

Company number: 06000961

Charity Number: 1117194



Shift.ms

Report and financial statements
For the year ended 30 April 2021

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Shift.ms
Reference and administration information

Company number 06000961

Charity number 1117194

Registered office and operational address

Platform, New Station Street, Leeds, England, LS1 4JB

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

| | |
|------------------------|-------------------------------|
| Fabrice Allum | (Chair) |
| Simon Cooper | (Treasurer) |
| Sylvie Watts | (resigned 7 July 2020) |
| Rachel Hillman | |
| Dr Raj Kumar | |
| Zera HuiXuan Ong | |
| Elad Duschak | |
| Mary Rose Ropner | (appointed 17 September 2020) |
| Barry Brackner | (appointed 28 October 2020) |
| Soeren Fryland Moeller | (appointed 28 October 2020) |
| Natalie Pankova | (appointed 28 October 2020) |

Key management personnel

In addition to the Trustees, the following are the Key Management Personnel to whom the Trustees have delegated day-to-day responsibilities:

| | |
|---------------|-----------------|
| George Pepper | Chief Executive |
|---------------|-----------------|

Bankers

National Westminster Bank plc
Leeds City Office
8 Park Row
Leeds
LS1 5HD

Auditors

Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

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Trustees' annual report for the year ended 30 April 2021

The trustees present their report and the audited financial statements for the year ended 30 April 2021. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Objectives and activities

Shift.ms - www.Shift.ms - is the community for people with multiple sclerosis. Founded by MSers, for MSers, the charity supports many thousands of recently diagnosed people across the world as they make sense of MS. It's independent and it's free.

Why Shift.ms?

A diagnosis of MS is life changing. It strikes when you're in the prime of your life. Hearing from people like you helps you listen, adapt and take charge.

Mission

Shift.ms equips people with MS (MSers) to make sense of MS as soon as possible after diagnosis.

Desired Outcomes

Shift.ms work seeks to impact MSers through:

- reduced isolation and loneliness
- greater resilience to navigate the challenges of living with MS
- increased knowledge and confidence to manage their MS

Shift.ms anticipates that the long-term outcome of this impact is improving the mental and physical health of people living with Multiple Sclerosis.

Approach

Our plans and the way we work are guided by our beliefs and commitments:

- **By MSers, for MSers** - MSer leadership and involvement is the norm and meaningful. We ensure all programmes and services are designed, developed and evaluated under MSer leadership, ownership and involvement throughout and are not purely for the benefit of the organisation. Our Volunteers are involved in meaningful ways to change lives and bring others to Shift.ms. We leverage their time, treasure their talents, ensuring satisfaction and depth of meaning in their efforts.
- **Innovate and Adapt** - *'MS doesn't mean giving up on ambitions, just rethinking how to achieve them'*. Our motto drives both our community and internal approach. We make a habit of continuous improvement. We identify innovative solutions, test them and quickly expand where appropriate. Digital and technology is used to increase reach, effectiveness and impact and underpins everything we do.
- **Positive Partnerships** - We work with individuals and organisations who have the expertise to accelerate our progress all those who can accelerate progress toward reaching our goals and achieve greater positive impact for MSers. We build upon existing partnerships and seek opportunities to collaborate.

- **Diversity and Inclusion** - As an organisation that supports people with long term health conditions, we believe in fostering an inclusive environment, both in our workplaces and in the services we provide. We want to ensure diversity based on all protected characteristics, but we are particularly interested in how we can support diversity of race, sexual orientation, neuro-diversity and disability as these will help us to better reflect the community we exist to support.

Our strategic priorities

1. Reach more newly diagnosed MSers when they need support
2. Expand and improve peer support service for MSers
3. Increase impacts of and access to MSer-led health information library
4. Secure income from diverse revenue streams to enable sustainable delivery of our mission

The delivery of these objectives will be aided by the development of robust digital platforms to ensure MSers receive personalised support when and where they need it.

Our activities

We deliver on our strategic priorities via two main distinctive programmatic areas:

Digital Peer Support- Shift.ms' core service and the main programme that delivers our strategic priorities and consists of two inter-connected strands:

1. *Autonomous Peer Support*- This approach relies on technology driven service delivery and offering highly personalised information and tools. We provide platforms and tools for MSers to connect digitally via www.Shift.ms and social media campaigns on Facebook, Twitter and Instagram. Through these Shift.ms platforms thousands of MSers meet, share personal experiences, knowledge, and support each other on a daily basis. Shift.ms staff's role is to reach out to those MSers in need and grow the number of member participants, develop and maintain these digital platforms, moderate user generated content from active forum users, support MSers with co-design and editorial input, and dissemination.
2. *Intervention-led Personalised Peer Support*- a bespoke one-to-one support and advice via the Buddy Network. Our digital expertise has helped us to develop a unique approach to peer-to-peer support but we wanted to offer more. Building on informal instances of MSers being asked by healthcare professionals to meet with someone newly diagnosed, we identified a gap in provision we felt we could fill through the creation of the Buddy Network. The Buddy Network matches a newly diagnosed MSer with a Buddy, an 'experienced' MSer, to help them to come to terms with their diagnosis and the social isolation that this can bring. We create a tailored way of connecting people with personalisation at its heart.

MSer-led Health Education: Shift.ms created its MSer-led health information service to be the trusted source of lived experience on what it means to live with MS, that is relevant and relatable to our audiences. Shift.ms uses two distinctive approaches to health information design and dissemination:

1. *Storytelling by MSers for MSers*- Shift.ms effectively uses this storytelling video content as a creative approach to patient engagement and peer support. 'Storytelling and narrative' video is the most effective video method (over 'traditional didactic teaching', or 'skills by example') to activate patients and promote behaviour change. This is especially the case when delivered by peers, providing an important emotional touchpoint, social support, a sense of human connection, reduce feelings of being alone, and validate patients' experiences. All health information materials are created by MSers with lived experience either independently themselves using Shift.ms digital tools and channels (website, forum, social media) or via "MSer on Screen" service

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which involves creation of health information materials with support from and in partnership with Shift.ms.

2. *Personalisation of health information and user experience*- Through the categorisation of MSer-led education materials Shift.ms facilitates discovery for users visiting the Shift.ms service, driving improved patient engagement including search, related content and personalisation. Ultimately, categorised and related content is about empowering MSers to quickly find what they need, whilst also utilising the behaviour driven data members create to suggest related content, improving their engagement with the service and giving Shift.ms the opportunity to better understand our users' patterns of behaviour. Shift.ms health information library is rapidly-growing and we are now building a sophisticated and easily-accessible archive of MSer-led content. The library is grouped into three parent categories derived from extensive user needs research: 1. MS diagnosis and symptoms, 2. Managing MS, 3. Lifestyle and MS

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The charity's main activities and who it tries to help are described below. All its charitable activities focus on the advancement of education of the public, and in particular those who are newly diagnosed, in the subject of multiple sclerosis and are undertaken to further Shift.ms's charitable purposes for the public benefit.

Significant activities:

The 2020/21 period has been dominated by the global COVID-19 pandemic and our reaction to supporting our community in a time of great uncertainty. As a digital organisation, Shift.ms has been able to provide a full service to its beneficiaries throughout the crisis, a time that has seen unprecedented demand for the Charity's services.

During this period, we had an increased focus on the impact of our work on MSers, with our activities being split into the following:

Reducing isolation:

- The need for the *Co-Vid Companion project*, launched in our last financial year, continued strongly in the first and second quarter of this financial year. 27.8% of participants didn't know anyone else with MS prior to being connected, so the focus was on connecting people quickly in an attempt to accelerate the rate at which people made friends/connections. The project supported over 150 MSers over a 4 month period with 55.6% of participants saying they plan to keep in touch with their connection.

Trustees' annual report for the year ended 30 April 2021

- The *Buddy Network* continued to go from strength to strength. Year on year, the Buddy Network has received an 118% annual increase in requests for support. In the last 6 months of the financial year, we have had a 225% increase in requests for support. We received extension funding of our original grant from the National Lottery Community Fund which ended in February, alongside confirmation of a three year grant which started in April 21.
- We continued to work with over *200 volunteers* consistently through the period, with volunteers giving more hours than the previous year with Covid-19 allowing more opportunities for people to get involved and Shift.ms working harder to engage volunteers by providing them with regular opportunities to connect them with each other. 92% of our volunteers feel they're part of a community and 100% agree that volunteering has helped them feel connected to others.

Improve knowledge and confidence:

- *Sidecar* - The Sidecar film has been Shift.ms's most watched film to date and has now received over **250,000** views and has been shared hundreds of times. As an organisation Shift.ms believe the information given to a person at the point of MS diagnosis should be clear, concise and include information about progression, so that MSers can make decisions that are right for them. Alongside improved health literacy support networks are crucial to people living with MS, but it is also important that they understand MS too. A diagnosis of secondary progressive MS is one that causes MSers more uncertainty - but there are still positive ways that you can adapt to get on with life.
- *Covid-19 response* - Shift.ms conducted the 'MS and Covid-19 study', producing a whitepaper to surface challenges and unmet needs experienced during the early stages of the global pandemic. The Shift.ms website was also optimised to account for members exclusively looking for information around the pandemic, with taxonomies created on the site, alongside co-produced MSer-led content dedicated to the topic.

Increasing resilience:

- *PPE for the Mind* - On the back of the COVID-19 pandemic, Shift.ms launched '*PPE for the Mind*' - a video course designed in collaboration with Neuropsychologist Jo Johnson. The course was designed to help MSers build the mental resilience needed to deal with uncertainty. While the need for the content was great during the global pandemic, the course will be built into the service and will be useful for anyone needing the mental reliance to deal with uncertainty. When asked, 87% of MSers reported that they found the sessions useful, with 80% reporting that they planned to practice the skills discussed.
- *Tomorrow* - Shift.ms worked with MSers from our community to develop a cross-platform campaign of MSer experiences of dealing with future uncertainty. The 'Tomorrow' campaign used trends across social media platforms to deliver case studies from MSers who shared lived experience of how uncertainty affects them on a daily basis. The Tomorrow campaign provides MSers with patient-led references to educate their support networks, build resilience and manage uncertainty. The 'Tomorrow' campaign, featuring the stories of 14 MSers, accrued over 210,500 views.

Reaching newly diagnosed MSers:

- Reaching newly diagnosed MSers as early as possible continues to be a key focus of our work.
- At the end of 20/21, www.Shift.ms had over 39,000 members

Raising funds:

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- Community event fundraising was impacted across the sector, with mass challenge events being cancelled due to lockdowns and social distancing measures. Places we had bought in the Asics 10k event were rolled over into 21/22.
- Some community members went ahead with their own challenge events, notably Mark Webb, who raised over £5,000 and Peter Langly-Smith who raised over £23,000.
- The community raised £27,971 by taking part in a number of public fundraising activities. Shift.ms wishes to thank the community for their continued support and generosity.
- There was a renewed focus on fundraising from individuals, and in particular of regular giving. Alongside the community and service team we worked with an external fundraising consultant and creative agency to create a campaign and build the infrastructure for individual giving to be integrated into www.Shift.ms.

MS Reporters → LivedHealth CIC:

- In response to the Covid-19 pandemic, our citizen journalist programme, MS Reporters, created several new series addressing concerns and pressing questions from the MS Community on topics such as 'how will Covid-19 impact people with MS?' and 'could Covid-19 trigger a relapse?'.
- LivedHealth CIC, formerly Articulated Health CIC, was formed as a Community Interest Company limited by guarantee in April 2020. The entity was operational from September 2020. Shift.ms is a Member of LivedHealth CIC.
- LivedHealth CIC was established as a vehicle to scale the successful 'MS Reporters' programme, previously run through Shift.ms, into conditions beyond multiple sclerosis (MS).
- Shift.ms receives a license fee on commercially-funded work delivered by LivedHealth CIC.

Volunteers

In 2020/21, Shift.ms worked with 255 volunteers, which means for every member of staff, we have 26 volunteers. 95% of whom are MSers and members of www.Shift.ms. Our volunteers deliver some of our key services by sharing their skills and lived experience with the community. Volunteers contributed 2,915 hours and worked behind the scenes in a number of roles including creating social media content, providing support to newly diagnosed MSers through the Buddy Network and writing blog content.

Fundraising

Before COVID-19, Shift.ms demonstrated a healthy financial position with growing income across key sources (corporate partnerships, grants, and public fundraising). COVID-19 negatively impacted our ability to generate public fundraising through events. We readdressed our objectives to diversify our sources of funding and we were successful in securing new funding from a mix of trusts and foundations and corporates. Our strategy has been to focus on securing income for the continuation of services, and development of COVID-19 related services. This side of our fundraising activity was undertaken in-house by our Head of Fundraising.

Alongside this, we continued with our plans to boost income from individuals, working with an external fundraising agency and fundraising consultant to support this work. Both of these parties underwent a rigorous and thorough recruitment process including several rounds of interviews and background checks. This area of our fundraising strategy is still in its infancy and has a lot of potential growth but requires several years to gain momentum and see significant returns on investment.

Shift.ms is registered with the Fundraising Regulator and we adhere to the Code of Fundraising. Our privacy policy is kept up to date and reflects the changes made to the General Data Protection

Regulation. Fundraising requests are made only of supporters who have opted in to receive communications from us, and they can unsubscribe at any time. We received no complaints this year in relation to fundraising activities.

Beneficiaries of our services

Primary beneficiaries

Each week 45 people in the UK are diagnosed with MS. With no known cure, there are approximately 130,000 people living with MS in the UK and 2.5 million worldwide. Since its inception, Shift.ms has been seeing a steady uptake in service users with approximately 800 newly diagnosed MSers registering on our platforms every month in 2019/20.

People within two years of diagnosis

Results from an independent review of Shift.ms' services (Tavistock Institute 2013), have shown that peer support has the biggest impact within the first two years of MS diagnosis, including social and emotional support, coping with diagnosis behaviorally and psychologically, increasing confidence in "getting on with life" and accessing information that is understandable and relevant.

People with MS (2 years+)

For those more experienced with MS, there is the need for support in adapting to changes in lifestyle and progression of the condition. There is the additional need to 'give-back' and share social support, experience, knowledge and personal skills and networks with others who are new to life with the condition.

Support partners

Where relevant we will engage family, close friends or carers of those living with MS - both to enable them to better support the MSer(s) in their lives and themselves to thrive.

Secondary beneficiaries- Healthcare providers/systems

To reduce the strain on health services and improve health outcomes, there is the need to improve the self-management of MSers. Self-management of long term conditions (LTCs) is now a key priority of the NHS, to reduce the strain on health services and improve health outcomes [3-6 Department of Health 2005a][7] [2,3,5].

Self-care support strategies have been identified as potentially benefiting 70% to 80% of people with LTCs. Empowered people, who are well-informed and well-supported are more likely to make healthy lifestyle choices; they tend to adhere better to medication regimes, they make informed and personally relevant decisions about their treatment, they better monitor symptoms & progression, and make healthy lifestyle choices and behaviours, and use less health care (Mosen et al 2007; Bodenheimer et al 2002).

By providing insights and perspectives, patients can help the wider healthcare community better understand their needs and ultimately enhance the value of healthcare solutions being developed.

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Financial review

The 2020/21 Budget was set during a time of uncertainty due to the Covid-19 pandemic. To mitigate the risk, Trustees approved two budget scenarios based on the certainty of the budget income. Expenditure was kept to a minimum to further mitigate the risk with accommodation and travel costs naturally reducing due to a change in working practices as all employees worked from home. Shift.ms was successful in accessing additional Covid related grants to further enhance the services to MSers to assist in addressing the particular issues they faced during the pandemic, as outlined in the 'Achievements and Performance' section. As a result of additional funding received and the success of the 'Insights' work a revised budget was approved by the Trustees for the second half of 2020/21.

Staffing costs also reduced in September 2020 as two staff transferred (TUPEd) to LivedHealth CIC and three staff worked part time across both Shift.ms and LivedHealth CIC.

There has been a £90,000 increase in income when compared to 2019/20, the main differences being:

- £180,000 increase in income from Donation and Legacies, primarily due to Covid-19 specific funding and
- £90,000 decrease in Income from charitable activities, notably earned income from MS Reporters which is now undertaken by the CIC.

There has been a £240,000 reduction in expenditure, due to the reasons highlighted above.

As outlined in the Trustee Report, in the medium term Shift.ms is aiming to diversify and increase its income streams through expanding the Insights Work and further promoting Individual Giving.

| | 2020/21 (£) | 2019/20 (£) |
|-------------------|-------------|-------------|
| Total Income | 1,049,323 | 949,849 |
| Total Expenditure | 708,848 | 949,180 |
| Net | 340,475 | 669 |
| Balance B/F | 226,163 | 225,494 |
| Balance C/F | 566,638 | 226,163 |
| Unrestricted | 230,818 | 128,164 |
| Restricted | 358,820 | 97,999 |

The trustees are currently satisfied with the investment performance of the assets on deposit and at present do not have any plans to vary the current arrangements.

The Trustees have assessed the likely impact of Covid-19 on the financial position of Shift.ms. The 2020/21 budget was set based on a realistic assessment of the income receivable and will be monitored and updated on a regular basis during the year with actions taken as required. The Trustees are satisfied that Shift.ms is a going concern.

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Reserves policy

In accordance with charity law, all income received by Shift.ms is applied towards its charitable purposes within a reasonable period of receipt. In meeting this obligation, the trustees of Shift.ms take into account the need to maintain reserves commensurate with the charity's financial circumstances and other relevant factors. The trustees of Shift.ms monitor the level of such reserves throughout the year and regularly review the reserves policy to ensure that it meets Shift.ms' changing needs and circumstances. For the current year, Shift.ms aims to maintain reserves to cover the risk of a budgeted source of income not materialising or being renewed.

Shift.ms has diversified the sources of income over the last three years. As a result, the trustees approved a change in the reserves policy to ensure income is being used to further Shift.ms' objectives, whilst ensuring adequate reserves are maintained. The reserves are currently calculated as a minimum of four months unrestricted expenditure, plus any additional amount the trustees feel necessary based on an analysis of the financial impact of significant risks identified through the risk management process. The level of Free Reserves required has been calculated as £174,832. The current level of Free Reserves per the statutory accounts is £180,818.

The Trustees will also re-assess the calculation of the minimum level of Unrestricted Reserves on an annual basis to ensure that it remains sufficient and takes into account any changes in Shift.ms' circumstances. The trustees will continue to review the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil the charity's continuing obligations.

Plans for the future

In 2020/21 Shift.ms has undergone a strategic review to analyse the performance of the previous strategy, reflect on the latest organisational developments, identify new growth areas, improve our impact, and reflect the changing external environment with the ongoing COVID-19 crisis and post crisis. We have developed a new 3-year strategy for the period 2021-2024. This strategy identifies new strategic priorities focusing on amplifying Shift.ms' positive impact on MSers and the operational areas required to deliver our strategy in a post-COVID-19 world:

1. Growth: Reach and engage newly diagnosed MSers when they need support;
2. Product: Refine Shift.ms' product proposition as a tool for health management. Building on our existing work in information provision, and utilising 12 years worth of community activity, we are working to develop a health management offering that can further improve the health outcomes for people with MS;
3. Insights: Growth and increased engagement in the service will allow Shift.ms to share learning opportunities with MSers, and partners, to ensure Shift.ms is well equipped and resourced to deliver impact relating to the needs of our community.

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Structure, governance and management

Organisational structure

The organisation is a charitable company limited by guarantee, incorporated on 16 November 2006 and registered as a charity on 8 December 2006.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 11 to the accounts.

Recruiting trustees

Trustees are recruited via Nurole.com and word of mouth.

To apply, potential trustees must complete an application form and undertake interviews with the board of trustees.

Trustees sign up for a 3-year term which can be extended to a second 3-year term, and in exceptional cases a third 3-year term.

Induction and training of new trustees

All new trustees are deemed to have sufficient knowledge of their specific field to understand the nature of Shift.ms and to contribute to the charity's current and medium-term strategies.

Trustees are given an in-house induction shortly after being appointed and are required to attend an external trustee training course and are encouraged to do so within 12 months of joining the board.

All Trustees are also required to complete a basic DBS check and complete a 'Safeguarding for Trustees' online course within the first three months of joining the board..

The charity is governed by its trustees in accordance with the guidelines laid down by the Charity Commission.

Making decisions

Delegation day-to-day management

The Trustees delegate day-to-day management of the charity and take advice from the following executives within Shift.ms:

George Pepper, Chief Executive and Co-Founder;

Freddie Yauner, Head of Development and Innovation and Co-Founder;

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Annual budget

The Trustees signing off the annual budget allows the Executives to make decisions throughout the year based on their assessment of the most effective way of delivering the activity. However, the Executives recognise there will be unforeseen matters where Trustee involvement will be necessary.

When possible, these matters will be added to the agendas of future Trustee meetings, however when there is a more pressing need for a response, the Executives can seek approval over email.

Trustee approval process

- Approval from Trustees can be requested by the Executives over email. All Trustees should submit a response within five working days where possible.
- Once a majority of Trustees have given their approval, the Executives can proceed unless there are any firm objections, at which point a conference call will be organised.
- In exceptional circumstances where an emergency decision is required, the active Chair of Trustees will make a decision on behalf of the board of Trustees.

Trustee sign off is required prior to Shift.ms commitment on strategically important matters. These matters include:

- any project affecting Shift.ms' intellectual property
- any project involving wholesaling services to third parties
- any project involving the NHS
- any project representing a departure from Shift.ms' current service model and over £5,000 in value
- any proposal to enter into a contract of employment

Related parties and relationships with other organisations

Shift.ms has, to date, provided a web-based service known as "MS Reporters" or "Relevant Reporters" to its beneficiaries. The potential to expand "MS Reporters"/"Relevant Reporters" to health conditions wider than multiple sclerosis (MS), with a view to facilitating reinvestment and development in MS Reporters, has been identified by Shift.ms.

As Shift.ms' charitable objects are restricted to MS, LivedHealthCIC has been established to expand the "MS Reporters"/"Relevant Reporters" concept to other long term health conditions.

LivedHealth CIC, formerly Articulated Health CIC, was formed as a Community Interest Company limited by guarantee in April 2020. The entity was operational from September 2020. Shift.ms is a Member of LivedHealth CIC.

Remuneration policy for key management personnel

Shift.ms has a remuneration committee which meets periodically throughout the year. This committee oversees the remuneration policy and agrees the salaries and any other payments to the chief executive and executive leadership team. Their role is to ensure that Shift.ms' staff are rewarded fairly and differentially according to their contribution to the charity, both in achieving their objectives and in developing their competencies, skills and knowledge. They design remuneration policies and practices to support strategy and promote long term sustainable success, with executive remuneration aligned to company purpose and values, clearly linked to the successful delivery Shift.ms' long-term strategy. The Committee has full authority to appoint remuneration consultants and commission or purchase any reports, surveys or information which it deems necessary. No senior manager shall be involved in any decisions as to their own remuneration outcome.

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Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. In the opinion of the trustees the only material fraud risk would relate to the custody of funds on deposit and consider that adequate arrangements have been made to safeguard these funds. The management and the trustees maintain a risk register, which is updated at least annually, and includes mitigation actions.

Statement of responsibilities of the trustees

The trustees (who are also directors of Shift.ms for the purposes of company law) are responsible for preparing the trustees' annual 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 group and of the incoming resources and application of 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
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 operation

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

In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware
- The trustees have taken all steps that 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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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Auditors

Third Sector Accountancy Limited were appointed as the charitable company's auditors in 2021 and have expressed their willingness to continue in that capacity.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime of the Companies Act 2006.

The trustees' annual report has been approved by the trustees on 25 / 01 / 2022 and signed on their behalf by



Fabrice Allum, Chair

Independent auditor's report to the members of Shift.ms

Opinion

We have audited the financial statements of Shift.ms (the 'charitable company') for the year ended 30 April 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the 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, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 April 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Other matter

The corresponding figures for the year ended 30 April 2020 have not been audited.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' 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 directors 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 trustees report, other than the financial statements and our auditor's 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.

Independent auditor's report to the members of Shift.ms

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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

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

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

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 23, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and

Independent auditor's report to the members of Shift.ms

are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Capability of the audit in detecting irregularities, including fraud

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

Based on our understanding of the charity and the environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, safeguarding legislation, data protection and other legislation specific to the industry in which the group operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the group engagement team included:

- Review of policies and risk assessments;
- Review of insurance;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of the audit report

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

P Morrello

Patrick Morrello (Senior Statutory Auditor)

For and on behalf of Third Sector Accountancy Limited, Statutory Auditor

Holyoake House

Hanover Street

Manchester

M60 0AS

Date

25 / 01 / 2022

Shift.ms
Statement of Financial Activities
for the year ended 30 April 2021

| | Note | Unrestricted funds £ | Restricted funds £ | Total funds 2021 £ | Unrestricted funds £ | Restricted funds £ | Total funds 2020 £ |
|--|------|----------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| Income from: | | | | | | | |
| Donations and legacies | 3 | 39,545 | 353,342 | 392,887 | 60,756 | 141,575 | 202,331 |
| Charitable activities | 4 | 118,681 | 537,753 | 656,434 | 126,211 | 621,287 | 747,498 |
| Investments | 5 | 2 | - | 2 | 20 | - | 20 |
| Total income | | 158,228 | 891,095 | 1,049,323 | 186,987 | 762,862 | 949,849 |
| Expenditure on: | | | | | | | |
| Raising funds | 6 | 59,242 | - | 59,242 | 75,678 | - | 75,678 |
| Charitable activities | 7 | (48,295) | 697,901 | 649,606 | 111,629 | 761,873 | 873,502 |
| Total expenditure | | 10,947 | 697,901 | 708,848 | 187,307 | 761,873 | 949,180 |
| Net income/(expenditure) for the year | 9 | 147,281 | 193,194 | 340,475 | (320) | 989 | 669 |
| Transfer between funds | | (44,627) | 44,627 | - | (456) | 456 | - |
| Net movement in funds for the year | | 102,654 | 237,821 | 340,475 | (776) | 1,445 | 669 |
| Reconciliation of funds | | | | | | | |
| Total funds brought forward | | 128,164 | 97,999 | 226,163 | 128,940 | 96,554 | 225,494 |
| Total funds carried forward | | 230,818 | 335,820 | 566,638 | 128,164 | 97,999 | 226,163 |

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Shift.ms
Company number 6000961

Balance sheet as at 30 April 2021

| | Note | 2021 | 2020 |
|--|------|----------------|----------------|
| | | £ | £ |
| Fixed assets | | | |
| Tangible assets | 14 | 6,627 | 3,738 |
| Total fixed assets | | 6,627 | 3,738 |
| Current assets | | | |
| Debtors | 15 | 205,617 | 156,715 |
| Cash at bank and in hand | | 382,697 | 111,373 |
| Total current assets | | 588,314 | 268,088 |
| Liabilities | | | |
| Creditors: amounts falling due in less than one year | 16 | (28,303) | (45,663) |
| Net current assets | | 560,011 | 222,425 |
| Total assets less current liabilities | | 566,638 | 226,163 |
| Net assets | | 566,638 | 226,163 |
| The funds of the charity: | | | |
| Restricted income funds | 17 | 335,820 | 97,999 |
| Unrestricted income funds | 18 | 230,818 | 128,164 |
| Total charity funds | | 566,638 | 226,163 |

The notes on pages 20 to 30 form part of these accounts.

Approved by the trustees on 25 / 01 / 2022 and signed on their behalf by:



Fabrice Allum (Trustee)



Simon Cooper (Trustee)

Statement of Cash Flows
for the year ending 30 April 2021

| | Note | 2021 £ | 2020 £ |
|---|------|----------------|-----------------|
| Cash provided by/(used in) operating activities | 20 | 276,637 | (96,671) |
| <i>Cash flows from investing activities:</i> | | | |
| Dividends, interest, and rents from investments | 2 | 20 | |
| Purchase of tangible fixed assets | | (5,315) | - |
| Cash provided by/(used in) investing activities | | (5,313) | 20 |
| Increase/(decrease) in cash and cash equivalents in the year: | | 271,324 | (96,651) |
| Cash and cash equivalents at the beginning of the year | | 111,373 | 208,024 |
| Cash and cash equivalents at the end of the year | | 382,697 | 111,373 |

Notes to the accounts for the year ended 30 April 2021

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

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) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Shift.ms meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Judgments and estimates

The trustees have made no key judgments which have a significant effect on the accounts.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

Notes to the accounts for the year ended 30 April 2021 (continued)

e Interest receivable

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.

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of commercial trading including their associated support costs.
- Expenditure on charitable activities includes the costs undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 10.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £250 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

| | |
|-------------------------------|-----|
| Office fixtures and equipment | 20% |
|-------------------------------|-----|

Notes to the accounts for the year ended 30 April 2021 (continued)

k Debtors

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

l Cash at bank and in hand

Cash at bank and cash 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.

m 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.

n 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.

o Pensions

Employees of the charity are entitled to join a defined contribution scheme. The charity's contribution is restricted to the contributions disclosed in note 10. Outstanding contributions at the year end were £2,378. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 10.

2 Legal status of the charity

The charity is a company limited by guarantee registered in England and Wales and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 30 April 2021 (continued)

3 Income from donations and legacies

| | Unrestricted £ | Restricted £ | Total 2021 £ | Unrestricted £ | Restricted £ | Total 2020 £ |
|-----------------------|-------------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Trust projects | - | 353,342 | 353,342 | 25,000 | 141,575 | 166,575 |
| Community fundraising | 37,832 | - | 37,832 | 35,756 | - | 35,756 |
| Individual giving | 1,713 | - | 1,713 | - | - | - |
| Total | 39,545 | 353,342 | 392,887 | 60,756 | 141,575 | 202,331 |

4 Income from charitable activities

| | Unrestricted £ | Restricted £ | Total 2021 £ | Unrestricted £ | Restricted £ | Total 2020 £ |
|-------------------------|-------------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Commercial partnerships | - | 537,753 | 537,753 | 98,000 | 466,495 | 564,495 |
| Earned income | 118,681 | - | 118,681 | 28,211 | 154,792 | 183,003 |
| Total | 118,681 | 537,753 | 656,434 | 126,211 | 621,287 | 747,498 |

Notes to the accounts for the year ended 30 April 2021 (continued)

5 Investment income

| | 2021 £ | 2020 £ |
|---------------------------|-----------|-----------|
| Interest on bank deposits | 2 | 20 |
| | <u>2</u> | <u>20</u> |

6 Cost of raising funds

| | 2021 £ | 2020 £ |
|-------------------------------|---------------|---------------|
| General fundraising costs | 29,000 | 6,449 |
| Staff costs | 25,372 | 47,049 |
| Consultancy | - | 6,659 |
| Support costs (see note 8) | 4,430 | 14,677 |
| Governance costs (see note 8) | 440 | 844 |
| | <u>59,242</u> | <u>75,678</u> |

7 Analysis of expenditure on charitable activities

| | 2021 £ | 2020 £ |
|-------------------------------|----------------|----------------|
| Staff costs | 378,776 | 425,259 |
| Service development | 199,651 | 307,956 |
| Support costs (see note 8) | 64,753 | 132,660 |
| Governance costs (see note 8) | 6,426 | 7,627 |
| | <u>649,606</u> | <u>873,502</u> |
| Restricted expenditure | 697,901 | 761,873 |
| Unrestricted expenditure | (48,295) | 111,629 |
| | <u>649,606</u> | <u>873,502</u> |

Notes to the accounts for the year ended 30 April 2021 (continued)

8 Analysis of governance and support costs

| | Basis of apportionment | Support £ | Governance £ | Total 2021 £ |
|------------------------------------|------------------------|--------------|-----------------|-----------------|
| Staff costs | Staff costs | 15,310 | 1,880 | 17,190 |
| Office costs | Staff costs | 12,324 | - | 12,324 |
| Audit fees | Staff costs | - | 3,500 | 3,500 |
| Accountancy services | Staff costs | 1,400 | - | 1,400 |
| Equipment | Staff costs | 8,991 | - | 8,991 |
| Sundry expenses | Staff costs | 15,130 | 1,485 | 16,615 |
| Travel costs | Staff costs | 37 | - | 37 |
| Legal and professional | Staff costs | 15,990 | - | 15,990 |
| | | <hr/> | <hr/> | <hr/> |
| | | 69,182 | 6,865 | 76,047 |
| | | <hr/> | <hr/> | <hr/> |
| | Basis of apportionment | Support £ | Governance £ | Total 2020 £ |
| Catering & venue hire for meetings | Staff costs | - | 5,956 | 5,956 |
| Staff costs | Staff costs | 8,707 | 955 | 9,662 |
| Office costs | Staff costs | 52,935 | - | 52,935 |
| Audit fees | Staff costs | - | 500 | 500 |
| Accountancy services | Staff costs | 2,170 | - | 2,170 |
| Sundry expenses | Staff costs | 7,790 | - | 7,790 |
| Trustee expenses | Staff costs | - | 630 | 630 |
| Travel costs | Staff costs | 7,612 | 430 | 8,042 |
| Legal and professional | Staff costs | 68,123 | - | 68,123 |
| | | <hr/> | <hr/> | <hr/> |
| | | 147,337 | 8,471 | 155,808 |
| | | <hr/> | <hr/> | <hr/> |

9 Net income/(expenditure) for the year

| | | |
|--|-----------|-----------|
| This is stated after charging/(crediting): | 2021 £ | 2020 £ |
| Depreciation | 1,244 | 2,703 |
| Loss/(profit) on disposal of fixed assets | - | - |
| Auditor's remuneration - audit fees | 3,500 | - |
| Auditor's remuneration - accountancy fees | 1,400 | 1,000 |
| Independent examiner's fee | - | 500 |
| | <hr/> | <hr/> |

Notes to the accounts for the year ended 30 April 2021 (continued)

10 Staff costs

Staff costs during the year were as follows:

| | 2021 £ | 2020 £ |
|------------------------------|---------------|---------------|
| Wages and salaries | 359,633 | 408,844 |
| Social security | 31,362 | 37,427 |
| Pension costs | 17,185 | 20,323 |
| Staff training | 1,533 | 2,416 |
| Childcare and life assurance | 1,050 | 900 |
| Payroll processing | 2,326 | 2,398 |
| Subcontracted staff | 8,249 | 9,662 |
| | <hr/> 421,338 | <hr/> 481,970 |
| Allocated as follows: | | |
| Cost of raising funds | 25,372 | 47,049 |
| Charitable activities | 378,776 | 425,259 |
| Support costs | 15,310 | 8,707 |
| Governance costs | 1,880 | 955 |
| | <hr/> 421,338 | <hr/> 481,970 |

The number of employees whose employee benefits amounted to over £60,000 in the year were as follows:

| | | |
|-------------------|---|---|
| £60,001 - £70,000 | 1 | - |
| £70,001 - £80,000 | - | 1 |

The average number of staff employed during the period was 12 (2020: 12).

The average full time equivalent number of staff employed during the period was 12 (2020: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.

The total employee benefits of the key management personnel of the charity were £43,188.

11 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2020: £630).

Shift.ms CEO George Pepper was appointed director of LivedHealth CIC in June 2020. Shift.ms has received £23,365 aggregate payments for recharged costs from LivedHealth CIC during the year, and made payments for recharged costs totalling £10,939. No related party transactions were reported in 2020.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: nil).

Notes to the accounts for the year ended 30 April 2021 (continued)

12 Government grants

The government grants recognised in the accounts were as follows:

| | 2021 £ | 2020 £ |
|---------------------------------|-----------|-----------|
| National Lottery Community Fund | 215,816 | 90,000 |

The charity receives no government funding. However, National Lottery money is classed as government because its spending priorities are set by the government.

13 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

14 Fixed assets: tangible assets

| | Total £ |
|-----------------------|------------|
| Cost | |
| At 1 May 2020 | 6,512 |
| Additions | 5,315 |
| Disposals | (2,018) |
| | <hr/> |
| At 30 April 2021 | 9,809 |
| | <hr/> |
| Depreciation | |
| At 1 May 2020 | 2,774 |
| Charge for the year | 1,244 |
| Disposals | (836) |
| | <hr/> |
| At 30 April 2021 | 3,182 |
| | <hr/> |
| Net book value | |
| At 30 April 2021 | 6,627 |
| | <hr/> |
| At 30 April 2020 | 3,738 |
| | <hr/> |

15 Debtors

| | 2021 £ | 2020 £ |
|--------------------------------|-----------|-----------|
| Prepayments and accrued income | 205,617 | 156,715 |

16 Creditors: amounts falling due within one year

| | 2021 £ | 2020 £ |
|------------------------------------|-----------|-----------|
| Trade creditors | 3,774 | 30,124 |
| Other creditors and accruals | 16,422 | 4,898 |
| Taxation and social security costs | 5,729 | 7,548 |
| Pension contributions | 2,378 | 3,093 |
| | <hr/> | <hr/> |
| | 28,303 | 45,663 |
| | <hr/> | <hr/> |

Notes to the accounts for the year ended 30 April 2021 (continued)

17 Analysis of movements in restricted funds

| | Balance at 1 May 2020 £ | Income £ | Expenditure £ | Transfers £ | Balance at 30 April 2021 £ |
|----------------------------------|----------------------------------|----------------|------------------|-----------------|-------------------------------------|
| Digital Peer Support | | | | | |
| National Lottery | | | | | |
| Community Fund | 8,999 | 215,816 | (117,909) | - | 106,906 |
| Other funders | - | 124,626 | (85,576) | - | 39,050 |
| | <u>8,999</u> | <u>340,442</u> | <u>(203,485)</u> | <u>-</u> | <u>145,956</u> |
| MSer led Health Education | | | | | |
| City Bridge Trust | - | 82,895 | (74,573) | (8,322) | - |
| Other funders | 89,000 | 353,128 | (270,213) | (7,051) | 164,864 |
| | <u>89,000</u> | <u>436,023</u> | <u>(344,786)</u> | <u>(15,373)</u> | <u>164,864</u> |
| Technology Infrastructure | - | 85,000 | (120,000) | 60,000 | 25,000 |
| CAF Resilience Fund | - | 29,630 | (29,630) | - | - |
| | <u>-</u> | <u>29,630</u> | <u>(29,630)</u> | <u>-</u> | <u>-</u> |
| Total | <u>97,999</u> | <u>891,095</u> | <u>(697,901)</u> | <u>44,627</u> | <u>335,820</u> |
| Comparative period | | | | | |
| | Balance at 1 May 2019 £ | Income £ | Expenditure £ | Transfers £ | Balance at 30 April 2020 £ |
| Total | <u>96,554</u> | <u>762,862</u> | <u>(761,875)</u> | <u>458</u> | <u>97,999</u> |

Notes to the accounts for the year ended 30 April 2021 (continued)

| Name of restricted fund | Description, nature and purposes of the fund |
|--|---|
| Digital Peer Support - National Lottery Community Fund | Support with delivery of digital peer support services including development of a 1-1 network. |
| Digital Peer Support - other funders | Support with delivery of digital peer support services, including development of a 1-1 network, and support with people in need due to the Covid-19 pandemic. |
| MSer led Health Education | Delivery of a number of MSer-led health education resources aimed at supporting people with MS through challenges an MS diagnosis can bring. |
| Technology Infrastructure | Support towards website design and development. |
| City Bridge Trust | PPE for the Mind - Providing clinically-proven interventions to enhance mind health & cognitive fitness. |
| CAF Resilience Fund | Covid-19 Emergency response and core work |

"Other funders" refers to multiple funders who supported projects that were part of Digital Peer Support work or MSer led Health Education work, in addition to those funders named above.

18 Analysis of movement in unrestricted funds

| | Balance at 1 May 2020 £ | Income £ | Expenditure £ | Transfers £ | As at 30 April 2021 £ |
|---|----------------------------------|---------------------|--------------------------|------------------------|-----------------------------|
| General fund | 128,164 | 158,228 | (10,947) | (94,627) | 180,818 |
| Designated fund: Technology Infrastructure | - | - | - | 50,000 | 50,000 |
| | <u>128,164</u> | <u>158,228</u> | <u>(10,947)</u> | <u>(44,627)</u> | <u>230,818</u> |
| Comparative period | Balance £ | Income £ | Expenditure £ | Transfers £ | As at 30 £ |
| General fund | 128,940 | 186,987 | (187,307) | (456) | 128,164 |
| | <u>128,940</u> | <u>186,987</u> | <u>(187,307)</u> | <u>(456)</u> | <u>128,164</u> |

| Name of unrestricted fund | Description, nature and purposes of the fund |
|----------------------------------|---|
| General fund | The free reserves after allowing for all designated funds |
| Technology Infrastructure | Planned spend on website development in 2022 |

Notes to the accounts for the year ended 30 April 2021 (continued)

19 Analysis of net assets between funds

| | General fund £ | Designated funds £ | Restricted funds £ | Total 2021 £ |
|----------------------------------|----------------------|--------------------------|--------------------------|-----------------|
| Tangible fixed assets | 6,627 | - | - | 6,627 |
| Net current assets/(liabilities) | 174,191 | 50,000 | 335,820 | 560,011 |
| Total | 180,818 | 50,000 | 335,820 | 566,638 |
| Comparative period | | | | |
| | General fund £ | Designated funds £ | Restricted funds £ | Total 2020 £ |
| Tangible fixed assets | 3,738 | - | - | 3,738 |
| Net current assets/(liabilities) | 124,426 | - | 97,999 | 222,425 |
| Total | 128,164 | - | 97,999 | 226,163 |

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

| | 2021 £ | 2020 £ |
|--|----------------|-----------------|
| Net income/(expenditure) for the year | 340,475 | 669 |
| Adjustments for: | | |
| Depreciation charge | 1,244 | 2,703 |
| Loss/(profit) on sale of fixed assets | 1,182 | - |
| Dividends, interest and rents from investments | (2) | (20) |
| Decrease/(increase) in debtors | (48,902) | (126,873) |
| Increase/(decrease) in creditors | (17,360) | 26,850 |
| Net cash provided by/(used in) operating activities | 276,637 | (96,671) |