



***Public Health
Collaboration***

ANNUAL REPORT

2024/2025

Charity Registration Number 1171887 / SC052248

www.phcuk.org

Annual Report and Financial Statements for the year ended 31 March 2025

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Report of the Trustees

The trustees present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives and Activities

To advance physical, mental and social well-being among members of the public and healthcare professionals by contributing to the improvement of their level of knowledge, understanding and best practices concerning lifestyle and metabolic health.

Vision, Mission and Ambitions

Our vision is a society where everyone enjoys good metabolic health.

Our mission is to empower, inspire and educate people that most chronic diseases can be prevented and reversed by maintaining good metabolic health through sustainable lifestyle changes.

The values by which we work are:

- ▶ Ambitious - We have a strong desire and determination to create the change we want to see.
- ▶ Attentive - We listen to everyone with care and attention.
- ▶ Compassionate - We appreciate everyone's perspective and will do our best to support them.
- ▶ Inquisitive - We like to ask questions and are always eager to learn.
- ▶ Proactive - We like to take action and create the change we want to see.
- ▶ Sincere - We genuinely want humanity to become healthier and happier.

Our ambitions are to:

- ▶ Reverse the type 2 diabetes and prediabetes epidemic.
- ▶ Have food addiction recognised as an official diagnosis.
- ▶ Undo the childhood obesity crisis.

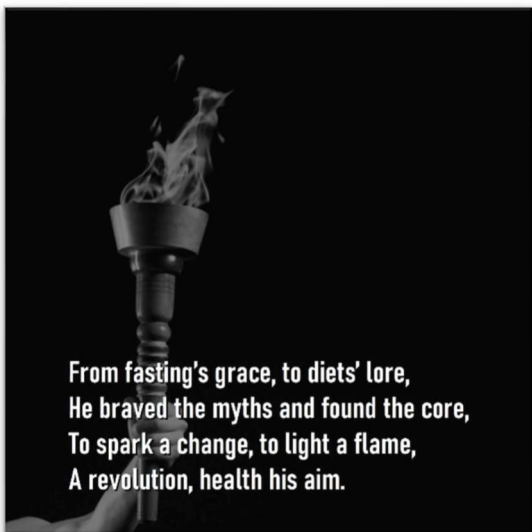
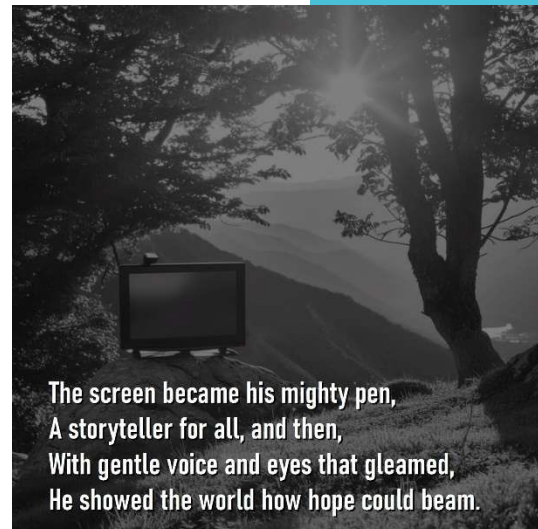
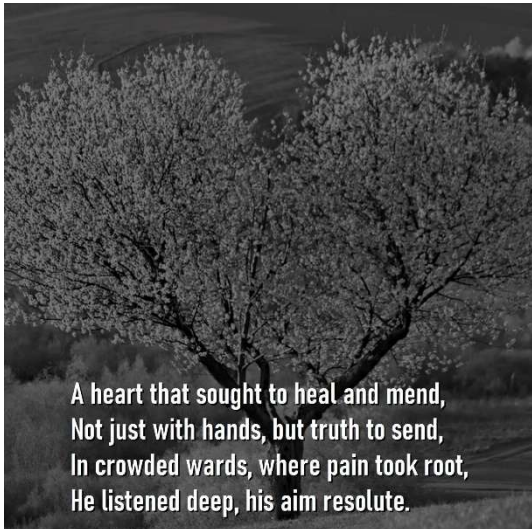
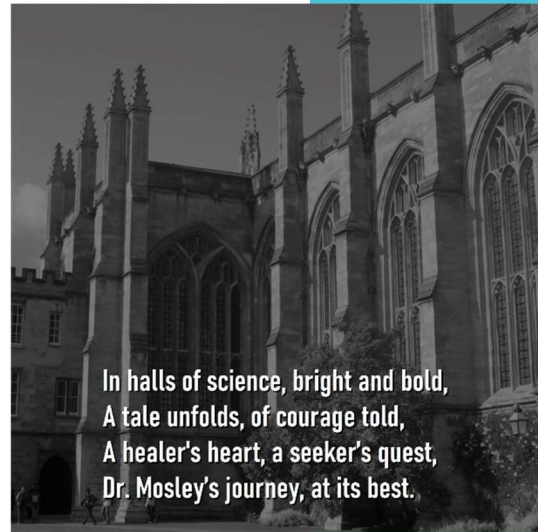
We will achieve these ambitions by delivering high-quality projects, collaborating with universities to conduct robust research and advocating for the changes we want to see. Through this process our hope is that we will build a society where everyone enjoys good metabolic health.

Public Benefit

The trustees have referred to the guidance contained in the Charity Commissions general guidance on public benefit whilst reviewing the Public Health Collaboration's mission, vision and objectives, and in planning the future activities of the charity.

Remembering Michael Mosley

This year we were deeply saddened by the loss of Dr Michael Mosley, whose work has inspired millions around the world to rethink nutrition and lifestyle. His curiosity, passion and accessible communication of science had a profound influence on public health at large and the PHC as an organisation. We are eternally grateful for his contribution and put together this poem to remember him by.



In fields of green and skies of blue,
Your spirit soars, both tried and true,
A legacy of love and light,
Forever in our hearts, you'll write.



**Dr Michael Mosley
1957 - 2024**

Achievement and Performance

Raising Awareness

Raising awareness about the power of sustainable lifestyle changes has remained central to our work this year, with a wide variety of initiatives reaching both the public and healthcare professionals.

Conference 2024 – Nourishing Minds, Transforming Lives

In May, we brought together world leaders in metabolic health at Fairfield Halls, London. With over 500 delegates attending in person and 200 joining online, the conference explored how leaving behind ultra-processed foods can help communities thrive. The event showcased cutting-edge science, moving personal stories, and practical strategies for positive change.



Supporting Research

We were delighted to make a study led by Dr Erin Bellamy open access through PHC funding. This ensures that important findings on nutrition and health are freely available to everyone, helping to accelerate change across healthcare and society. The aforementioned study was titled “[Understanding the experiences of ketogenic metabolic therapy for people living with varying levels of depressive symptoms: a thematic analysis](#)” and was published in *Frontiers in Nutrition*.

Everyone at PHC Has a Story

Stories continue to be at the heart of what we do. Our “[Everyone at PHC Has a Story](#)” campaign, shared across our website and social media, highlighted the journeys of individuals who have transformed their health through real food and lifestyle change. These powerful narratives continue to inspire others to begin their own journey.

Everyone at the Public Health Collaboration has a Story...



June 2022

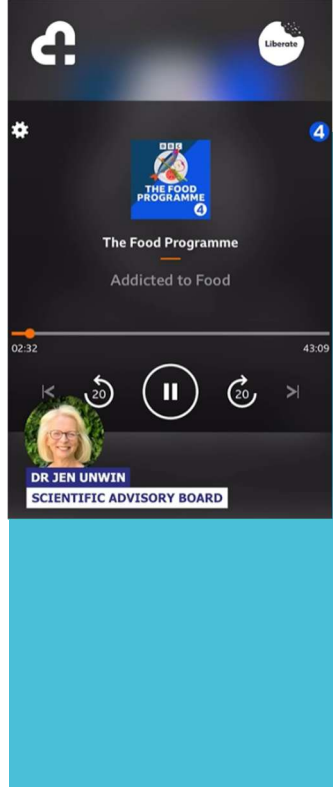
How I lost 12kg in 6 weeks on a low-carb diet...



June 2023

DELLANIE NASH
AMBASSADOR



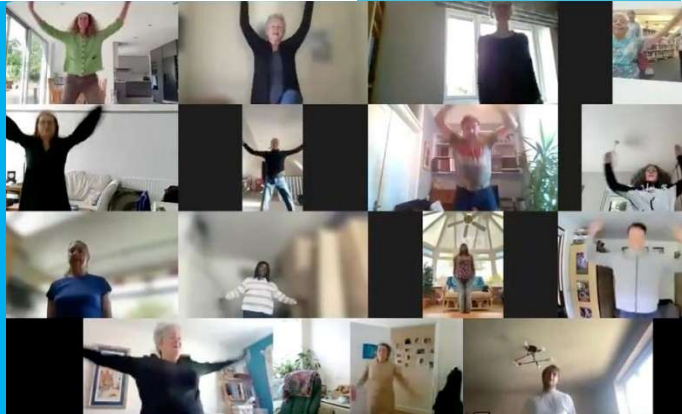


In the Media

Our message reached new audiences this year through appearances such as Dr Jen Unwin’s contribution to [BBC Radio 4’s Food Programme](#), sharing insights on food addiction and recovery.

Fundraising & Community Engagement

This October we started a new fundraiser event called [The Star Jump Challenge](#). The aim of the challenge was to raise awareness that every day, 25 people in the UK have an amputation due to diabetes complications and to raise funds for the PHC to help people put their type 2 diabetes into remission. From 1st October to 25th October, we had hundreds of people performing 25 star jumps on a daily basis, which raised £5,008 to support our work.



Collaborative Partnerships

We were honoured to co-host the British Society for Ecological Medicine’s 40-year anniversary conference, [Unravelling Brain Health](#). Together, we explored the connections between nutrition, environment and mental wellbeing with experts from around the world.

Professional Conferences

We had a strong presence at Diabetes Professional Care 2024, with multiple PHC speakers delivering engaging talks to clinicians across the UK.

PHC Scotland 2024

Building on the success of our first Scottish event, we hosted a second conference that inspired healthcare professionals and the public alike titled [Revolutionising Health with Real Food](#). The event emphasised the importance of real food in transforming health and preventing chronic disease.



Policy Engagement

We responded to the [BBC Panorama](#) documentary on weight-loss medication with a carefully considered statement from our Scientific Advisory Committee. This highlighted the importance of sustainable lifestyle approaches.

In addition, PHC joined with the British Dietetic Association and X-PERT Health to urge NICE to [update their type 2 diabetes management guidelines](#) in line with the growing body of evidence for dietary interventions. The guideline is set to be published late in 2025.

Our Projects

Liberate

Our new service [Liberate](#), dedicated to supporting those struggling with ultra-processed food addiction, has shown promising results in its pilot programme. With over 100 participants, 46% reported a reduction in food addiction symptoms, while 44% saw a decrease in binge-eating behaviours. These early findings provide strong encouragement as we expand this vital project.

79% completion rate^Δ



46% reduction in food addiction symptoms¹



44% reduction in binge eating symptoms²



Improvement in Mental Wellbeing³



The Lifestyle Club

Our type 2 diabetes remission service, [The Lifestyle Club](#) has now had over 1,300 participants complete the course with our wonderfully dedicated team of coaches. Results at 6-months are that participants lose 5.9kg in weight, reduce their waist circumference by 9.9cm as well as their HbA1c by 9.8mmol/mol. Then on average medication is reduced by 25% and personal empowerment is increased by 13.5%.

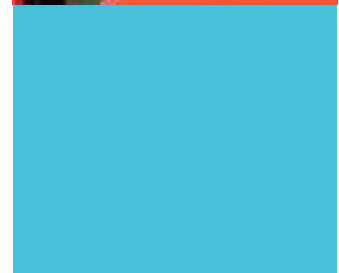


Our study with the University of Surrey has now been completed by 55 participants alongside their 3 and 6 month outcomes. The next step is for the lead researcher, [Professor Martin Whyte](#) to write up the study and submit it to a peer-reviewed journal. With the aim of having it published late 2025.

Finally, we extend our heartfelt thanks to our colleague [Helen Gowers RD](#) for her dedication and commitment over the past few years as she transitions from her role as Director of The Lifestyle Club to Vice-chair of the Scientific Advisory Committee. Her accomplishments in helping hundreds of people with type 2 diabetes and pre-diabetes achieve sustainable lifestyle changes and progress towards remission stand as a testament to her commitment to public health.

Real Food Rebellion

Our school's programme, Real Food Rebellion, has continued to grow. This year, David Sogan's incredible [60 kilometre row](#) brought attention and supported the project to the tune of £3,195. In addition our [Big Give Christmas campaign](#) raised £8,216 to fund its expansion. With every milestone, we get closer to helping the next generation make healthier choices.



Real Food Runners

Our informal running club, [Real Food Runners](#) continues to be an incredible initiative with over 160 members having joined the parkrun group with over 11,000 parkruns completed. It's been great to see so many people engage with more exercise and take the run at their own pace.



Elevate

This year we've decided to extend our projects with an app called [Elevate](#). In order to maximise our impact on improving the health of the public, Elevate will be a low-cost accessible approach to helping people become healthier. The app is currently in beta-testing but we're aiming to launch it in early 2026.

Financial Review

Financial Position

Total incoming resources for the year to 31 March 2025 amounted to £354,274 (year ended 31 March 2024 £314,203). Unrestricted funds incoming resources amounted to £351,622 (year ended 31 March 2024 £268,565). Restricted funds incoming resources amounted to £2,652 (year ended 31 March 2024 £45,638).

Total resources expended for the year to 31 March 2025 amounted to £438,443 (year ended 31 March 2024 £358,012). Unrestricted funds expenditure amounted to £412,161 (year ended 31 March 2023 £327,218). Restricted funds expenditure amounted to £26,282 (year ended 31 March 2024 £30,794).

The Charity had £(15,167) (year ended 31 March 2024 £54,158) in its general fund at the year ended 31 March 2025, and £nil (year ended 31 March 2024 £14,844) in its restricted fund at the year end 31 March 2025.

As at 31 March 2025, cash at bank and in hand held by the charity was £48,170 (31 March 2024 £101,591), with a total net current assets figure of £(15,167) (31 March 2024 £69,002).

The purposes of the different types of funds are explained in the accounting policies as shown in the financial statements.

Notes 15 and 16 to the financial statements provide further explanation.

Reserves Policy

Reserves Policy

Unrestricted reserves are one fund that covers the day-to-day operations of the charity.

Restricted funds are those for a pre-agreed purpose where the donor has imposed conditions on the use of the funds. The policy for such funds is to adhere to the relevant conditions; temporary timing differences for income received may occur at the reporting date and is the reason for negative balances on some funds.

Designated reserves are built up of surplus unrestricted reserves assigned for specific purposes and are explained in more detail below. The trustees have decided that setting aside funds in this way is an effective financial discipline which helps the charity make the best use of its resources. These are reported as follows:

- ▶ General Reserve - to cover 3-6 months running costs and any potential wind-up costs of the charity.

Fundraising Statement

The Public Health Collaboration does conduct fundraising activities. Fundraising is primarily from donations through the website, and, to a lesser extent, delivers fundraising through sponsored events and direct marketing appeals. The charity takes its responsibilities under the Data Protection Act and GDPR very seriously and ensures all activities are conducted in line with best practice guidance issued by the Institute of Fundraising and the Fundraising Regulator.

Risk Management

The Trustees have assessed the major risks to which the Charity is exposed, in particular those relating to the operations and finances of the Charity and are satisfied that systems are in place to mitigate the risks.

Risks considered relate to the current economic climate, external pressures and future fundraising opportunities.

The Trustees have identified that the current risks facing the Public Health Collaboration are:

- ▶ Large food companies resisting attempts to change current dietary guidelines including reversing the sugar tax.
- ▶ Pharmaceutical companies resisting attempts to change current health guidelines on treating Type 2 Diabetes and other metabolic diseases.
- ▶ Rising fuel and energy prices, inflationary pressures and economic recession and their impact on the Charity.
- ▶ Securing long term funding for the future.

Future Plans

Our 2025 conference, *Prevention or Prescription* will take place on 31st May and 1st June in London with world-renowned speakers such as Professor Thomas Seyfried, Dr Isabella Cooper, Dr Eric Westman and Dr Jen Unwin. We look forward to gathering the best minds in metabolic health to explore the critical choices facing our society. And in 2026 we'll be celebrating our 10th anniversary and plan to make it our biggest and brightest event ever. This will take place in London on 16th and 17th May 2026.



SAVE THE DATE
PHC ANNUAL CONFERENCE
31st May & 1st June 2025
The Light, Euston, LONDON

www.PHCuk.org/conference

Lastly, we wanted to explain why we have a financial deficit this year. Unfortunately, toward the end of 2024 it was clear NHS commissioning was significantly decreasing due to budget adjustments and the increased interest in weight-loss injections. To combat this, we have started a self-funding option for people to pay for themselves directly as well as reaching out to employers to explore corporate wellbeing initiatives.

In addition, our aim is to make our app, Elevate, a major source of income for the charity. Plus, we plan to create a pre-recorded version of Liberate to make it more accessible for people whilst being a source of passive-income.

Structure, Governance and Management

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

Public Health Collaboration is a Charitable Incorporated Organisation, number 1171887 and SC052248.

The charity has a Board of Trustees, who are responsible for the overall governance of the charity and a Scientific Advisory Committee, who ensure that the charity is giving accurate and evidence-based advice, based on the latest scientific research.

The charity recruits new trustees to the board by advertising nationally, interviewing potential candidates and then appointing. Successful candidates

are formally welcomed at the next trustees meeting, following their appointment. Each newly appointed trustee chooses how long they wish to stand for, 2 - 4 years, and can stand for another term.

Strategic decisions are made by the Board of Trustees, with the day-to-day management of the charity delegated to the Director, Sam Feltham.

The charity recruits new members to the Scientific Advisory Committee by identifying gaps in the knowledgebase and asking the current Committee members to recommend relevant professionals. The potential candidates are approached, interviewed and then appointed.

Reference and Administrative Details

Patrons

Steve Bennett
Giancarlo and Katie Caldesi
Ben Calderhead
Tom Redwood
Hannah Sutter

Trustees

Dr J McCormack (resigned 31/5/2024)
Dr D Jehring
O Khwaja
G Phillips
G M Corby
Professor S Fairlie
B Rubin (resigned 31/7/2024)

Scientific Advisory Committee

Dr David Unwin (Chair)
Helen Gowers (Vice Chair)
Dr Joanne McCormack
Dr Ian Lake
Dr Jen Unwin
Dr Trudi Deakin
Dr Campbell Murdoch

	Dr Katharine Morrison (to December 2024)
	Dr Bob Gill (to December 2024)
	Dr Ali Ibrahim
	Dr Abbi Lulseged (to December 2024)
	Dr Kesar Sadhra
	Dr David Jehring (PHC Board representative)
	Ellen Calteau RD (PHC project manager for Liberate)
	Dr Amber Steele (from April 2025)
	Moira Newiss (from April 2025)
	Ally Houston (from April 2025)
Director	Sam Feltham
Registered Charity number	1171887 and SC052248
Principal address	C/O Reed Smith, 1 Blossom Yard, London, E1 6RS
Bankers	HSBC Bank PLC, 23/24 Paddington House, Festival Place, Basingstoke, Hants, RG21 1LJ Wise Bank, The Tea Building, Shoreditch High Street, London, E1 6JJ
Solicitors	Reed Smith, The Broadgate Tower, 20 Primrose Street, London, EC2A 2RS
Independent Examiners	Griffin Chartered Accountants, Courtenay House, Pynes Hill, Exeter, EX2 5AZ
Accountant	Merlin Accountancy Services Ltd, 2nd Floor, 33 Longbrook Street, Exeter, Devon, EX4 6AW

Trustees' Responsibility Statement

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed 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

charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to

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

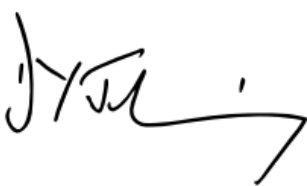
The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website.

As the charities trustees, we certify that:

- ▶ So far as we are aware, there is no relevant information of which the charities Independent Examiners are unaware, and
- ▶ We have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant information and to establish that the charity's Independent Examiners are aware of that information.

Approved by order of the board of trustees on 5th December 2025 and signed on its behalf by:



.....
Dr D Jehring - Chair



Financial Statements

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
PUBLIC HEALTH COLLABORATION
FOR THE YEAR ENDED 31 MARCH 2025**

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

Responsibilities and basis of report

As the Trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2022 ('the 2022 Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2022 Act and in carrying out my examination I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2022 Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2022 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters, other than those fully detailed below, have come to my attention in connection with the examination giving me reasonable cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2022 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.

Disclosure section

The matter that has come to my attention is that the charity has made an in year deficit of £84,169, resulting in negative funds at the year-end of £15,167. As such, the charity's ability to operate as a going concern is uncertain as the charity relies heavily on donations and funding which has been reduced. It is understood that the charity has now started self-funding options and exploring other income streams to generate funds.

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
PUBLIC HEALTH COLLABORATION
FOR THE YEAR ENDED 31 MARCH 2025**

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Laura Waycott
Griffin
Courtenay House,
Pynes Hill,
Exeter,
EX2 5AZ



Signed:

Date: 9/12/25

PUBLIC HEALTH COLLABORATION

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025**

	Notes	Unrestricted fund £	Restricted fund £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	121,004	2,652	123,656	110,475
Charitable activities					
General incl. Ambassadors	4	3,395	-	3,395	-
The Lifestyle Club		66,709	-	66,709	113,350
Liberate		10,179	-	10,179	(410)
Conference		99,886	-	99,886	66,912
Other trading activities	3	<u>50,449</u>	<u>-</u>	<u>50,449</u>	<u>23,876</u>
Total		<u>351,622</u>	<u>2,652</u>	<u>354,274</u>	<u>314,203</u>
EXPENDITURE ON					
Raising funds	5	16,895	-	16,895	19,758
Charitable activities					
General incl. Ambassadors	6	135,028	-	135,028	113,441
The Lifestyle Club		108,022	26,282	134,304	154,415
Liberate		26,933	-	26,933	25,031
Conference		121,119	-	121,119	42,029
Real Food Rebellion		878	-	878	119
Real Food Runners		-	-	-	24
Other	9	<u>3,286</u>	<u>-</u>	<u>3,286</u>	<u>3,195</u>
Total		<u>412,161</u>	<u>26,282</u>	<u>438,443</u>	<u>358,012</u>
NET INCOME/(EXPENDITURE)					
Transfers between funds	15	<u>(60,539)</u>	<u>(23,630)</u>	<u>(84,169)</u>	<u>(43,809)</u>
		<u>(8,786)</u>	<u>8,786</u>	<u>-</u>	<u>-</u>
Net movement in funds		(69,325)	(14,844)	(84,169)	(43,809)
RECONCILIATION OF FUNDS					
Total funds brought forward		54,158	14,844	69,002	112,811
TOTAL FUNDS CARRIED FORWARD		<u><u>(15,167)</u></u>	<u><u>-</u></u>	<u><u>(15,167)</u></u>	<u><u>69,002</u></u>

PUBLIC HEALTH COLLABORATION

**BALANCE SHEET
AS AT 31 MARCH 2025**

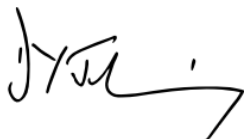
Registered Charity Number: 1171887 and SC052248

	Notes	Unrestricted fund £	Restricted fund £	2025 Total funds £	2024 Total funds £
CURRENT ASSETS					
Debtors	12	15,770	-	15,770	66,192
Cash at bank	13	<u>48,170</u>	<u>-</u>	<u>48,170</u>	<u>101,591</u>
		63,940	-	63,940	167,783
CREDITORS					
Amounts falling due within one year	14	<u>(79,107)</u>	<u>-</u>	<u>(79,107)</u>	<u>(98,781)</u>
NET CURRENT ASSETS/(LIABILITIES)					
		<u>(15,167)</u>	<u>-</u>	<u>(15,167)</u>	<u>69,002</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>(15,167)</u>	<u>-</u>	<u>(15,167)</u>	<u>69,002</u>
NET ASSETS					
		<u>(15,167)</u>	<u>-</u>	<u>(15,167)</u>	<u>69,002</u>
FUNDS					
	15				
Unrestricted funds:					
General fund				(15,167)	54,158
Restricted funds:					
TLC - Restricted Fund				<u>-</u>	<u>14,844</u>
TOTAL FUNDS					
				<u>(15,167)</u>	<u>69,002</u>

The financial statements were approved by the Board of Trustees and authorised for issue on

05/12/2025

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



.....
D Jehring - Trustee

PUBLIC HEALTH COLLABORATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Charities Act 2011.

In drafting these financial statements, the charity has also takes advantage of the exemptions for smaller charities contained in Charity Commission publication CC17.

Public Health Collaboration meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The financial statements are presented in pound sterling (£) which is the charity's functional and presentation currency.

Preparation of the financial statements on a going concern basis

Public Health Collaboration reported a net deficit in the reporting period of £84,169, with total funds held at the end of the period of £(15,167).

Public Health Collaboration is reliant on donations and memberships to continue providing their core services. The economic outlook and cuts in public spending, created the above deficit and continues to be a major risk for the charity. To combat this we are developing our current projects which will help secure our future. We have started a self-funding option of our TLC Project for people to pay for themselves directly as well as reaching out to employers to explore corporate wellbeing initiatives. In addition, our aim is to make our app, Elevate, a major source of income for the charity. Plus, we plan to create a pre-recorded version of Liberate to make it more accessible for people whilst being a source of passive-income for the charity.

Despite the deficit in the year the forecasts for 2025-2026 are predicting a surplus of £32,195. Since the year end the charity has been awarded a grant of £125,682 from the Nutritional Wellbeing Fund, to help deliver the Real Food Rebellion project for the academic years 25/26 to 27/28. As a result the trustees are of the view that the charity is a going concern.

Income

Donations and memberships are recognised in the financial statements on the date they are received.

Income from other trading activities, fundraising and charitable activities is included in the period in which it relates.

Grants, whether they are of a general nature or for a specific purposed, are recognised as a charitable activity and recorded at the date received.

Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of resources.

- Costs of generating funds are those costs incurred in attracting donations, and those incurred in trading activities that raise funds.
- Charitable activities include charitable distributions and the costs involved in the provision of services that the Public Health Collaboration provides.
- Governance costs include those incurred in the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

PUBLIC HEALTH COLLABORATION

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

Resources expended include attributable VAT which cannot be recovered.

Debtors

Trade and other debtors are recognised at the settlement account due. Prepayments are valued at the amount prepaid.

Creditors and Provisions

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.

Financial instruments

Public Health Collaboration 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.

- Financial assets, includes trade receivables, cash and balances and investments are recognised at transaction value.
- Financial liabilities, includes trade payables and recognised at transaction value. Trade payables are obligations to pay for goods and services required from suppliers in the course of business activities.

Taxation

Under section 505 ICTA 1988 the charity is exempt from certain taxes. Full account is taken of tax credits attaching to gifts and qualifying donations. Public Health Collaboration has charitable status and is exempt from Income Tax on income it receives.

Fund accounting

Unrestricted reserves are one fund that covers the day-to-day operations of the charity.

Restricted funds are those for a pre-agreed purpose where the donor has imposed conditions on the use of the funds. The policy for such funds is to adhere to the relevant conditions; temporary timing differences for income received may occur at the reporting date and is the reason for negative balances on some funds.

Designated reserves are built up of surplus unrestricted reserves assigned for specific purposes and are explained in more detail below. The trustees have decided that setting aside funds in this way is an effective financial discipline which helps the charity make the best use of its resources.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Cash at bank and in hand

Cash at bank represents the current accounts in use by the charity for day to day activities. The charity doesn't have any short or long term investment accounts, and doesn't hold any cash in hand.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

PUBLIC HEALTH COLLABORATION

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025**

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Donations	<u>121,004</u>	<u>2,652</u>	<u>123,656</u>	<u>110,475</u>
	<u>121,004</u>	<u>2,652</u>	<u>123,656</u>	<u>110,475</u>

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Fundraising events	22,031	-	22,031	131
Memberships	23,205	-	23,205	19,320
Books	2,205	-	2,205	2,069
Advertising revenue	2,528	-	2,528	2,255
Merchandise	<u>480</u>	<u>-</u>	<u>480</u>	<u>101</u>
	<u>50,449</u>	<u>-</u>	<u>50,449</u>	<u>23,876</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	2025 £	2024 £
Activity	£	£
General incl. Ambassadors	3,395	-
The Lifestyle Club	66,709	113,350
Liberate	10,179	(410)
Conference	99,886	66,912
	<u>180,169</u>	<u>179,852</u>

5. RAISING FUNDS

Raising donations and legacies

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Sundries	5,295	-	5,295	6,318
Merchandise	2,426	-	2,426	2,721
Other events	<u>9,174</u>	<u>-</u>	<u>9,174</u>	<u>10,719</u>
	<u>16,895</u>	<u>-</u>	<u>16,895</u>	<u>19,758</u>

PUBLIC HEALTH COLLABORATION

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025**

6. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 7) £	Support costs (see note 8) £	Totals £
General incl. Ambassadors	122,333	12,695	135,028
The Lifestyle Club	108,318	25,986	134,304
Liberate	26,700	233	26,933
Conference	119,452	1,667	121,119
Real Food Rebellion	878	-	878
	<u>377,681</u>	<u>40,581</u>	<u>418,262</u>

7. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2025 £	2024 £
Staff costs	182,076	140,960
Insurance	3,806	2,410
Telephone	130	20
Printing, postage and stationery	13,253	11,018
Advertising	12,722	19,155
Sundries	395	242
Computer costs	10,148	23,657
Travel & accommodation	3,306	2,932
Training	7,739	4,382
Professional fees	35,938	47,215
Hire of venue	<u>108,168</u>	<u>42,029</u>
	<u>377,681</u>	<u>294,020</u>

8. SUPPORT COSTS – Governance Costs

	2025 £	2024 £
General incl. Ambassadors	12,695	9,681
The Lifestyle Club	25,986	31,189
Liberate	233	169
Conference	<u>1,667</u>	<u>-</u>
	<u>40,581</u>	<u>41,039</u>

PUBLIC HEALTH COLLABORATION

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025**

9. OTHER

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Bank charges	3,286	-	3,286	3,195
Support costs	<u>16,335</u>	<u>24,246</u>	<u>40,581</u>	<u>41,039</u>
	<u>19,621</u>	<u>24,246</u>	<u>43,867</u>	<u>44,234</u>

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024, except as described in note 18.

Trustees' expenses

Expenses were paid to 2 trustees to cover travel expenses for trustee meetings.

	2025 £	2024 £
Trustees' expenses	<u>179</u>	<u>1,963</u>

11. STAFF COSTS

	2025 £	2024 £
Wages and salaries	168,161	130,662
Social security costs	10,399	7,429
Other pension costs	<u>3,516</u>	<u>2,869</u>
	<u>182,076</u>	<u>140,960</u>

The average monthly number of employees during the year was as follows:

2025	2024
<u>6.9</u>	<u>4.5</u>

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

12. MOVEMENT IN TOTAL FUNDS FOR THE YEAR

	2025 £	2024 £
This is stated after charging:		
Independent Examiners Fee	1,080	1,140

PUBLIC HEALTH COLLABORATION

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025**

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade debtors	-	6,000
Prepayments	<u>15,770</u>	<u>60,192</u>
	<u>15,770</u>	<u>66,192</u>

14. CASH AT BANK

	2025	2024
	Total funds £	Total funds £
HSBC - main account	45,780	98,995
Paypal	606	500
Stripe	1,670	2,039
Wise - \$	-	2
Wise GBP	<u>114</u>	<u>55</u>
Total	<u>48,170</u>	<u>101,591</u>

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	26,497	24,394
Social security and other taxes	9,126	-
Other creditors	680	645
Accruals and deferred income	<u>42,804</u>	<u>73,742</u>
	<u>79,107</u>	<u>98,781</u>

Deferred Income Reconciliation

Balance as at 01 April 2024	Income Deferred in Current Year	Amounts Released to SOFA (as income)	Balance as at 31 March 2025
£	£	£	£
66,936	37,418	(66,936)	37,418

The deferred income is in relation to the annual conference. Tickets are purchased ahead of the conference which happened in May 2025, and recognised as income at this point.

PUBLIC HEALTH COLLABORATION

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025**

16. MOVEMENT IN FUNDS

	As at 01 April 2024 £	Income £	Expenditure £	Transfers £	As at 31 March 2025 £
General Fund	54,158	351,622	412,161	(8,786)	(15,167)
Restricted Fund	14,844	2,652	26,282	8,786	-
Total Funds	69,002	354,274	438,443	-	(15,167)

Unrestricted reserves are one fund that covers the day-to-day operations of the charity.

Restricted funds are those for a pre-agreed purpose where the donor has imposed conditions on the use of the funds. The policy for such funds is to adhere to the relevant conditions; temporary timing differences for income received may occur at the reporting date and is the reason for negative balances on some funds. The restricted funds are broken down as follows:

- The Lifestyle Club - Our type 2 diabetes remission coaching service, that helps people reverse their diagnosis through dietary changes.

Designated reserves are built up of surplus unrestricted reserves assigned for specific purposes and are explained in more detail below. The trustees have decided that setting aside funds in this way is an effective financial discipline which helps the charity make the best use of its resources. These are reported as follows:

- General Reserve - to cover 3-6 months running costs and any potential wind-up costs of the charity.

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	General Fund	Restricted Fund	Total Funds As at 31 March 2025 £	Total Funds As at 31 March 2024 £
Current Assets	63,940	-	63,940	167,783
Current Liabilities	(79,107)	-	(79,107)	(98,781)
Net assets	(15,167)	-	(15,167)	69,002

18. RELATED PARTY DISCLOSURES

Other than the following, no trustee or connected person has received fees or emoluments, during the year.

Merlin Accountancy Services Ltd

A company owned by Giles Corby, a trustee and treasurer of the Public Health Collaboration since April 2022.

PUBLIC HEALTH COLLABORATION

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

During the year donations of £585 were received by the charity and during the year £3,953 was paid to them for bookkeeping and accounts work.

	2024	2023
	£	£
Amount due to related party at the balance sheet date	- =====	- =====

Mindset Matters

A company owned by Susan Fairlie, a trustee of the Public Health Collaboration since April 2022.

During the year payments of £1,260 were paid to the for being a Health Coach within The Lifestyle Club Project. There was no amount due at the balance sheet date.

Olivia Khwaja

Olivia Khwaja, a trustee of the Public Health Collaboration since April 2022.

During the year £4,675 was paid to them for marketing and social media services. There was no amount due at the balance sheet date.

19. EMPLOYEE BENEFIT OBLIGATIONS

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £3,516 (March 2024 £2,869). The amount outstanding at the end year was £680 (March 2024 £645).