

**Hyperlipidaemia Education & Atherosclerosis
Research Trust UK**

(A company limited by guarantee)

Registered number: 02631049

Charity number: 1003904

**Trustees' Report and Financial Statements
for the year ended
28 February 2025**

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

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**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

**Reference and administrative details of the charity, its trustees and advisers
for the year ended 28 February 2025**

Trustees

Dr P H Green, Chairman

Professor E A Hughes, Trustee

Dr D Neely, Trustee

Dr A Rees, Trustee

Ms J Bennett, Trustee

Ms T Kennerley, Trustee (Resigned 19 April 2024)

Mr B A Dobson, Trustee

Mr A J Greaves, Trustee

Dr D B N Datta, Trustee

Mr T M Dixon, Trustee

Mr N R Phipps ACA, Trustee (Treasurer)

Ms A Pottle, Trustee

Mr S Handrean, Trustee

Mr A Harrison, Trustee (Appointed 12 December 2024)

Company registered number

02631049

Charity registered number

1003904

Registered office

7 North Road, Maidenhead, Berkshire, SL6 1PE

Company secretary & Chief executive officer

Ms J Payne

Independent auditors

Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London EC2A 2AP

Our Impact in 2024-2025



Public Awareness and Support



1,213

people accessed our cholesterol helpline



85%

said helpline was 'very easy' or 'easy' to access



141,686

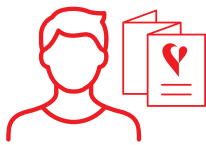
people subscribed to our e-news

A 33% increase on the previous year



3.4m

million people accessed the HEART UK website



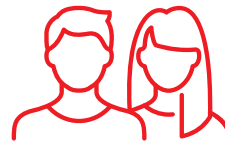
192,713

publications were distributed to patients with high cholesterol



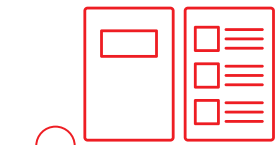
99.4%

rated our literature at 'Invaluable' or 'very helpful'.



10,301

printed resources distributed to children and young people



28,329

digital materials were downloaded



47,916

people viewed our video resources on YouTube



4,105,884

of you viewed our Facebook posts



566,029

of you viewed our Instagram posts



433,475

viewed our LinkedIn posts

Healthcare Professionals



4,957

HCP's subscribed to our e-news

An 8% increase on the previous year



242

HCPs attended our 37th Annual Medical and Scientific Conference

'National and international perspectives'



859

HCPs attended or viewed our educational webinars



4.15/5

HCPs who attended our webinars rated their increase in confidence from 3.21 to 4.15 out of 5 in treating their patients for high cholesterol



98.3%

of HCPs give our booklets to patients during their consultations



12,497

recipients on our four new diet quizzes



27,260

subscribed to our new Cholesterol SMART e-news



96%

of HCPs viewing our Diet & Lipid Network webinars found them useful

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www.heartuk.org.uk/about-us/our-impact

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National Level Impact



Public Affairs and Advocacy

Across all our public affairs activity this year, we had 3 key messages:

1. Do cardiovascular prevention and identification properly, including genetics, the earlier the better
 2. Ringfence prevention funding to ensure the funds go to that.
 3. Put the patient and the patient voice at the centre of everything.
- Cholesterol and other blood fats are a priority for the NHS and we have worked hard to ensure this is the case.
 - We and our community have contributed to consultations, including the NHS 10 year plan.
 - We are part of national system groups discussing cholesterol and other blood fats.
 - We endorsed the updated clinical pathway.
 - We shared concerns about inconsistent cholesterol (and other blood fat) testing and reporting across the UK.
 - We held bi-monthly Integrated Care System (ICS) Champion network calls bringing together the health system leaders to discuss the local cholesterol and blood fat issues which are often the same, and sharing challenges and solutions which can help.

Publications and Data

- Prevention is key with cardiovascular health. We brought a focus on this with the publication of our Prevention Pays work setting out over £2bn a year can be saved if prevention was done properly. This was followed up with the practical implementation plan in our Principles for Prevention work.
- We published an article on standardising lipid testing and reporting.
- Working in collaboration with the Association for Laboratory Medicine, we've shared concerns about inconsistent cholesterol (and other blood fat) testing and reporting across the UK
- There continues to be publicly available data on cholesterol and FH in CVDPrevent. This is widely used by us and our ChangeMakers.

High Lipoprotein or Lp(a)

Lipoprotein(a) is a lot like LDL cholesterol (sometimes called 'bad cholesterol') but it's more 'sticky'. If you have high levels of lipoprotein(a) in your blood, it can stick to your artery walls and clog them up, leading to heart disease and stroke at a young age.

- Helping to raise awareness of Lp(a) with an article in Pulse, read by GPs
- A Westminster Hall Debate held around cardiovascular disease and Lp(a), this is now published on Hansard. This is important to ensure we can signpost back to this as pressure grows around Lp(a) and for it to be tested.
- We met with NICE to continue on-going discussions on Lp(a) being included in their lipid guidelines.

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Annual report incorporating a Directors' Report and Accounts for the year ended 28 February 2025

OBJECTS AND ACTIVITIES

Introduction

HEART UK is the UK's only charity focussed on cholesterol and lipids, lipids being a medical term meaning 'blood fat', and whilst there are numerous blood fats, cholesterol is the most common. For this reason, we will refer in this report to just cholesterol, but assume this means all blood fats.

In 2002 two charities merged to form HEART UK. The British Hyperlipidaemia Association, a health care professional focused organisation and the Family Heart Association, a patient focused organisation. HEART is an acronym and stands for:

Hyperlipidaemia Education and Atherosclerosis Research Trust.

As a result of this merger, HEART UK serves patients, their families and health care professionals, in addition to the general public who may not be aware they have a cholesterol issue.

Almost half of UK adults have raised cholesterol, putting them at an increased risk of heart attacks, strokes and vascular dementia. Raised cholesterol is the most common modifiable risk factor for cardiovascular disease and it can affect anyone, even the young and otherwise healthy. Cholesterol is also the third biggest risk factor for dementia.

Heart and Circulatory diseases cause around a quarter of all deaths in the UK. This means 1 person dies every 3 minutes. More than 7 million people are living with heart and circulatory diseases in the UK, but a lot of this can be prevented.

Inherited cholesterol conditions affect a high number of people across the UK. This means when a child is born and they have an inherited cholesterol condition, they have already had this for 9 months. Children can be at risk and an example of this is around 1 in 250 people (that equates to over 260,000 people across the UK) have the genetic condition familial hypercholesterolaemia (FH), which leads to high cholesterol and an increased risk of heart disease at a young age and even heart attacks in childhood. Currently, only around 11% of those with FH have been diagnosed. Millions of people with raised cholesterol caused by other factors are similarly unaware of the risk they face.

Another blood fat, known as Lipoprotein (a) (LP(a) for short), affects around 1 in 5 people. But this is a little known condition by the public and also healthcare professionals, especially those working in primary care.

HEART UK is a registered charity and a company limited by guarantee. We also have a trading subsidiary, HEART UK Trading Company Limited through which the majority of our corporate activity is conducted. The charity's objects as set out in our constitution are:

'To relieve those suffering the effects of heart disease and in particular lipid disorders, familial hyperlipidaemias and related conditions, to promote the relief of sickness and the preservation and protection of health by reducing the incidence of vascular disease in the general population of the United Kingdom, to provide counselling and advice to relatives of

those diagnosed with inherited heart disease and to promote the study of causes, diagnosis and treatment of lipid disorders and associated metabolic diseases.’

Aims and objectives

HEART UK provides specialist advice and expertise to individuals, families and health care professionals working to improve the services available to those who live with high cholesterol. Our single focus means we have been able to build a highly influential and collaborative model, bringing specific patient experience and scientific information together to create effective patient communications and influence Government and public policy. Our focus is entirely on helping people know and understand their cholesterol levels and take appropriate action. We believe that investing our limited resources on this one intervention is the most impactful way of tackling premature cardiovascular disease, disabilities, illness and avoidable early deaths.

We aim to prevent people developing heart disease and dying from avoidable heart attacks, strokes and other conditions that high cholesterol can cause.

Volunteers

Volunteers form a vital part of HEART UK’s activities. We continue to benefit from a range of volunteers including healthcare professionals serving on our committees who willingly give up their time to enable us be the lead voice on cholesterol and shape the way cholesterol is diagnosed and managed around the UK.

We are also very lucky to be supported by our ambassadors who are the voice of HEART UK in their community; and our ChangeMakers who are using the HEART UK messages and their own voice within their local health system to be a critical friend to improve outcomes for patients with high cholesterol. They help raise awareness of the dangers of cholesterol. We also benefit from a lot of support from dedicated fundraisers helping to raise funds for our essential work.

The Trustees wish to extend their sincere thanks to all the volunteers who support HEART UK.

Public Benefit

In reporting on the objectives and achievements of the charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2022. HEART UK constitutes a public benefit entity as defined by FRS102.

Diversity, equality and inclusion

We have a Diversity policy in place that is currently undergoing a review and will do so every 3 years. We are committed to ensuring that the values of equality, diversity and respect are embedded into everything we do. Anyone within the UK can access our services.

Our Values

We operate everything we do within the values of the organisation with professionalism, respect, integrity, empathy and trust.

Environment, Social and Governance

We have developed an Environment, Social and Governance (ESG) action plan and are working to those actions. This action plan will form part of a framework, which we are developing.

We continue to encourage people with the technology to access our information using their mobile phones. In particular, we provide a large amount of literature to the NHS and other organisations. We introduced a sheet of QR codes that can be used if an individual has a smart phone. Of course, not everyone is in that position, so we still provide printed copies as appropriate. It is important to us that anyone wanting to access our services is able to, no matter their background or where they live.

The Charity Governance Code

We aim to abide by the Charity Governance Code.

ACHIEVEMENTS AND PERFORMANCE

At the beginning of this report is a record of our impact for the year. However, we go into a little more detail below.

Background information

We work closely with lipidologists, scientists, doctors, nurses, pharmacists, dietitians and other healthcare professionals across the NHS, plus food companies, medicine manufacturers and across government bodies such as the Department of Health and Social Care to ensure patients are provided with the information and support they need to manage cholesterol and live a longer, healthier life.

Our main focus is on lowering cholesterol and saving lives via raising awareness with the public, service delivery and educating healthcare professionals and the public, patients, and their families. However, we also work to advocate with and on behalf of people with high and inherited cholesterol conditions, effecting crucial change in policy and standards.

As we write this report, we await the new NHS 10 year plan, which Labour have promised. We know cholesterol continues to be a priority for the NHS and the Government have committed to reducing CVD rates by 25% in the next 10 years. Cholesterol is an important risk factor to be addressed to help this target to be achieved.

During this year we have invested in developing our team and also our new Cholesterol SMART Programme, which we discuss later in this report. We have also invested time into ensuring we have a project full cost recovery process in place, as this hasn't always been the case and is clearly important to ensure sustainability of the organisation.

Over the coming years we will continue to build on our successes, ensuring that this target and others to come are delivered

The team

During 2024/25 the incredible HEART UK team continued to work hard to deliver our objectives and support our beneficiaries. We have seen some change in the team, most of which was beyond our control. We have invested in our Fundraising Team and also in our Service delivery, in particular our

dietetic services. The impact report demonstrates the real impact of our amazing team, which include our internal team, consultants and of course volunteers.

Providing scientifically based, factually accurate information

We provide a range of information both on and offline covering each of the conditions we support. All our information is scientifically based and factually accurate.

For people who have been identified as at risk of or having an inherited cholesterol condition, information is scarce with primary care, including GPs and pharmacists, potentially unfamiliar with the condition and referrals to specialist lipidology consultants can involve very long waiting times. This can be a very anxious time, which is not helped by a plethora of confusing and contradictory information available online.

HEART UK addresses this issue by working with GP Surgeries, pharmacists and clinics across the country to offer patients user-friendly, evidence-based and practical information and advice on how to understand and tackle high cholesterol.

All our information and advice is produced by our lipid specialist nurse and dietetic advisor who are supported by our Medical, Scientific and Research and Healthcare Committee members and health editor. This information and advice is regularly updated.

The most popular leaflets include 'Understanding Cholesterol' and 'Healthy Eating', but we also provide information specifically for certain groups, such as children with FH. We have booklets aimed at children of different ages living with FH to help them understand their condition.

We aim to ensure that patients who have been diagnosed with high cholesterol have access to quality information to explain and advise them. We monitor the uptake and re-orders of literature by healthcare professionals. We provide the majority of our literature free of charge. We know that our literature provision does increase access to quality information. Enquirers to our Helpline frequently report they received our literature via their GP and are getting in touch as they have further questions – demonstrating both that the need for information exists and that HEART UK's services are helping to address this need. We also recognise the need to offer digital versions of our literature and in parallel have been looking at ways to reduce print and postage costs without affecting the quality or accessibility of our literature.

The HEART UK Helpline

Our dedicated helpline offers information and support over the phone or by email. The helpline responds to a clear need for advice in dealing with a variety of queries relating to cholesterol or concerns about family history of heart disease. Obtaining GP appointments, limited time and information available from GPs, waiting lists for lipid specialists and a profusion of misinformation on the internet all contribute to a situation where people lack accurate information or receive informed advice. People who are worried about raised cholesterol or are not sure what to do about their levels, often have nowhere to turn to for advice and end up doing nothing – or worse, relying on inaccurate advice and information from the internet which can endanger their health.

The HEART UK Helpline is uniquely run by our expert lipid specialist nurse and specialist dietetic advisor, supporting anyone that contacts us to help them manage their cholesterol and other blood fats. The Helpline also supports people diagnosed with, or who are bereaved of someone with an inherited high cholesterol condition. These enquiries can be complex and require expert knowledge and professional handling and are often 'time heavy'. Once again, during this year we have continued to see people enquiring about LP(a).

Our Services team of specialists provide the information and advice in our literature, on our website, in our social media posts and take part in conferences and webinars, radio broadcasts and other PR activities designed to raise awareness of the dangers of high cholesterol and the steps individuals can take to manage it.

Our Helpline users tell us how important our service is to them and often support our advocacy and fundraising.

Healthcare professional support

Support for healthcare professionals over 2024/25

We continue to provide a large amount of literature to healthcare professionals free of charge to distribute to their patients. We are looking at ways we can balance the requirement to a mutually beneficial mix of digital and hard copy information and will progress this in to 2025/2026.

We continued our partnership with the NHS, the Health Innovation Network (previously known as Academic Health Science Network) and the Accelerated Access Collaborative and conducted many education activities for healthcare professionals through our 'Tackling Cholesterol Together' campaign.

Lipid Intelligence Network

This network goes from strength to strength and provides a source of network support through our regular monthly teams calls to bring together healthcare professionals dealing with cholesterol conditions where discussion take place around challenges, sharing information, best practice, and learn from each other.

Lipid Interest Group

This is a group of 159 160 allied health professionals, from FH and apheresis nurses to GP practice nurses, who meet twice a year to network and share information. Once a month they circulate a 'round robin' featuring a recent example of their work. This proves useful to all.

Other networks

As set out in the Impact Report at the start of this report, we introduced three new network:

Early career CVD prevention network

The UK Paediatric FH Alliance

The Diet and Lipid Network

Each of these are developing really well and are hugely popular

Annual scientific conference

In 2024 we held a hybrid annual scientific conference. Total attendance was 345 (equal to 2023). Attendance by profession followed the 2023 trend although there was a noticeable increase in pharmacist attendance.

Just under 99% of the attendees surveyed said they would be able to apply the learnings in their day-to-day practice to improve patient outcomes.

Nutrition Academy

Our Nutrition Academy is an online platform aimed at providing information and training to all healthcare professionals who deliver dietary advice to individuals diagnosed with high cholesterol. We have recognised the lack of dietetic support in specialist areas, and the challenges in accessing these services in other areas. This has led to non-dietetically trained staff feeling responsible for advising patients.

The purpose is to provide an online centre of excellence to ensure healthcare professionals can provide accurate, evidence-based information to their patients on how to manage their condition to reduce their risk of cardiovascular disease. An advisory panel of experts in the field of nutrition and dietetics helps us steer the programme; we have now completed the platform and have launched this. Once again, this is proving extremely popular because there is a severe lack of dietetic support within the NHS. To support the web platform, a quarterly Nutrition Academy e-newsletter has been launched to provide healthcare professionals with the latest research, news and expert views to stay abreast of the dietary management of cholesterol.

Major Achievements

During 2024/25, HEART UK has had much to celebrate with our public affairs activities. Responding to consultations, in particular around the NHS 10 year plan and also with NICE and their reviews of guidelines and treatments.

We continued to hold our Integrated Care System (the payers of the health system) network calls and increased these to bi-monthly. This is very successful bringing system leaders together to share information and best practice and to learn from each other and also to understand developments and the focus in other areas.

We have been making significant efforts since 2016 to get FH identified as early as possible. HEART UK is the only charity championing this since it was proven to be so successful in a research study of 10,095 children which was published in 2016. We believe screening children for FH should be a national screening programme. Testing children early will lead to whole family screening. A two-year pilot was established and we await the results of the pilot. The importance of this being accepted by an organisation known as the UK National Screening Committee is that, if successful, the screening will be across the whole of the UK. We continue to engage with the UK NSC.

Genomics England continue with their pilot research project in England for new-born screening and Homozygous FH and Familial chylomicronaemia syndrome (FCS) are included. This will be important in the process with the UK National Screening Committee. However, they are only testing 100,000 babies and these two conditions are so rare there is a risk they will not identify any. We await the results of this pilot, depending on the results, this could lead to these conditions being included in a new Guthrie test for newborn babies.

We continue to try to have one place for a lifelong register for FH, the system used in England and Wales has the capability to be used for all inherited cholesterol conditions. This will help the health systems across the UK to identify FH in other family members in a systematic way which is both life and cost-saving and in 2021/22 we had commitment from the Chief Executive of the NHS to invest in a new system, sadly that has fallen away. We previously fed into a procurement process and in early 2022 NHS England met with HEART UK's FH Registry Advisory Group and put forward a proposal for the registry which was accepted as the best solution. Sadly, with all the challenges the NHS have faced, a decision was made in late 2022 not to develop a national lifelong FH registry, but instead to use a national audit called CVDPrevent, which is using data from primary care. There is also a focus on improving the data that is captured in primary care for FH. There is an existing system that

houses around 20,000 FH family pedigrees and this is used across half of England. We committed a lot of time during the 2023/24 year to help keep this moving in the right direction. NHS England suggested we identify a hospital trust to take the lead. These conversations are on-going and a lot of work is being put into this by many hospital trusts. At 31 March 2024 the system was closed down and work is ongoing to get this changed and back up and running. Two hospital trusts stepped up to try and make this a success, Royal Free and Bristol. Bristol are now leading on the work and we hope over the coming year the system will, once again be up and running. Whilst this can't be considered a major achievement at this stage, all is not lost at this stage.

In Scotland, we are pleased to say that a similar programme to the NHS Health Check has been announced.

New service launched

We launched our much needed Cholesterol SMART. This is a holistic diet and lifestyle programme that incorporates behavioural science to help people make sustainable lifestyle changes that result in long term results. It includes our diet quiz, which enables people to assess their diet and see where improvements can be made. It has been extremely well received by the public, patients and healthcare professionals alike.

Awareness raising

We are constantly raising awareness of the dangers of cholesterol and the need for people to take their cardiovascular risk seriously as early as possible. We have great success with this across all our communication channels.

We have delivered a number of public information events in 2024/2025 and look to continue and increase these over the coming year. The feedback to date has been impressive.

PRINCIPLE FUNDING

HEART UK's approach to fundraising is relationship led, via a variety of income streams:

- Individual giving – regular and single gifts and appeals, in memory and payroll giving and weekly lottery
- Sporting challenges - including the London Marathon and a wide variety of challenge events
- Legacies and an annual free Will campaign
- Corporate partnerships, including food, gyms, clothes recycling, solicitors, diagnostics and pharmaceutical companies
- Trusts and Foundations
- Employee Wellbeing Programme on cholesterol

During this period, HEART UK have been humbled to receive a number of legacies:

- Sheila Smith kindly left us a gift of £1,000
- Hilda Wright kindly left us a gift during this financial period. We received a sum of £30,994.01 and a final amount is anticipated during 2025/26.
- Margaret Gaffey kindly left us a gift during this financial period. We received a sum of £22,500 and a final amount is anticipated during 2025/26.

We are extremely grateful for any donation to us, no matter how small. Leaving a legacy to HEART UK is the final compliment anyone can make. Whilst we received some funds in this financial year, some of these funds are restricted for particular projects in 2025/26.

HEART UK has a commercial relationship with our food partners whereby a company will apply to use our product approval logo on their products. These applications are assessed by our expert Product Approval Task and Finish Group against a stringent process and very strict criteria. We also have commercial participator relationships with companies with whom we have entered in a partnership. HEART UK does not carry out street collections or house-to-house fundraising, other than sticker drops by one of our clothes recycling partners. HEART UK has a Safeguarding and child/vulnerable adults protection policy which is currently under review. The Board of Trustees set up a sub group to create and review policies and all other Board members are kept up to date with the changes and are required to familiarise themselves with each policy. The staff are required to familiarise themselves with all of our policies each year and are provided with training.

HEART UK is registered with the Fundraising Regulator and adhere to the Code of Fundraising Practice. HEART UK complies with the Charities Act and GDPR regulation. We put the privacy of our supporter data at the heart of everything we do. We manage personal data respectfully and responsibly in accordance with our published privacy policy.

We have a register of vulnerable people which is regularly reviewed by our Chief Executive.

We established a complaints register in 2017/18 and have received 238 complaints between 2017/18 and 2024/25. These have largely been about clothes recycling and have decreased over those years as we work with our clothes recycling partners to learn from feedback and improve processes. In 2024/25, HEART UK received three complaints. This is a very low figure for the sector. Nevertheless, as mentioned earlier, we are committed to studying any expression of dissatisfaction and identifying ways to improve. The appropriate team investigate each complaint. Our complaints procedure is publicly available on our website.

Without the support of our donors and fundraisers, we would not be able to operate, and we are incredibly grateful for every penny that is donated or raised, helping us to save lives and keep families together.

RISK MANAGEMENT

The Trustees have assessed the major risks to which HEART UK is exposed and are satisfied that systems are established to mitigate the charity's exposure to those risks. These risks are detailed on a risk register, reviewed quarterly by our Finance and Risk Committee and annually by our Board of Trustees.

The biggest risks currently featuring on our register are:

- Cyber fraud. Many charities are experiencing cyber fraud. We consider we have robust procedures in place to best avoid this and have developed a specific cyber fraud policy.
- Funding. We regularly review the funding situation via quarterly Finance and Risk Committee meetings, plus an additional meeting in between to keep a close look on matters.
- Reliance on individuals. We are focusing on retaining staff as well as recruiting good people to the team.

FINANCIAL REVIEW

Income for the year ended 28 February 2025 totalled £1,577,004 (£1,327,980 in 2023/24)

Expenditure on raising funds was £719,130 (£664,727 in 2023/24) and charitable activity spending was £773,917 (£735,527 in 2023/24).

Of particular note:

- The clothes collections remained strong in particular through our partnership with iCollectClothes.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees see fit.

The policy of the charity is to adopt a low-risk strategy at present. We have one investment which is low risk with no investment in tobacco, alcohol or arms.

RESERVES POLICY

The reserves policy is set by the Board of Trustees and reviewed annually. We aim to hold free reserves in the range of 6 – 9 months' worth of operating expenditure. Our free reserves at the year-end totalled £580,207 which is within our 6-9 month guideline and we expect this to be maintained throughout the next 12 months.

PLANS FOR THE FUTURE

Our vision is to: Prevent early disease and deaths from cholesterol and other blood fat (lipid) conditions in the UK.

We aim:

- To increase the number of people identified in the UK with inherited lipid conditions from 25,000 to 50,000 by 2029.
- For people to know and understand their cholesterol and other blood fat (lipid) levels and take appropriate action.

We are working to a 10 point strategy plan to 2029:



During 2025/26 we will:

- Continue with our Cholesterol Helpline ensuring we provide the best ways for people to get in touch with us.
- Regularly review our information provided to ensure it is up to date.
 - Continue to review the provision of our literature orders to ensure efficiencies and cost effectiveness where possible. We will also consider the environment in this process.
 - Build on our education provision for all beneficiaries
- Continue to build our communication channels to further increase our reach and influence, ensuring we reach as many people for all ranges of backgrounds.
- Publish appropriate expert papers in order to ensure best practice treatment and management of lipid patients.
- Launch the HEART UK Research Grant Scheme, in particular to encourage early career specialist development
- Continue to ensure heart and circulatory disease is a key priority for the Government and NHS.
- The inconsistent reporting on cholesterol levels, needs to be changed and we will be working towards achieving standardised reporting, following the recent publication.
- Incentives are important within the health system. In England there are two new incentives for secondary prevention (post heart attack or stroke and established heart disease), which are important. However, there still needs to be a focus on primary prevention and we will work hard to ensure this is a focus in order to save lives and keep families together.
- Work in the devolved nations to ensure cholesterol conditions are given priority and an action plan to improve patient outcomes.
- Continue to lobby for FH to be identified as early as possible; in children and adults.
- Continue to engage on other inherited forms of lipids.
- Continue to work to get the LP(a) calls to action adopted and implemented
- Continue to lobby for data to be captured to ensure we know exactly what the picture looks like with cholesterol patients both locally and nationally, this will include improved cholesterol and FH reporting through CVDPrevent.

- Continue with our ChangeMaker Programme pilot and add to our offering with more volunteers.
- Build our reach and regional presence
- Continue to grow Cholesterol SMART with practical assets to support the programme

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is governed by a Board of Trustees who are legal members and also directors of the charity for the purposes of the Companies Act. The Board sets the strategic direction of the charity ensuring that the charitable purposes are met. The Board of Trustees delegate the day to day running of the charity to the Chief Executive.

HEART UK considers each of the Trustees to be independent in character and judgement; and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to HEART UK. Declarations of interest are required from new Trustees upon appointment, annually and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs. These costs totalled £0 during 2024/25 (£98 in 2023/24).

During 2024/25 we had one Trustee resign from the Board of Trustees, Tricia Kennerley. We thank her for her work and commitment to help us deliver our objectives.

There are a number of committees and task and finish groups that serve the Board of Trustees to assist in the delivery of our objectives:

Committees

Finance and Risk

Key areas for this committee are:

- To be responsible for financial and general business affairs of the charity including:
 - Risk Management
 - Financial Control Management
 - Audit and presenting final accounts to the AGM following Board approval.
 - Reviewing annual accounts prior to Board and then AGM approval.

Income, Communications and Services

Key areas for this committee are:

- To oversee the services we deliver
- To oversee our communications and channels used
- To oversee our income generating and fundraising activities

Medical and Scientific Research Committee (MS&R)

Oversees the Annual Conference, the development of research and speciality training programmes, clinical guidelines development and creating and updating our information.

The Healthcare Committee

Key areas of interest:

- Provides up-to-date information to health care professionals who care for patients and their families with lipid disorders.
- They co-organise the Health Care part of the Annual Conference.

Campaigning/Public Affairs

This has been largely driven by the CEO in recent years and the Board now has a Public Affairs specialist and are seeking to develop a Committee to oversee this area and advise on public affairs and policy activities to highlight the importance of cholesterol and CVD.

Task and finish groups

These groups meet when there is a task to be actioned:

Lipoprotein Apheresis

Key areas of interest:

- To promulgate guidance for the clinical indication for lipoprotein apheresis.
- To review and recommend the criteria of efficacy of performance in the UK (Assessment to be based on Registry data jointly formed by HEART UK).
- To educate society in general about Apheresis as a treatment.

Conference organising committee

This group organises the annual scientific conference usually held in June or July over a 3-day period.

Research Grant Awards

This group will be overseeing our grant-giving scheme and reviews applications.

Policy Development

Operates to develop, oversee and review the policies of the organisation.

Product Approval

For approved commercial products that bear the HEART UK logo. The group operates within an ethical and scientific policy framework to evaluate products for approval.

Cardiovascular Disease Collaborative

This group meet to drive forward particular campaigns around changing health policy for the NHS and Government.

Point of care testing

This group sets criteria for our evaluation and reviews the information for each device.

ChangeMaker

This group oversees the programme and steers the direction of travel.

The Simon Broome Steering Committee

Is responsible for directing research based on a national cohort of over 3,500 patients with familial hypercholesterolaemia (and severe hypertriglyceridemia).

STAFF

A Senior Leadership team, consisting of the Chief Executive, Head of Fundraising and Head of Services, allows for the distribution of organisational responsibility. The Chief Executive has particular responsibility for issues relating to governance and for the financial management of the organisation.

HEART UK has 9 permanent members of staff, 4 full time and 5 part time.

The Trustees would like to record their appreciation of the efforts of the staff, who have again made an enormous contribution to the successes of HEART UK during the year.

PAY AND REMUNERATION

The Finance and Risk Committee review the salaries of the staff and advise the Board on any recommended changes. This is dictated by market forces and affordability. We are also extremely aware of the challenge of market forces since the pandemic and we have reviewed our pay scale in the light of this in order to focus on retention and also attracting excellent talent.

The remuneration of the Chief Executive is assessed by the Board of Trustees. This includes conducting a 360 degree assessment when appropriate; internally and externally, market forces, performance and affordability.

AUDITOR

The auditors of the charity and trading company are reviewed by our Board of Trustees and appointed as appropriate at our Annual General Meeting.

TRUSTEE APPOINTMENT, INDUCTION AND TRAINING

Trustees are appointed in accordance with HEART UK's constitution, taking into account the benefits of appointing a person who is able, by virtue of their personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the charity.

Trustees consider the skills gap on the Board of Trustees. Trustee vacancies are openly advertised and recruited following an interview and selection process and then proposed and appointed at the AGM.

HEART UK undertakes an induction programme for all new trustees, including induction materials relating to its purpose and finances, the powers of trustees and information about the day to day running of the organisation. Key documents are provided, such as the constitution, accounts, minutes of recent meetings and policies.

Trustees continue to be supported through ongoing training.

SMALL COMPANIES REGIME

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

CONSIDERATION OF GOING CONCERN

The company continues to adopt the going concern basis in preparing its financial statements.

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 company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of company for the purpose of company law) are responsible for preparing the trustees' report and 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 the group and of the incoming resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- observe the methods and principles in the Charities SORP.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable 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.

AUDIT INFORMATION

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- there is no relevant information of which the auditors are unaware; and
- they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

A resolution for the appointment of auditors will be put to the forthcoming AGM.

THANKS FROM THE CHAIR OF TRUSTEES

I would like to extend my personal and sincere thanks to our dedicated and highly committed and capable team at HEART UK, to my Board of Trustees, our Committee members, Ambassadors and volunteers who continue to give their valuable time, commitment and amazing contributions to help HEART UK truly deliver a world class service for our beneficiaries.

Signed by:


Authorised by the Trustees on8GA074E892CE47E... and signed on their behalf by:

Dr Peter Green, Chair

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

Independent Auditors' Report to the trustees of HEART UK

Opinion

We have audited the financial statements of Hyperlipidaemia Education & Atherosclerosis Research Trust UK (the 'company') for the year ended 28 February 2025 which comprise the Consolidated Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard Applicable in the UK and Ireland".

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 28 February 2025 and of the group's 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;
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act

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 auditors' 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 auditors' report thereon. The trustees are responsible for the other information. 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.

In connection with our audit of the financial statements, 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 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 or a material misstatement of the other information. 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.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK) (A company limited by guarantee)

Independent Auditors' Report to the trustees of HEART UK

Opinion 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 group and parent 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 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 17, 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 group and parent 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 group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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 auditors' 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

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.

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

Independent Auditors' Report to the trustees of HEART UK

Auditors' responsibilities for the audit of the financial statements (continued)

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

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.

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 group and parent 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 group and parent 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 group or parent charitable company to cease to continue as a going concern.

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

Independent Auditors' Report to the trustees of HEART UK

Auditors' responsibilities for the audit of the financial statements (continued)

- 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.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

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.

Use of this 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 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which 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, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.



Luke Holt (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

6th Floor, 9 Appold Street
London
EC2A 2AP

Date: 29 September 2025

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

**Consolidated Statement of Financial Activities (incorporating income and expenditure account)
for the year ended 28 February 2025**

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds 2024 £</i>
Income from:					
Donations, legacies and grants	2	328,535	104,124	432,659	118,932
Charitable activities	3	290,619	-	290,619	326,747
Trading income	4	756,156	-	756,156	779,622
Other income	5	88,569	-	88,569	95,919
Investment income	6	9,001	-	9,001	6,760
Total income		1,472,880	104,124	1,577,004	1,327,980
Expenditure on:					
Raising funds:					
Fundraising	7	182,150	-	182,150	158,378
Expenditure from trading	8	536,980	-	536,980	506,349
Charitable activities	9	671,614	102,303	773,917	735,527
Total expenditure		1,390,744	102,303	1,493,047	1,400,254
Net (expenditure) / income		82,136	1,821	83,957	(72,274)
Net gain on investments	15	2,706	-	2,706	7,042
Net movement in funds		84,842	1,821	86,663	(65,232)
Reconciliation of funds:					
Total funds brought forward		505,334	52,022	557,356	622,588
Total funds carried forward		590,176	53,843	644,019	557,356

The notes on pages 25 to 39 form part of these financial statements.

All amounts are derived from continuing activities. All gains and losses recognised in the year are included above.

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

**Consolidated Balance Sheet
as at 28 February 2025**

	Note	£	2025 £	£	2024 £
Fixed assets					
Intangible assets	13		874		1,536
Tangible assets	14		9,969		14,575
Investments	15		67,988		65,282
			78,831		81,393
Current assets					
Debtors: Amounts receivable within one year	16	415,578		245,488	
Cash at bank and in hand		628,368		664,372	
		1,043,946		909,860	
Debtors: Amounts receivable after one year			-		-
Creditors: amounts falling due within one year	17	(478,758)		(433,897)	
Net current assets			565,188		475,963
Net assets			644,019		557,356
Charity Funds					
Restricted funds	18		53,843		52,022
Unrestricted funds	18		590,176		505,334
Total funds			644,019		557,356

As permitted by s408 Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £86,663 (2024 deficit £65,229).

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on _____ and signed on their behalf, by:

Signed by:



Mr P Green, Chairman

DocuSigned by:



Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

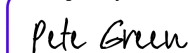
**Charity balance sheet
as at 28 February 2025**

		2025		2024	
	Note	£	£	£	£
Fixed assets					
Intangible assets	13		874		1,536
Tangible assets	14		9,969		14,575
Investments	15		<u>67,990</u>		<u>65,284</u>
			78,833		81,395
Current assets					
Debtors	16	217,468		33,772	
Cash at bank and in hand		<u>518,904</u>		<u>618,721</u>	
		736,372		652,493	
Debtors: Amounts receivable after one year			-		-
Creditors: amounts falling due within one year	17	(171,186)		<u>(176,532)</u>	
Net current assets			<u>565,186</u>		<u>475,961</u>
Net assets			<u><u>644,019</u></u>		<u><u>557,356</u></u>
Charity Funds					
Restricted funds	18		53,843		52,022
Unrestricted funds	18		<u>590,176</u>		<u>505,334</u>
Total funds			<u><u>644,019</u></u>		<u><u>557,356</u></u>

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the trustees on _____ and signed on their behalf, by:

Signed by:



Mr P Green, Chairman

DocuSigned by:



Mr N R Phipps ACA, Trustee

The notes on pages 25 to 39 form part of these financial statements.
Registered company number: 02631049

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

**Consolidated Statement of Cash Flows
for the year ended 28 February 2025**

	Note	2025 £	2024 £
Cash flows from operating activities			
Net cash (used in)/provided by operating activities	20	<u>(42,954)</u>	<u>(49,277)</u>
Cash flows from investing activities:			
Purchase of intangible fixed assets	13	-	-
Purchase of tangible fixed assets	14	(2,051)	(18,017)
Purchase of listed investments	15	-	-
Disposal of listed investments	15	-	-
Investment income		<u>9,001</u>	<u>6,760</u>
Net cash used in investing activities		<u>6,950</u>	<u>(11,257)</u>
Change in cash and cash equivalents in the year		(36,004)	(60,534)
Cash and cash equivalents brought forward		<u>664,372</u>	724,906
Cash and cash equivalents carried forward	21	<u><u>628,368</u></u>	<u><u>664,372</u></u>

The notes on pages 26 to 39 form part of these financial statements.

Analysis of consolidated net resources

	At 1 March 2024 £	Cash flow £	At 28 February 2025 £
Cash at bank and in hand	664,372	(36,004)	628,368

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK) (A company limited by guarantee)

Notes to the financial statements for the year ended 28 February 2025

1. Accounting policies

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments to market value and in compliance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard 102 including Update Bulletin 2, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Charities Act 2011.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (HEART UK) is a company limited by guarantee and a registered charity and incorporated in England and Wales. HEART UK meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling which is the functional currency of the Group. Monetary amounts in these financial statements are rounded to the nearest pound.

The Statement of financial activities (SOFA) and Balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis and the detailed results are disclosed in note 24 of the financial statements.

1.2 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 company to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the company's forecasts and projections. As part of the going concern review the trustees prepared a detailed, forward-looking cash flow scenario, based on the most realistic assumptions available at the time. In this scenario the company had adequate resources to continue in operation for at least twelve months from the approval of the financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Those funds which are not restricted income funds, are unrestricted income funds which are sub analysed between designated funds, where trustees have set aside amounts to be used for specific purposes or which reflect the non-binding wishes of donors; and unrestricted funds, which are used at the trustees' discretion in furtherance of the general objectives of HEART UK.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK) (A company limited by guarantee)

Notes to the financial statements for the year ended 28 February 2025

1. Accounting policies (continued)

1.4 Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. Donated services are valued at the amount HEART UK would be prepared to pay for a similar service.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Trading income represents turnover in the trading subsidiary which consists of conference sponsorships, delegate income, product licence fees and other services and are accounted net of any discounts and exclusive of value added tax.

1.5 Expenditure

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. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

Charitable activities are costs incurred on the charity's educational operations, including support costs apportioned to charitable activities.

1.6 Operating leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the SOFA on a straight line basis over the period of the lease. Incentives received to enter into operating leases are credited to the SOFA to reduce the lease expense, on a straight line basis over the period of the lease.

Hyperlipidaemia Education & Atherosclerosis Research Trust UK (trading as HEART UK) (A company limited by guarantee)

Notes to the financial statements for the year ended 28 February 2025

1. Accounting policies (continued)

1.7 Employee benefits

The charity operates a defined contribution pension and death in service scheme. The pension charge represents the amounts payable by the charity to the fund in respect of the year.

1.8 Intangible fixed assets and amortisation

Intangible assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost and are subsequently measured at cost net of amortisation and any provision for impairment. Intangible assets are capitalised where the purchase price exceeds £500.

Amortisation is provided on intangible fixed assets at rates calculated to write off the cost of each asset, less their estimated residual value, over their expected useful lives on the following bases:

Website development	-	20% straight line
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1.9 Tangible fixed assets and depreciation

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Tangible assets are capitalised where the purchase price exceeds £500.

Office equipment	-	15% straight line
Computer equipment	-	33% straight line

1.10 Fixed asset investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless fair value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading 'Net gains/(losses) on investments' in the Statement of financial activities. The investment in subsidiary is value at cost.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**Hyperlipidaemia Education & Atherosclerosis Research
Trust UK (trading as HEART UK)
(A company limited by guarantee)**

**Notes to the financial statements
for the year ended 28 February 2025**

1. Accounting policies (continued)

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Critical accounting judgements and estimation uncertainty

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Significant accounting judgements and estimates include:

- Legacy accrued income
- Depreciation and amortisation rates
- CVD Accrued income

a. Useful economic lives of tangible and intangible assets

The annual depreciation and amortisation charge for fixed assets is sensitive to changes in the estimated useful economic lives of the assets. The useful economic lives are re-assessed annually. These are amended where necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See notes 13 and 14 for the carrying value of assets and note 1.7 and 1.8 for the useful economic lives.

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**Notes to the financial statements
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2 Income from donations, legacies and grants

	Unrestricted funds	Restricted funds	Total funds	<i>Total funds</i>
	2025	2025	2025	2024
	£	£	£	£
Donations	68,278	104,124	172,402	91,404
Legacies	237,997	-	237,997	12,541
Gift aid	22,260	-	22,260	14,987
Grants	-	-	-	-
Total donations and legacies	<u>328,535</u>	<u>104,124</u>	<u>432,659</u>	<u>118,932</u>
<i>Total 2024</i>	<u>69,982</u>	<u>48,950</u>	<u>118,932</u>	

The estimated value of legacies notified but neither received nor accrued income (as they do not meet the Sorp recognition criteria) as at 28 February 2025 is £250,000 (2024: £15,000).

3 Charitable activities

	Unrestricted funds	Restricted funds	Total funds	<i>Total funds</i>
	2025	2025	2025	2024
	£	£	£	£
Fundraising	290,619	-	290,619	326,747
	<u>290,619</u>	<u>-</u>	<u>290,619</u>	<u>326,747</u>
<i>Total 2024</i>	<u>280,107</u>	<u>46,640</u>	<u>326,747</u>	

4 Trading income

	Unrestricted funds	Restricted funds	Total funds	<i>Total funds</i>
	2025	2025	2025	2024
	£	£	£	£
Income from trading subsidiary	<u>756,156</u>	<u>-</u>	<u>756,156</u>	<u>779,622</u>

Please see note 24 for details of the trading subsidiary income.

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5 Other income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds 2024 £</i>
Other income	88,569	-	88,569	95,919
<i>Total 2024</i>	95,919	-	95,919	

6 Investment income

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds 2024 £</i>
Dividend receivable	-	-	-	-
Interest receivable	9,001	-	9,001	6,760
	9,001	-	9,001	6,760
<i>Total 2024</i>	6,760	-	6,760	

7 Raising funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds 2024 £</i>
Staff costs	127,443	-	127,443	119,629
Other fundraising costs	54,707	-	54,707	38,749
Total	182,150	-	182,150	158,378
<i>Total 2024</i>	158,378	-	158,378	

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8 Trading costs

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds</i> 2024 £
Direct costs	443,618	-	443,618	423,161
Administrative	93,362	-	93,362	83,188
<i>Total</i>	<u>536,980</u>	<u>-</u>	<u>536,980</u>	<u>506,349</u>

9 Charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds</i> 2024 £
Awareness, education and patient support	631,105	102,303	733,408	709,637
Governance costs (note 10)	40,510	-	40,510	25,890
	<u>671,615</u>	<u>102,303</u>	<u>773,918</u>	<u>735,527</u>

10 Governance costs

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	<i>Total funds</i> 2024 £
Audit and accountancy fees	40,510	-	40,510	25,890

11 Net movement in funds

This is stated after charging:

	2025 £	2024 £
Depreciation of tangible fixed assets:	6,657	4,384
Amortisation of intangible fixed assets	662	8,972
Auditor's remuneration - audit	15,730	15,050
Auditor's remuneration - non audit services	<u>5,120</u>	<u>4,890</u>

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12 Staff costs

	2025	2024
	£	£
Wages and salaries	354,794	348,093
Social security costs	32,977	31,336
Other pension costs	21,063	17,518
	408,834	396,947
	408,834	396,947

The average number of employees during the year was 6 (2024: 8)

The average number of full-time equivalent employees (including casual and part time staff) during the year was made up as follows:

	2025	2024
	No.	No.
Charitable operations	3.7	3.0
Management and central services	2.7	3.7
	6.4	6.7
	6.4	6.7

The number of employees whose remuneration exceed £60,000, is shown below:

	2025	2024
	No.	No.
£60,000 to £69,999	1	-
£80,000 to £89,999	1	1

Key management personnel consists of the leadership management team and consists of 3 (2024: 4) individuals. Total remuneration to key management personnel totalled £241,856 in the year (2024: £261,802). During the year total travel expenses of £Nil (2024: £98) were reimbursed to no (2023: 1) Trustees. During the year 3 trustees (2024: 3) donated a total of £535 (2024:£313).

13 Intangible fixed assets

	Website development
	£
Group and Charity	
Cost	
At 1 March 2024	57,893
Additions	-
At 28 February 2025	57,893
Amortisation	
At 1 March 2024	56,357
Charge for the year	662
Eliminated on disposals	-
At 28 February 2025	57,019
Carrying amount	
At 28 February 2025	874
At 29 February 2024	1,536
	1,536

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**Notes to the financial statements
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14 Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
Group and Charity			
Cost			
At 1 March 2024	43,043	405	43,448
Additions	2,051	-	2,051
Disposal	(12,842)	-	(12,842)
At 28 February 2025	32,252	405	32,657
Depreciation			
At 1 March 2024	28,468	405	28,873
Charge for the year	6,657	-	6,657
Eliminated on disposal	(12,842)	-	(12,842)
At 28 February 2025	22,283	405	22,688
Carrying amount			
At 28 February 2025	9,969	-	9,969
At 29 February 2024	14,575	-	14,575

15 Fixed asset investments

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Investments at market value	67,988	65,282	67,988	65,282
Investment in subsidiary at cost	-	-	2	2
	67,988	65,282	67,990	65,284
			2025	2024
			£	£
Market value				
At 1 March 2024			65,282	58,240
Additions			-	-
Disposals			-	-
Net gains/(losses)			2,706	7,042
At 28 February 2025			67,988	65,282
Historical cost of listed investments			50,000	50,000

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15 Fixed asset investments (continued)

Significant investment holdings based on market value at 28 February 2025 were:

	Historical costs (£)	Market value (£)
COIF Charities Investment Fund	50,000	67,988
	50,000	67,988

16 Debtors

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade debtors	187,726	180,646	-	-
Amounts owed by group undertakings	-	-	-	-
Other debtors	-	-	-	-
Prepayments and accrued income	227,852	64,842	217,468	33,772
Amounts due over 1 year				
Prepayments and accrued income	-	-	-	-
	415,578	245,488	217,468	33,772

17 Creditors: Amounts falling due within one year

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade creditors	95,648	84,843	58,621	66,207
Amounts owed to group undertakings	-	-	69,906	64,396
Other taxation and social security	42,214	34,409	9,620	10,858
Other creditors	11,500	4,635	11,500	4,635
Accruals and deferred income	329,396	310,010	21,539	30,436
	478,758	433,897	171,186	176,532

Deferred income in the charity relates to income to support for future events and are included in creditors at the period end. Deferred income on a group basis includes sponsorship and licence income earned in the subsequent financial year.

Group deferred income	Brought forward	Amount added	Amount released	Carried forward
	£	£	£	£
Deferred income 2025	238,157	278,642	(238,157)	278,642
<i>Deferred income 2024</i>	169,792	238,157	(169,792)	238,157

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**Notes to the financial statements
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18 Statement of funds

a. Group	Balance at 1 March 2024	Income	Expenditure	Net gains and transfers	Balance at 28 February 2025
	£	£	£	£	£
General funds					
General funds - all funds	505,334	1,472,880	(1,390,744)	2,706	590,176
Total unrestricted funds	505,334	1,472,880	(1,390,744)	2,706	590,176
Restricted funds					
Nutrition Academy	29,745	-	(29,745)	-	-
Other Restricted funds	22,277	104,124	(72,558)	-	53,843
Total Restricted funds	52,022	104,124	(102,303)	-	53,843
Total of funds	557,356	1,577,004	- 1,493,047	2,706	644,019

a. Charity	Balance at 1 March 2024	Income	Expenditure	Net gains and transfers	Balance at 28 February 2025
	£	£	£	£	£
General funds					
General funds - all funds	505,334	935,900	(853,765)	2,706	590,176
Total unrestricted funds	505,334	935,900	(853,765)	2,706	590,176
Restricted funds					
Nutrition Academy	29,745	-	(29,745)	-	-
Other Restricted funds	22,277	104,124	(72,558)	-	53,843
Total Restricted funds	52,022	104,124	(102,303)	-	53,843
Total of funds	557,356	1,040,024	- 956,068	2,706	644,019

**Hyperlipidaemia Education & Atherosclerosis Research
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**Notes to the financial statements
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19 Analysis of net assets between funds

Group

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Intangible fixed assets	874	-	874
Tangible fixed assets	9,969	-	9,969
Fixed asset investments	67,988	-	67,988
Current assets	990,103	53,843	1,043,946
Creditors due within one year	(478,758)	-	(478,758)
	590,176	53,843	644,019

Charity

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Intangible fixed assets	874	-	874
Tangible fixed assets	9,969	-	9,969
Fixed asset investments	67,990	-	67,990
Current assets	682,529	53,843	736,372
Creditors due within one year	(171,186)	-	(171,186)
	590,176	53,843	644,019

20 Reconciliation of net movement in funds to net cash flow from operating activities

	Group	
	2025 £	2024 £
Net (deficit)/income for the year (as per Statement of Financial Activities)	86,663	(65,232)
Adjustment for:		
Depreciation charges	6,657	4,384
Amortisation charges	662	8,972
Net (gains)/losses	(2,706)	(7,042)
Investment Income	(9,001)	(6,760)
Increase in debtors	(170,090)	(79,021)
increase in creditors	44,861	95,422
Net cash (used in)/provide by operating activities	(42,954)	(49,277)

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**Notes to the financial statements
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21 Analysis of cash and cash equivalents

	Group	
	2025	2024
	£	£
Cash in hand	628,368	664,372
Total	628,368	664,372

22 Pension commitments

The group operates a defined contributions pension scheme. The pension cost charge in the year represents contributions payable by the group and amounted to £21,063 (2024: £18,731).

22 Operating lease commitments

At 28 February 2025 the total future minimum lease payments under non-cancellable operating leases

	2025	2024
	£	£
Group and Charity		
Within 1 year	-	603
Between 1 and 5 years	-	-
Total	-	603

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**Notes to the financial statements
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23 Related party transactions

Some of the trustees hold positions within organisations with which HEART UK has links. Some of those organisations may make donations to, or seek product approval licenses from the charity or its trading subsidiary. The charity has a conflict of interest policy in place to ensure that potential conflicts are identified and dealt with appropriately. For the current and preceding year all transactions with these related parties are considered within the scope of normal transactions.

An income distribution was made from HEART UK Trading Company Limited, a wholly owned subsidiary, to HEART UK of £219,176 (2024: £273,273) being a distribution of 100% of their net profit in the year. At the year end an amount of £69,906 (2024: £64,396) was owed to the subsidiary.

24 Principal subsidiary

HEART UK has one wholly owned subsidiary, HEART UK Trading Company Limited, which acts as the trading subsidiary of the group and has been included in this set of consolidated financial statements. The company has entered into a deed of covenant to donate its distributable profits to HEART UK. The registered office of the subsidiary is 7 North Road, Maidenhead, Berkshire, SL6 1PE and its company number is 03679100. A summary of its trading results are shown below. A set of audited financial statements for this subsidiary are filed annually with the Registrar of Companies.

HEART UK Trading Company Limited results

	2025	2024
	£	£
Profit and loss		
Turnover	756,156	779,622
Cost of Sales	(442,896)	(423,161)
Administrative Expenses	(94,084)	(83,188)
Operating profit	219,176	273,273
Reconciliation of profit and loss reserves		
Brought forward	-	-
Operating profit	219,176	273,273
Distribution to HEART UK	(219,176)	(273,273)
Carried forward	-	-

No charge to taxation will arise as the subsidiary company has entered into a deed of covenant to donate its distributable profits to its charitable parent HEART UK.

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**Notes to the financial statements
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24 Principal subsidiary (continued)

Balance Sheet:	2025		2024	
	£	£	£	£
Current assets				
Debtors	268,016		276,112	
Cash at bank and in hand	109,464		45,651	
	<u>377,480</u>		<u>321,763</u>	
Creditors: amounts falling due within one year				
	<u>(377,478)</u>		<u>(321,761)</u>	
Net current assets		<u><u>2</u></u>		<u><u>2</u></u>
Capital and reserves				
Called up share capital		<u>2</u>		<u>2</u>
Total Equity		<u><u>2</u></u>		<u><u>2</u></u>

The share capital represents 2 Ordinary shares of £1 each held by HEART UK.

25 Limited liability

HEART UK is a company limited by guarantee and as such does not have share capital. In the event of winding up the liability of each member is limited to £1.