

Company Registration No. 06632676 (England and Wales)

**2020 HEALTH LIMITED**  
**MEMBERS' REPORT AND UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**



# 2020 HEALTH LIMITED

## LEGAL AND ADMINISTRATIVE INFORMATION

---

### Members

Dame Helena Shovelton  
Mr Andrew Burns FRCS  
Julia Manning  
Dr Mark Martin

### Secretary

Richard F Hopper

### Company number

06632676

### Principal address

1st Floor Devon House  
171-177 Great Portland Street  
London  
W1W 5PQ

### Independent examiner

Richard F Hopper  
Chinthurst  
30 St Stephens Hill  
Launceston  
Cornwall  
PL15 8HN

---

# 2020 HEALTH LIMITED

## CONTENTS

---

	Page
<b>Members' report</b>	<b>1 - 5</b>
<b>Independent examiner's report</b>	<b>6</b>
<b>Statement of financial activities</b>	<b>7</b>
<b>Balance sheet</b>	<b>8</b>
<b>Notes to the accounts</b>	<b>9 - 14</b>

---

# **2020 HEALTH LIMITED**

## **MEMBERS' REPORT**

### **FOR THE YEAR ENDED 30 JUNE 2015**

---

The members present their report and accounts for the year ended 30 June 2015.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the constitution and the Companies Act 2006.

#### **Structure, governance and management**

The principal activity of the company continued to be that of promoting, studying and assessing public health provision and social care.

The members, who are also the directors for the purpose of company law, and who served during the year were:

Dame Helena Shovelton

Mr Andrew Burns FRCS

Julia Manning

David Walden CBE

(Resigned 10 November 2015)

Dr Mark Martin

Nigel Cameron

(Resigned 26 November 2014)

None of the members has any beneficial interest in the company. All of the members are members of the company and guarantee to contribute £1 in the event of a winding up.

The company is a not-for-profit company and any surpluses generated during a financial year can only be used to further the company's activities.

The members oversee the company's activities, but delegate day-to-day management to Julia Manning.

The members have assessed the major risks to which the company is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

#### **Objectives and activities**

The company's objects are the promotion, study and assessment of past, current and proposed public health provision and social care in all their forms both in the UK and worldwide.

The policies adopted in furtherance of these objects are to empower those involved in frontline health provision, to improve access to public health services, to evaluate the effectiveness of technology in public health provision, to evaluate methods of funding public health provision, and to form and promote policy in public health provision.

Our strategic goals for 2014-15 were to:

1. Profile: Continue to raise our profile through the reputational quality of our work, clear communication and press coverage
2. Finance: Maintain income through sponsorship and membership
3. Structure: Ensure our structure puts us in the best possible position to use our reputation and to influence thinking and planning of NHS services and societal wellbeing

2020 Health aims to influence government health policy through its activities of holding expert debates, writing informed articles, conducting research studies and making presentations, all with the involvement of front-line professionals in the healthcare sectors.

---

# 2020 HEALTH LIMITED

## MEMBERS' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2015

---

We have continued to share office space in Great Portland Street at the kind invitation of Dr Mark Martin (of Cavendish Medical & Medical Family Finance and a Board member of 2020 Health) and the location is ideal for the company.

Research through the year included on obesity, HIV, childhood vaccination, "Head of Wellbeing", depression, diagnostics and the impact of technology in the optical and ophthalmology sector. Our first AXA PPP Health Tech and You Awards, also in partnership with the Design Museum, saw 138 entries, 24 shortlisted technologies displayed at the Design Museum with 20,000 visitors to the exhibition, and an Awards Ceremony in March attended by Simon Stevens. As an organisation our stated modus operandi are researching, networking, campaigning and building relationships.

We remain registered with

1. Social Enterprise UK to reflect our not-for-profit status and the reinvestment of funds into our work, as well as the practical applications of our research.
2. The Caring Economy Campaign which seeks to promote social wealth indicators
3. Mindful Employer – to promote a positive approach to mental health in the workplace

### Achievements and performance

**Strategic Goal 1: PROFILE** - Continue to raise our profile through the reputational quality of our work, clear communication and press coverage.

We were delighted to be one of three think tanks shortlisted from 20 applications for the Prospect Think Tank Awards Social Policy award. The citation from the judges said: *"Imaginative approach to the effect of social circumstances, poverty and education on health, with implications for health policy – this is ground-breaking work."*

### 2020health Events between July 2014 and June 2015

All events had at least one Member of Parliament involved who had an interest in the subject under discussion. We have had excellent feedback on our organisation, speaker selection and valued participation.

- 2.7.14 Tackling obesity: educate or regulate?
  - Dr Sarah Wollaston MP
- 7.7.14 Protecting the Nation: every child matters
  - Luciana Berger MP
- 7.7.14 Workshop: Physiotherapy and patient self-referral
  - Tim Loughton MP
- 15.7.14 How can NICE add value to the NHS over the next 10 years?
  - John Penrose MP
- 22.9.14 Labour Party Conference. Obesity: Education or Regulate?
  - Robert Fieello MP

## 2020 HEALTH LIMITED

### MEMBERS' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2015

---

- 23.9.14 Labour Party Conference. What if we cure Cancer?
  - **Speaker: Sarah Woolnough, Cancer Research UK**
- 23.9.14 Labour Party Conference. Malnutrition: What is food poverty doing in the first world?
  - **Maria Eagle MP**
- 28.9.14 Conservative Party Conference. Can we trust in health technology?
  - **George Freeman MP**
- 29.9.14 Conservative Party Conference. What if we cure cancer?
  - **Harpal Kumar and Sarah Woolnough, Cancer Research UK**
- 29.9.14 Conservative Party Conference: Malnutrition: What is food poverty doing in the first world?
  - **John Glen MP**
- 30.9.14 Conservative Party Conference. Obesity: Education or Regulate?
  - **Baroness Jenkin & Eric Ollerenshaw MP**
- 24.11.14 Depression Roundtable
  - **Rt.Hon. Paul Burstow MP**
- 3.12.14 Members Christmas Reception
  - **The Baroness Cumberlege CBE DL with Dr Fiona Godlee, BMJ; Kevin Dean, Genomics England; Prof Paul Johnstone, PHE and Andy Cowper, HSJ**
- 7.1.15 Report Launch: Head of Wellbeing – an essential post for secondary schools?
  - **Dr Sarah Wollaston MP, Chair of the Health Select Committee and endorsed by Norman Lamb MP, Rt. Hon. Paul Burstow MP, Baroness Morris**
- 21.1.15 Cancer: Improving early diagnosis and personalised medicine
  - **John Baron MP**
- 10.3.15 Older, in work and with a long-term condition: how health and employers need to respond
  - **Fiona Bruce MP**

## 2020 HEALTH LIMITED

### MEMBERS' REPORT (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2015

---

- 1.6.15 The power of consumerism – can it improve quality and access?  
• Mark Field MP & Lord Tim Clement-Jones
- 9.6.15 Post-Election Reception  
• Rt. Hon. Bernard Jenkin MP and Simon Stevens, NHS CEO

We took part and attended other events, including The Economist conference on Mental health with Kofi Anan, Alastair Campbell and Norman Lamb MP; Julia chaired a Digital Health Technology forum and session at the NHS Confederation and spoke at the national obesity conference in Malta, The Association of Medical Insurers and Intermediaries Summit 2014, UK e-health Week; John Cruickshank spoke for us at the National Telehealth & Telecare Conference and UK e-health Week; Gail Beer spoke at the Growing Older with HIV forum & A 2020 vision for London – The capital's priorities for Transport, Education, Housing & Health.

Between July 2014 and June 2015, six reports were published, compared with five in 2013/14 and nine in 2012/13. The quality of work continues to be greatly appreciated. The reports were:

07.07.14 - *Protecting the nation: Every child matters*

03.09.14 - *Growing older positively: The challenge of ageing with HIV*

12.10.14 - *Careless Eating Costs Lives*

07.01.15 - *Head of Wellbeing: An essential post for secondary schools?*

12.03.15 - *Whole in One: Achieving equality of status access and resources for people with depression*

01.06.15 - *Learning from Connections: Lessons from the NHS\_VHS Leadership Exchange on the adoption of digital health*

#### Media review

The website continued to develop and improve, thanks to Richard Lucas and Angie Davis for their work on this. A summary of social media activity is as follows:

- **Twitter:** 702 new followers over the year (June 2014= 3778 followers/1753 following to June 2015 = 4480 follower/ 1944 following)
- **Blog:** approx. 65 posts over the year and 9,574 views
- **Newsletter:** approx. 15 sent during the year to a minimum of 3.25k subscribers  
(Feb-June 2015 = 4-5 new mailing list subscribers per month)
- **Facebook:** approx 105 posts over the year
- **Website:** 23,740 visits over the year 60+ press articles posted including:

Broadcast and print opportunities included Sky News, BBC News, LBC, BBC Radio 5 Live & Regional Radio, BBC Daily Politics Show, Channel 5 News, The Spectator, The Observer, The Guardian, The Mail, The Telegraph and PharmaTimes.

# 2020 HEALTH LIMITED

## MEMBERS' REPORT (CONTINUED)

**FOR THE YEAR ENDED 30 JUNE 2015**

---

**Strategic Goal 2: FINANCE - Maintain income in a challenging economic environment through sponsorship and membership**

Our accounts for 2014-2015 reflect a return to a more stable year, with an overall turnover of £ 321,993 representing a 20% increase in income in the previous year, and a small surplus of £17,958. We have not used the overdraft facility; one loan was repaid, the other is half-way repaid and will be repaid in full in the next financial year.

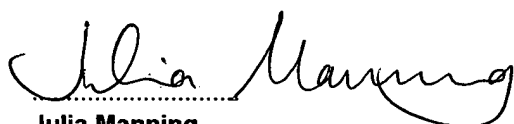
The income and expenditure of the company during the year and the financial position at the end of the year are summarised in the attached accounts. It is the policy of the company that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The members considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the company's current activities while consideration is given to ways in which additional funds may be raised. The members aim to build the reserves up to this level in the future.

**Strategic Goal 3: STRUCTURE - Ensure our structure puts us in the best possible position to use our reputation and to influence thinking and planning of NHS services and societal wellbeing**

There have been no major staff changes during this year and we continue to benefit from a dedicated, talented team. We are very grateful to the board, staff and patrons for their support and hard work through what has been a challenging year.

**Financial review**

The income and expenditure of the company during the year and the financial position at the end of the year are summarised in the attached accounts. The organisation is well placed to deliver a successful 2015/16.



**Julia Manning**

Member and CEO

Dated: 20 January 2016



# 2020 HEALTH LIMITED

## INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF 2020 HEALTH LIMITED

---

I report on the accounts of the company for the year ended 30 June 2015, which are set out on pages 7 to 14.

### Respective responsibilities of members and examiner

The members, who are also the directors of 2020 Health Limited for the purposes of company law, are responsible for the preparation of the accounts. The members consider that an audit is not required under the Companies Act 2006, but have requested an independent examiner's report, and I am qualified to undertake the examination.

Having satisfied myself that the company is not subject to audit under company law, it is my responsibility to:

- (i) examine the accounts in a similar way to the examination of charity accounts under section 145 of the Charities Act 2011;
- (ii) to follow the procedures laid down in the General Directions given by The Charity Commission under section 145(5)(b) of that Act; and
- (iii) to state whether particular matters have come to my attention.

### Basis of independent examiner's report

My examination was carried out in accordance with the General Directions referred to above. An examination includes a review of the accounting records kept by the company and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as members concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
  - (i) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - (ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of section 396 of the Companies Act 2006have not been met.
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Richard F Hopper

Chartered Accountant  
Chinthurst  
30 St Stephens Hill  
Launceston  
Cornwall  
PL15 8HN

Dated: 3 February 2016

## 2020 HEALTH LIMITED

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2015

	Notes	Unrestricted funds £	Restricted funds £	Total 2015 £	Total 2014 £
<b><u>Incoming resources from generated funds</u></b>					
Donations	2	34,355	-	34,355	50,007
Activities for generating funds		65	-	65	13
Investment income	3	49	-	49	11
		<u>34,469</u>	<u>-</u>	<u>34,469</u>	<u>50,031</u>
Incoming resources from main activities	4	-	284,853	284,853	208,382
Other incoming resources	5	2,671	-	2,671	8,510
		<u>37,140</u>	<u>284,853</u>	<u>321,993</u>	<u>266,923</u>
<b><u>Resources expended</u></b>					
<b>Costs of generating funds</b>					
Costs of fundraising	6	-	5,386	5,386	3,283
		<u>-</u>	<u>5,386</u>	<u>5,386</u>	<u>3,283</u>
<b>Net incoming resources available</b>		<b>37,140</b>	<b>279,467</b>	<b>316,607</b>	<b>263,640</b>
<b>Not-for-profit activities</b>					
Health research and promotion		34,372	269,315	303,687	288,059
		<u>34,372</u>	<u>269,315</u>	<u>303,687</u>	<u>288,059</u>
Governance costs		-	1,026	1,026	834
		<u>-</u>	<u>1,026</u>	<u>1,026</u>	<u>834</u>
<b>Total resources expended</b>		<b>34,372</b>	<b>275,727</b>	<b>310,099</b>	<b>292,176</b>
		<u>34,372</u>	<u>275,727</u>	<u>310,099</u>	<u>292,176</u>
<b>Net incoming/(outgoing) resources before transfers</b>		<b>2,768</b>	<b>9,126</b>	<b>11,894</b>	<b>(25,253)</b>
		<u>2,768</u>	<u>9,126</u>	<u>11,894</u>	<u>(25,253)</u>
Gross transfers between funds		25,530	(25,530)	-	-
		<u>25,530</u>	<u>(25,530)</u>	<u>-</u>	<u>-</u>
<b>Net income/(expenditure) for the year/ Net movement in funds</b>		<b>28,298</b>	<b>(16,404)</b>	<b>11,894</b>	<b>(25,253)</b>
		<u>28,298</u>	<u>(16,404)</u>	<u>11,894</u>	<u>(25,253)</u>
Fund balances at 1 July 2014		(37,024)	43,088	6,064	31,318
		<u>(37,024)</u>	<u>43,088</u>	<u>6,064</u>	<u>31,318</u>
<b>Fund balances at 30 June 2015</b>		<b>(8,726)</b>	<b>26,684</b>	<b>17,958</b>	<b>6,065</b>
		<u>(8,726)</u>	<u>26,684</u>	<u>17,958</u>	<u>6,065</u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# 2020 HEALTH LIMITED

## BALANCE SHEET

AS AT 30 JUNE 2015


	Notes	2015 £	2014 £
<b>Fixed assets</b>			
Tangible assets	10	1,439	1,701
<b>Current assets</b>			
Stocks		500	500
Debtors	11	53,364	62,772
Cash at bank and in hand		32,856	43,709
		<u>86,720</u>	<u>106,981</u>
<b>Creditors: amounts falling due within one year</b>	12	<u>(70,201)</u>	<u>(102,617)</u>
<b>Net current assets</b>		<b>16,519</b>	<b>4,364</b>
<b>Total assets less current liabilities</b>		<b><u>17,958</u></b>	<b><u>6,065</u></b>
<b>Income funds</b>			
Restricted funds	14	26,684	43,090
Unrestricted funds		<u>(8,726)</u>	<u>(37,025)</u>
		<b><u>17,958</u></b>	<b><u>6,065</u></b>

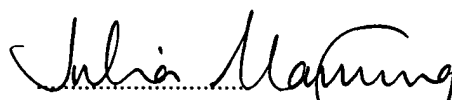
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 June 2015. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts.

The members acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

The accounts were approved by the Board on 20 January 2016

  
Dame Helena Shovelton  
Director

  
Julia Manning  
Director

Company Registration No. 06632676

# 2020 HEALTH LIMITED

## NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2015

### 1 Accounting policies

#### 1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards and the requirements of the Companies Act 2006.

#### 1.2 Incoming resources

Grant income is credited in the accounts when it is received. Membership income is credited in the period to which it relates, with income received in advance for the next financial year being carried forward in current liabilities.

#### 1.3 Resources expended

Expenditure is charged in the accounts at the time when a liability to make payment is incurred.

#### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment                      20% p.a. on cost

#### 1.5 Stock

Stock is valued at the lower of cost and net realisable value.

#### 1.6 Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

### 2 Donation income

	2015 £	2014 £
Donations and gifts	34,355	50,007

### 3 Investment income

	2015 £	2014 £
Interest receivable	49	11

# 2020 HEALTH LIMITED

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2015

#### 4 Incoming resources from not-for-profit activities

	2015 £	2014 £
Grant income	284,853	208,382

#### 5 Other incoming resources

	2015 £	2014 £
Other income	2,671	8,510

#### 6 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2015 £	Total 2014 £
<b>Costs of generating funds</b>					
Costs of generating donations and legacies	-	-	5,386	5,386	3,283
<b>Not-for-profit activities</b>					
<u>Health research and promotion</u>					
Activities undertaken directly	147,267	-	114,174	261,441	230,597
Support costs	-	1,588	40,658	42,246	57,462
<b>Total</b>	<b>147,267</b>	<b>1,588</b>	<b>154,832</b>	<b>303,687</b>	<b>288,059</b>
<b>Governance costs</b>	-	-	1,026	1,026	834
	<b>147,267</b>	<b>1,588</b>	<b>161,244</b>	<b>310,099</b>	<b>292,176</b>

Governance costs includes payments to the independent examiner of £1.025 (2014: £820) for independent examination and accountancy fees.

# 2020 HEALTH LIMITED

## NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2015

### 7 Support costs

	2015 £	2014 £
Premises expenses	15,255	25,724
Administrative expenses	25,403	30,807
Depreciation	1,588	931
	<u>42,246</u>	<u>57,462</u>

### 8 Members

None of the members except Julia Manning (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

Julia Manning received £54,250 remuneration and £3,600 pension contributions during the year for services provided to the company.

### 9 Employees

#### Number of employees

The average monthly number of employees during the year was:

	2015 Number	2014 Number
Health research and promotion	<u>4</u>	<u>4</u>

#### Employment costs

	2015 £	2014 £
Wages and salaries	143,667	137,462
Other pension costs	3,600	3,600
	<u>147,267</u>	<u>141,062</u>

There were no employees whose annual remuneration was £60,000 or more.

# 2020 HEALTH LIMITED

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2015

### 10 Tangible fixed assets

	Fixtures, fittings & equipment £
<b>Cost</b>	
At 1 July 2014	4,664
Additions	1,504
Disposals	(1,965)
<b>At 30 June 2015</b>	<b>4,203</b>
<b>Depreciation</b>	
At 1 July 2014	2,963
On disposals	(1,787)
Charge for the year	1,588
<b>At 30 June 2015</b>	<b>2,764</b>
<b>Net book value</b>	
At 30 June 2015	1,439
At 30 June 2014	1,701

11 Debtors	2015 £	2014 £
Trade debtors	48,925	62,573
Other debtors	-	167
Prepayments and accrued income	4,439	32
	<b>53,364</b>	<b>62,772</b>

# 2020 HEALTH LIMITED

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 30 JUNE 2015

12 Creditors: amounts falling due within one year	2015 £	2014 £
Trade creditors	12,403	32,225
V.A.T. control account	18,397	21,655
Taxes and social security costs	645	5,117
Other creditors	10,000	22,755
Accruals	2,271	1,171
Deferred income	26,485	19,694
	<u>70,201</u>	<u>102,617</u>

### 13 Pension and other post-retirement benefit commitments Defined contribution

	2015 £	2014 £
Contributions payable by the company for the year	<u>3,600</u>	<u>3,600</u>

### 14 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 July 2014 £	Movement in funds		Balance at 30 June 2015 £
		Incoming resources £	Resources expended £	
ABS	-	17,500	(17,500)	-
Axa PPP	3,496	98,000	(101,496)	-
Lundbeck	-	40,889	(39,262)	1,627
NHS England	-	24,709	(7,862)	16,847
Optical Confederation	-	56,308	(56,308)	-
NRAS	12,971	8,333	(18,308)	2,996
Chartered Society of Physiotherapists	9,442	-	(9,442)	-
Macmillan Cancer Care	8,872	-	(6,561)	2,311
Nuffield Health	6,895	-	(6,895)	-
Other restricted funds	1,412	39,114	(37,623)	2,903
	<u>43,088</u>	<u>284,853</u>	<u>(301,257)</u>	<u>26,684</u>



## 2020 HEALTH LIMITED

### NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2015

---

#### 15 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 30 June 2015 are represented by:			
Tangible fixed assets	1,439	-	1,439
Current assets	60,036	26,684	86,720
Creditors: amounts falling due within one year	(70,201)	-	(70,201)
	<u>(8,726)</u>	<u>26,684</u>	<u>17,958</u>