>
<b>Net assets excluding pension asset or liability</b>		
	1,896	39,469
<b>Total net assets</b>	<u>1,896</u>	<u>39,469</u>

The funds of the charity

<b>Restricted funds</b>	11		
<b>Unrestricted funds</b>	11		
General funds		1,896	39,469
		<u>1,896</u>	<u>39,469</u>
<b>Reserves</b>	11		
<b>Total funds</b>		<u>1,896</u>	<u>39,469</u>

Approved by the trustees on 31 March 2021

And signed on their behalf by:

R.D. Keene OBE  
Trustee  
31 March 2021



31/03/2021



## The Brain Trust Limited

### Notes to the Accounts

for the year ended 31 March 2021

#### 1 Accounting policies

##### Basis of preparation

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

##### Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

##### Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

##### Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

## The Brain Trust Limited

### Notes to the Accounts

#### Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

#### Taxation

The charity is exempt from tax on its charitable activities.

#### Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

#### Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

#### Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

#### Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## The Brain Trust Limited

### Notes to the Accounts

#### Research and development

Expenditure on research and development is written off in the year in which it is incurred.

#### Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.

Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.

All exchange differences are taken into account in arriving at net income/expenditure.

#### Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.

Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.

In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

#### Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the charity pays fixed contributions into a separate entity. Once the contributions have been paid the charity has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the charity in independently administered funds.

#### Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

## 2 Income from donations and legacies

	Unrestricted	Total	Total
		2021	2020
	£	£	£
Donations	35,554	35,554	152,383
	<u>35,554</u>	<u>35,554</u>	<u>152,383</u>

**The Brain Trust Limited****Notes to the Accounts****3 Expenditure on charitable activities**

	Unrestricted	Total	Total
		2021	2020
	£	£	£
<i>Expenditure on charitable activities</i>			
Charitable donations	65,499	65,499	89,433
Governance costs			
	<u>65,499</u>	<u>65,499</u>	<u>89,433</u>

**4 Analysis of grants**

Activity or programme	Grants to Institutions	Grants to Individuals	Total 2021
	£	£	£
World Memory Championships	57,434	-	57,434
Don Morris-Research Grant	-	4,000	4,000
Dominic O'Brien	-	3,035	3,035
Professor Jacqueline Eales	-	1,030	1,030
	<u>57,434</u>	<u>8,065</u>	<u>65,499</u>

**5 Other expenditure**

	Unrestricted	Total	Total
		2021	2020
	£	£	£
General administrative costs	6,428	6,428	20,768
Legal and professional costs	1,200	1,200	13,656
	<u>7,628</u>	<u>7,628</u>	<u>34,424</u>

**6 Staff costs**

No employee received emoluments in excess of £60,000.

**7 Related Party Disclosures**

During the year to 31 March 2021, The Brain Trust Limited used A Keene, a director, on a self-employed basis to carry out work for the charity.

Grants to Professor Jacqueline Eales and to the World Memory Championships (R D Keene) are considered by the trustees to be related party transactions.

**8 Trustee remuneration and expenses**

No trustee received any remuneration or benefits in kind. During the year A P S Keene received payments totalling £2,750 (2020 - £3,665) on a self employed basis for administrative work done on behalf of the charity.

**The Brain Trust Limited**  
**Notes to the Accounts**

**9 Creditors:**

amounts falling due within one year

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Accruals and deferred income	3,000	3,000
	<u>3,000</u>	<u>3,000</u>

**10 Creditors:**

amounts falling due after more than one year

	<b>2021</b>
	<b>£</b>
Bank loans and overdrafts	45,000
	<u>45,000</u>

**11 Movement in funds**

	<b>At 1 April 2020</b>	<b>Incoming resources (including other gains/losses)</b>	<b>Resources expended</b>	<b>At 31 March 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Restricted funds:</b>				
<b>Unrestricted funds:</b>				
<b>General funds</b>	39,469	35,554	(73,127)	1,896
<b>Revaluation Reserves:</b>				
<b>Total funds</b>	<u>39,469</u>	<u>35,554</u>	<u>(73,127)</u>	<u>1,896</u>

**12 Analysis of net assets between funds**

	<b>Unrestricted funds</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Net current assets	46,896	46,896
Creditors due in more than one year and provisions	(45,000)	(45,000)
	<u>1,896</u>	<u>1,896</u>

**13 Reconciliation of net debt**

	<b>At 1 April 2020</b>	<b>Cash flows</b>	<b>At 31 March 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Cash and cash equivalents	42,469	7,427	49,896
	<u>42,469</u>	<u>7,427</u>	<u>49,896</u>
Bank loans	-	(45,000)	(45,000)
	<u>-</u>	<u>(45,000)</u>	<u>(45,000)</u>
Net debt	<u>42,469</u>	<u>(37,573)</u>	<u>4,896</u>

**The Brain Trust Limited**  
**Detailed Statement of Financial Activities**  
**for the year ended 31 March 2021**

	<b>Unrestricted</b>		
	<b>funds</b>	<b>Total funds</b>	<b>Total funds</b>
	<b>2021</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income and endowments from:</b>			
Donations and legacies			
Donations Received	35,554	35,554	152,383
	<u>35,554</u>	<u>35,554</u>	<u>152,383</u>
<b>Total income and endowments</b>	35,554	35,554	152,383
<b>Expenditure on:</b>			
Charitable activities			
Charitable Donations	65,499	65,499	89,433
	<u>65,499</u>	<u>65,499</u>	<u>89,433</u>
<b>Total of expenditure on charitable activities</b>	65,499	65,499	89,433
Depreciation			
Bank charges	653	653	633
Software, IT support and related costs	1,211	1,211	2,765
Office Expenses	4,564	4,564	17,370
	<u>6,428</u>	<u>6,428</u>	<u>20,768</u>
Legal and professional costs			
Audit/Independent examination fees	1,200	1,200	1,000
Other legal and professional costs	-	-	12,656
	<u>1,200</u>	<u>1,200</u>	<u>13,656</u>
<b>Total of expenditure of other costs</b>	7,628	7,628	34,424
<b>Total expenditure</b>	73,127	73,127	123,857
Net gains on investments	-	-	-
	<u>(37,573)</u>	<u>(37,573)</u>	<u>28,526</u>
<b>Net (expenditure)/income</b>	(37,573)	(37,573)	28,526
<b>Net (expenditure)/income before other gains/(losses)</b>	(37,573)	(37,573)	28,526
Other Gains	-	-	-
	<u>(37,573)</u>	<u>(37,573)</u>	<u>28,526</u>
<b>Net movement in funds</b>	(37,573)	(37,573)	28,526
<b>Reconciliation of funds:</b>			
Total funds brought forward	39,469	39,469	10,943
<b>Total funds carried forward</b>	<u>1,896</u>	<u>1,896</u>	<u>39,469</u>