



Financial Statements

The Psoriasis Association

For the year ended 31 December 2018

References and administrative information

The Board of Trustees of the Psoriasis Association presents its annual report and audited financial statements for the year ended 31 December 2018

Charity Numbers

257414 and SC039886

Life Vice Presidents:

Professor Terence Ryan
Baroness Jill Knight DBE
Dr Harvey Baker
Mr Ray Jobling MBE
John Ford MBE

Holding Trustees:

Mr Jonathan Swift
Mr Nick Evans

Chairman:

Mr Nick Evans

Vice Chairman:

Mr Jonathan Swift

Treasurer:

Mr Brian Murkin

Elected members:

Mr Steven Astaire
Mr Thomas Ball
Mr Steve Churton
Mrs Chris Dyer
Mrs Gill Hynes
Mr Michael Israel
Mrs Susan Morgan
Mr Matthew Swift

Representative members:

Dr Julia Schofield MBE
Karina Jackson (from 21st March 2018)

Co-opted member:

Karina Jackson (from 21st March 2018 until election on 12th May 2018)

Principal Office

Dick Coles House
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Northampton
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Research Committee

Professional Advisors:

Professor Jonathan Barker
Dr Anthony Bewley
Professor Christopher Griffiths OBE
Professor Eugene Healy
Dr Julia Schofield MBE
Mr Steve Churton (Chairman)
Ms Helen McAteer

External Peer Reviewers:

Professor David Burden
Dr David Kelsell
Dr Elise Kleyn
Professor Nick Reynolds
Professor Charlotte Proby
Professor Edel O'Toole

Finance Committee:

Mr Jonathan Swift (Chairman)
Mr Brian Murkin
Mr Michael Israel
Mr Steve Churton

Bankers:

National Westminster	COIF Charity Funds
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References and administrative information

Corporate members:

AbbVie
Celgene
Dermal Laboratories
Eli Lilly
LEO Pharma
T&R Derma
UCB

Solicitor:

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Elgin House
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Staff:

Ms Helen McAteer
Mrs Polly Matthews

Miss Carla Renton
Mr Dominic Urmston
Mrs Laura Bell
Mrs Sarah Hartwell

Mrs Diane Botterill

Auditor:

Grant Thornton UK LLP
Victoria House
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Chief Executive
Finance Officer
Information and Communications Manager (until
9th November 2018)
Digital Communications Officer
Administrator
Research Engagement Officer and Membership
Support
Administrator (temporary support from 12th
November 2018)

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Report of the trustees

The Board of Trustees of the Psoriasis Association has pleasure in presenting their annual report and audited financial statements for the year ended 31 December 2018. The financial statements comply with current statutory requirements and have been prepared in accordance with the 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 (FRS 102) (the Charities SORP (FRS102)).

Structure, Governance and Management

Constitution

The Psoriasis Association is registered with the Charity Commissioners in England and Wales - no. 257414 and with the Office of the Scottish Charity Regulator - no. SC039886. The Psoriasis Association is administered and managed in accordance with the rules adopted by the Association at its 38th Annual General Meeting on 12 May 2007.

A special resolution was passed at the 49th Annual General Meeting on 12 May 2018 for the Psoriasis Association no. 257414 to change to become a Charitable Incorporated Organisation. It was resolved under clauses 18 (Alteration to the Rules) and 19 (Dissolution) of the existing constitution to:

1. Agree in principle to incorporate as a charitable incorporated organisation (“CIO”); and
2. Approve the draft constitution for the CIO previously made available to members via the Charity’s website and presented to the Meeting;

The AGM further resolved that:

3. It is in the best interests of the Charity to further its purposes by transferring the entire undertaking and all assets and liabilities of the Charity into the new CIO for the purpose of carrying on its activities as an incorporated body.
4. The first trustees of the new CIO will be those in place as trustees of the Charity on the date of the transfer of assets.
5. The board of Trustees of the Charity is authorised to:
 - a. register the CIO with the Charity Commission;
 - b. transfer the assets and liabilities of the Charity to the CIO;
 - c. prepare nil balance accounts for approval at the final general meeting of the Charity and for filing at the Charity Commission; and
 - d. take all such other steps as may be necessary to effect the transfer in accordance with the constitution of the Charity

Objects of the Association

- To promote research into the causes, nature and cure of psoriasis and to publish and disseminate the results of that research.
- To advance public education in the causes, nature and cure of psoriasis.
- To relieve all those suffering from psoriasis.

Election of Officers

The Officers of the Psoriasis Association are appointed on an annual basis at the Annual General Meeting.

At the 49th Annual General Meeting held on 12 May 2018, Nick Evans and Jonathan Swift were re-elected as Chairman and Vice Chairman respectively, and Brian Murkin was re-elected as Treasurer.

Report of the trustees (continued)

Structure, Governance and Management

Election of Officers (continued)

Elected members of the Board of Trustees

Trustees are elected by the Annual General Meeting for a term of three years. Competent Trustees are eligible for re-appointment after three years.

There was one new appointment in 2018, Karina Jackson, a Dermatology Nurse Specialist, who had previously been co-opted onto the Board of Trustees.

Steven Astaire, Chris Dyer, Michael Israel and Dr Julia Schofield were all re-elected as Trustees in 2018.

Co-opted members of the Board of Trustees

One new member was co-opted onto the Board of Trustees during 2018, Karina Jackson.

Holding trustees

The Holding Trustees are appointed annually by the Board of Trustees.

Nick Evans and Jonathan Swift were appointed as holding trustees at a meeting of the Board of Trustees on 15 August 2018.

Representative Members of the Board of Trustees

Representative members are appointed by the Board of Trustees for a term of three years.

Karina Jackson and Dr Julia Schofield were confirmed as representative members of the Council on 15 August 2018.

Secretary

Helen McAteer was appointed as Secretary to the Board of Trustees at the meeting held on 15 August 2018.

The Appointment and Training of Trustees

Trustees have traditionally been recruited both through the membership of the Psoriasis Association and advertising. The Trustees had identified the need to strengthen the Representative Members of the Board and so in 2018 approached a well-respected Dermatology Nurse Specialist. No further advertising for Trustees took place in 2018.

All prospective and new Trustees meet with the Chairman and are given a comprehensive information pack including relevant Psoriasis Association policy documents, the content of the constitution, recent financial performance of the charity and details of Trustee Responsibilities, including the "Essential Trustee" guidance issued by the Charity Commission. A Register of Interests is required for all new Trustees and reviewed annually. Additionally, all Trustees are given opportunity at the beginning of all Trustee meetings to declare any Conflicts of Interest with items on the Agenda.

Further training, including formal training, in specific areas will be provided where necessary. Support was given to the Trustees at meetings during 2018 from Virginia Henley, a solicitor with Hewitsons LLP regarding conversion to a Charitable Incorporated Organisation. Opportunities to request further training were included in annual Declarations of Interest forms, to be followed up accordingly. Around two-thirds of the Trustees have psoriasis themselves.

Meetings

The Board of Trustees held three formal meetings – March, August and October.

The Finance Committee met on two occasions in 2018.

The Officers Group corresponded regularly via telephone and email, and met twice in 2018.

Report of the trustees (continued)

Structure, Governance and Management (continued)

The Board of Trustees

Management of the Psoriasis Association is vested in a Board of Trustees which shall consist of a maximum of 24 members made up as follows:

- Chairman, Vice-Chairman and Treasurer (Officers)
- Chairman of the Research Committee
- 10 elected members
- 5 representative members
- 5 co-opted members

A Chief Executive is appointed by the Council to manage the day to day operations of the Psoriasis Association within an agreed framework. The authority to make specified decisions is delegated to the Finance Committee.

2018

The aim of the Psoriasis Association's work in 2018 was to sustain and develop our work of supporting people whose lives are affected by psoriasis, raising awareness of the condition, raising money to fund research and to maintain, administer and develop the research portfolio.

The Psoriasis Association began commemorating its 50th Anniversary at the AGM in May 2018. The commemorations will conclude at the 50th AGM in May 2019. To mark the 50th Anniversary a programme of activities took place during 2018. This included; the launch of a WhatsApp messaging service to better support those whose lives are affected by psoriasis, the funding of the Pso Well project to bring additional, targeted training to healthcare professionals treating people with psoriasis, a symposium joint event with the Dowling Club marking the commitment the Psoriasis Association has made to research, and a history animation film depicting the highlights of the past 50 years.

Work on the Psoriasis Priority Setting Partnership was completed in which patients, relatives, healthcare professionals and scientists come together to find the top 10 unanswered research questions relating to psoriasis. The Top 10 priorities were announced at the 50th Anniversary symposium at the Royal College of Physicians during Psoriasis Awareness Week.

The portfolio of research funded by the Psoriasis Association increased in 2018 with the addition of three PhD Studentship Grants. Funding was awarded to the Psoriasis Stratification to Optimise Relevant Therapy (PSORT) project as part of the 50th Anniversary commemorations. The commitment to involving patients in the Psoriasis Association's own research programme was realised with the formation of a lay panel of reviewers, the EXEC (Experts by Experience Committee) to analyse the grant applications received in December 2018.

The Psoriasis Association continued to raise awareness of, and support those with the condition by promoting, updating and maintaining the two websites. The social media platforms offered by the Psoriasis Association have grown markedly in use. The Psoriasis Association has a presence on Facebook, Twitter, YouTube, Instagram and LinkedIn all of which provide users with a different method of accessing reliable information. The websites and social media platforms raise awareness of psoriasis and psoriatic arthritis in addition to offering information and important peer-to-peer support.

The information provided by the Psoriasis Association remains of the highest standard, with all pieces of information meeting the Information Standard run by NHS England. Engaging with healthcare professionals remains an important area of work and so the Psoriasis Association had a presence at a number of conferences including the Royal College of General Practitioners, the British Dermatological Nursing Group, and the British Association of Dermatologists. When a physical presence cannot be achieved, materials are made available for the delegate bags.

Report of the trustees (continued)

2018 (continued)

The Psoriasis Association continued to recognise and be involved in key economic and political issues, working with the National Institute for Health and Care Excellence (NICE) and the Scottish Medicines Consortium (SMC). There was also key involvement with NHS England on the Best Value Biologic programme.

The Trustees sought advice from Hewitsons LLP regarding conversion to a Charitable Incorporated Organisation (CIO). The proposal was presented to the members prior to the AGM where the resolution was passed in order for the conversion to proceed. These financial statements are for the existing charity, but future developments sections of this report relate to the new charity.

Public Benefit

The Trustees have referred to the Charity Commission's guidance on public benefit when deciding on the activities the Psoriasis Association should undertake. The Psoriasis Association provides public benefit:

- by promoting and funding research into the treatment and care of psoriasis and by publishing and disseminating the results of that research;
- by working with statutory bodies such as the NHS and NICE and others that provide for the treatment and welfare of people affected by psoriasis and psoriatic arthritis;
- by providing members, the wider public and healthcare professionals with information and support regarding psoriasis and psoriatic arthritis.

The following is a more detailed account of the Psoriasis Association's main activities in 2018 in support of the objects of the charity and to fulfil the public benefit requirement.

Report of the trustees (continued)

Objectives, activities, achievements and performance

Promote and Fund Research

- **Aims for 2018: To agree research awards available in 2018. To monitor progress of ongoing grants and PhD Studentships. To support the Priority Setting Partnership on Psoriasis through representation on the Steering Group. To explore ways to best involve and inform members and patients of research funded or supported by the Psoriasis Association. To explore possibilities of developing training for Healthcare Professionals utilising materials developed in the Identification and Management of Psoriasis Associated Co-morbidities (IMPACT) research programme.**
- The Psoriasis Association received ten PhD Studentship applications by the December 2017 deadline. The Research Committee and External Peer Reviewers reviewed, commented on and scored every application (unless they had a conflict of interest) ahead of the meeting of the Research Committee in February 2018.
- The Research Committee recommended that the Trustees award three PhD Studentships. The PhD Studentships awarded were -
Professor Nick Reynolds at Newcastle University, *Investigating genetic control of the psoriasis transcriptome to define and validate drug and disease endotypes.*
Dr Henning Holle at the University of Hull, *An attentional bias approach to understanding and reducing the psychosocial burden of psoriasis.*
Dr Helen Young at the University of Manchester, *Investigating the therapeutic benefits of exercise in patients with psoriasis.*
- Members of the Psoriasis Association were kept informed of the grants awarded via publication of the lay summaries in Pso. The lay summaries were also included on the Psoriasis Association website. Followers on the social media channels Twitter, Facebook and Instagram were also informed as to the grants awarded.
- The Psoriasis Association received a further bound PhD thesis to add to their library during 2018 from -
Student – Michael Olding. Supervisor – Dr Tim Millar (University of Southampton) – *Oxidised lipids and their role in the immunopathology of psoriasis.*
Ongoing PhD Studentships included -
Dr Francesca Capon at Guys Hospital, *The role of IL-1 and IL-36 in Palmar Plantar Pustulosis (PPP)*
Professor Eugene Healy at the University of Southampton, *Mutation burden of narrowband UVB*
Professor Richard Warren at the University of Manchester, *The risk of cancer in psoriasis patients treated with biologic therapies compared with conventional systemic therapies: results from BADBIR.*
Professor Chris Bundy at the University of Manchester – *Psoriasis and sleep deprivation.*
Dr Elise Kleyn at the University of Manchester – *Neuropsychological morbidity in psoriasis.*
Dr Julian Knight at Oxford University – *Functional characterisation of genetic susceptibility to psoriasis.*
Professor Richard Warren at the University of Manchester – *An investigation into genetic factors which discriminate psoriasis from psoriatic arthritis.*
Professor Silvia Bulfone-Paus at the University of Manchester - *The role of mast cell tryptase in psoriatic itch.*
Dr Francesca Capon at Kings College London – *Characterisation of novel pathogenic pathways for generalised pustular psoriasis.*
Dr Patricia Martin at Glasgow Caledonian University – *A role for connexin-mediated signalling events in the pathogenesis of psoriasis.*
Dr Tim Millar at Southampton General Hospital – *Not just skin deep: circulating lipids in a 'localised' disease.*

Report of the trustees (continued)

Promote and Fund Research (continued)

- There were two ongoing small grants -
Dr Henry Grantham at the Royal Victoria Infirmary, Newcastle; *A pilot study to compare the response of psoriasis to narrow-band UVB phototherapy in the morning and afternoon.*
Dr Elise Kleyn at the University of Manchester – *An innovative mixed methods study investigating altered emotional processing in psoriasis patients.*
- Articles authored by sponsored PhD students were published in the following journals in 2018; British Journal of Dermatology, Annals of Rheumatic Disease, International Journal of Molecular Sciences and Frontiers in Immunology. Psoriasis research is being published in respected medical journals outside the traditional Dermatology arena, strengthening the profile of the Psoriasis Association as a valued contributor to important research furthering the understanding of psoriasis in addition to other immune mediated inflammatory diseases. Pleasingly a number of articles were published under “Open Access” and so the Psoriasis Association was able to provide links to these full articles via membership publications, the website and social media channels.
- Letters and fliers bringing attention to the 2018 call for applications were sent to all Dermatology and Rheumatology Departments in the United Kingdom, the Deans of all Medical Schools in the United Kingdom, in addition to the Deans of all Health Schools in the United Kingdom and the Heads of all Health Service Research Centres. Contact was made with the British Association of Dermatologists and the British Dermatological Nursing Group in order to bring their members attention to the call. The Psoriasis Association Twitter and LinkedIn accounts were used to target alerts throughout the call to healthcare professionals, researchers and relevant organisations.
The call for applications took place between 3 September 2018 and 7 December 2018, resulting in eight PhD Studentship applications and three small grant applications. These will again be reviewed by the Research Committee and External Peer Reviewers. Additionally, the applications will be reviewed by our new lay “Experts by Experience Committee” (EXEC). All reviews will be considered at a meeting of the Medical and Research Committee, after which recommendations will be made to the Trustees regarding suitable applications to fund.
- **Priority Setting Partnership.** The Psoriasis Priority Setting Partnership (PSP) was a two year piece of research funded by the Psoriasis Association in 2016. The PSP research was led by Dr Helen Young at the University of Manchester. The Chief Executive and Information and Communications Manager served on the Steering Group. The PSP sought to ascertain the top ten research priorities for both patients (and those whose lives are affected by psoriasis) and clinicians, utilising the principles outlined by the James Lind Alliance. The initial survey ran between July and November 2017 whereby members and supporters of the Psoriasis Association were invited to submit their “unanswered questions” via postal survey, email and online. Over 2,000 responses were received. An extensive sifting exercise followed and then a second survey in which participants were invited to comment further and identify those questions they felt were a priority. This exercise ran between June and August 2018. Finally, a stakeholder workshop was held in September 2018 where around 50 patients, carers and clinicians worked together to produce the top ten questions that needed answering about psoriasis. The Top Ten Psoriasis Research Priorities are:-
 1. Do lifestyle factors such as diet, dietary supplements, alcohol, smoking, weight loss and exercise play a part in treating psoriasis?
 2. Does treating psoriasis early (or proactively) reduce the severity of the disease, make it more likely to go into remission, or stop other health conditions developing?
 3. What factors predict how well psoriasis will respond to a treatment?
 4. What is the best way to treat the symptoms of psoriasis: itching, burning, redness, scaling and flaking?
 5. How well do psychological and educational interventions work for adults and children with psoriasis?

Report of the trustees (continued)

6. Does treating psoriasis help improve other health conditions, such as psoriatic arthritis, cardiovascular disease, metabolic syndrome and stress?
7. Why do psoriasis treatments stop working well against psoriasis and when they stop working well, what's the best way to regain control of the disease?
8. To what extent is psoriasis caused by a person's genes or other factors, such as stress, gut health, water quality, or change in the weather / temperature?
9. Is a person with psoriasis more likely to develop other health conditions (either as a consequence of psoriasis per se or due to the effect of treatments for psoriasis)? If so, which ones?
10. What is the best way to treat sudden flare ups of psoriasis?

These research priorities will be included on the National Institute of Health Research (NIHR) database for funding applications, in addition to the Psoriasis Association highlighting them when calling for research applications.

Results of the Psoriasis PSP have been submitted to medical journals, awaiting publication.

- Initiatives to better involve and inform members and patients of research funded by or supported by the Psoriasis Association in 2018 included -
Inviting a Psoriasis Association funded PhD student to present their research findings at the Annual Conference (May 2018). Dr Alasdair Henry presented findings from his study into Psoriasis and Sleep Deprivation. This presentation was filmed and made available to watch via the Psoriasis Association YouTube channel.
Inviting Dr Helen Young to present at the Psoriasis Association Annual Conference (May 2018) on the Psoriasis Association funded Psoriasis Priority Setting Partnership project. This presentation was also filmed and made available to watch via the Psoriasis Association YouTube channel.
Establishing an "Experts by Experience" (EXEC) Committee to give a lay review and comment on grant applications.
Three videos were produced of Psoriasis Association funded PhD Students explaining their research. These are hosted on the Psoriasis Association website and YouTube channel and were viewed 1,700 times following their launch in August 2018. The PhD Student projects featured were; Dr Francesca Capon at Guys Hospital, *The role of IL-1 and IL-36 in Palmar Plantar Pustulosis (PPP)*
Professor Eugene Healy at the University of Southampton, *Mutation burden of narrowband UVB*
Dr Richard Warren at the University of Manchester, *The risk of cancer in psoriasis patients treated with biologic therapies compared with conventional systemic therapies: results from BADBIR.*
Setting up Researchfish in order to track the outputs from Psoriasis Association funded research projects following the completion of the grants. In the future this will allow us to assess the wider impact of the projects we fund.
- The Psoriasis Association was heavily involved in the NIHR funded Identification and Management of Psoriasis Associated Co-Morbidities (IMPACT) research project which ran between 2010 and 2016. One of the outputs from IMPACT was the Pso Well training course for healthcare practitioners working with people with psoriasis. The central aim of the Pso Well training course is to provide healthcare practitioners with cutting edge knowledge about psoriasis and its co-morbidities, and to equip practitioners with consultation skills that best support patients to change health-related behaviours which are known to influence psoriasis and psoriasis-related co-morbidities, and to self-manage their condition more effectively. As part of the 50th Anniversary commitment, the Psoriasis Association has funded the Pso Well training course to be made available for between 80 and 100 practitioners to attend, with further evaluation carried out six months post-training.
- The Chief Executive continued to serve as a member of the Steering Committee for the Psoriasis Stratification to Optimise Therapy (PSORT), a Medical Research Council and pharmaceutical and diagnostics companies funded piece of research. As part of the 50th Anniversary commitment, the Psoriasis Association provided funding for the continuation of this important project.

Report of the trustees (continued)

Promote and Fund Research (continued)

- The Information and Communications Manager continued to serve as a member of the Steering Committee for Anakinra for Pustular psoriasis: Response in a Controlled Trial (APRICOT), a National Institute of Health Research and Medical Research Council funded clinical trial in Palmoplantar Pustulosis, in addition to advising on the formation of Pustular Psoriasis, Elucidating underlying mechanisms (PLUM). Members of the Psoriasis Association have been informed of how they can become involved in the PSORT, APRICOT and PLUM research via the membership publication Pso, the Annual Conference, the Psoriasis Association website and various social media channels. The Chief Executive was a named co-author on a paper published in the journal Trials in August 2018.
- The Psoriasis Association is a member of the Association of Medical Research Charities (AMRC) which continues to be an invaluable source of strategic and practical guidance.

Future developments

- Agree research awards available in 2019.
- Monitor progress of ongoing grants and PhD Studentships.
- Continue to involve and inform members and patients of research funded or supported by the Psoriasis Association. Draw on experiences of inaugural EXEC reviews of applications and respond to developing role of this group.
- Continue to support key pieces of research by representing the views of people with psoriasis and psoriatic arthritis.

Raising Awareness

- **Aims for 2018: To maintain, develop and promote both websites for the Psoriasis Association. To ensure that the forums on both the main Psoriasis Association website and Psoteen, in addition to social media are monitored. To run an Awareness Week in 2018. To use all social media channels to full potential both for informing people of developments regarding Psoriasis and Psoriatic Arthritis, but also to promote the work of the Psoriasis Association. To explore possibilities of additional social media resources where needed. To commemorate the 50th Anniversary of the Psoriasis Association.**
- **Websites** - The main Psoriasis Association website and sister site Psoteen remain vital information resource for many people with psoriasis. Complementing the websites are the Psoriasis Association's Social Media channels; Instagram, Facebook, Twitter, YouTube and LinkedIn.
- There were 802,912 visits to the main Psoriasis Association website in 2018.
- There were 8,469 visits to the Psoteen website in 2018.
- The main website address is always included on promotional materials originating from the Psoriasis Association. This can take the form of adverts in popular health magazines such as the At Home magazine "Ask the Doctor", posters displayed in Dermatology and Rheumatology Departments and banners at fundraising events such as the British 10K... The Google AdWords charity account was further utilised in 2018, returning 24,206 visits to the website. Targeted AdWords were used to promote the Psoriasis PSP survey, promotion of Psoteen during Psoriasis Awareness Week and the Annual Conference and AGM. Links from Google AdWords was the fourth most used way in which to access the Psoriasis Association website. Both websites (the main Psoriasis Association website and Psoteen) have a forum for people to exchange hints, tips and experiences of living with, and treating psoriasis. As both websites share a "back office", the same security measures are in place for both. The Digital Communications Officer along with the Information and Communications Manager monitor the forums regularly, in addition to in-built security measures whereby offensive posts can be reported by users.

Report of the trustees (continued)

Raising Awareness (continued)

- The majority of visitors continue to arrive at the main website via search engines (659,268 (82%)) and in particular, Google (638,349 (79.5%)). It is therefore important that the Psoriasis Association maintains its top rankings on the first page of Google results when terms relating to psoriasis are searched for. Work is ongoing around search engine optimisation. The top three pages in terms of views were Psoriasis and Treatments section, the main Forums page (where users of the site can interact with one another) and the website Homepage.
- Similarly to the main website, the majority of visitors to Psoteen come via search engines (4,582 (54%)) and in particular Google (4,533) (53.5% of the overall total). The top three pages in terms of views were the website Homepage, a topic on the Forums entitled ‘What treatments are working for you?’ and ‘The Facts’ section.
- **Social Media** - the presence of the Psoriasis Association on the social networking sites Twitter, Facebook, Instagram, YouTube and LinkedIn was further maximised in 2018. Social media lends itself both to “Raising Awareness” and “Supporting People”. As the use of the social media increases, the Psoriasis Association has observed that Twitter, Instagram and LinkedIn are increasingly used as awareness raising platforms, with Facebook and YouTube lending themselves more positively towards offering support.
The Psoriasis Association’s Twitter account had 10,699 followers in 2018, with 2,332,300 total impressions (tweet views). There was regular tweeting of Psoriasis Association activities, news relating to psoriasis and psoriatic arthritis, and opportunities to take part in approved research. Tweets were consciously planned for and implemented in connection with other significant events in the Psoriasis Association calendar such as the Annual Conference and AGM, launch of the WhatsApp service, Psoriasis PSP surveys, Psoriasis Shout Out awareness raising events, Psoriasis Awareness Week and Healthcare Professional conferences such as the Royal College of GPs Annual Conference, British Association of Dermatologists Annual Conference, and British Dermatological Nursing Group Annual Conference.
The Psoriasis Association’s Instagram account was first launched in 2016, and more than doubled its’ following from 1,685 in 2017 to 3,449 in 2018. Instagram was used extensively during the launch and promotion of the WhatsApp service and has lent itself to the 50 for 50 project whereby people can upload their own experiences of living with psoriasis, including photographs. Sadly, during early February 2018 a number of the prominent psoriasis community hashtags were blocked by Instagram. The Digital Communications Officer and the Information and Communications Manager highlighted this censorship issue with features in the British Medical Journal, The Evening Standard newspaper and The National Student online publication. They instigated a change.org petition for the hashtags to be reinstated. Following efforts to highlight this issue of censorship, the hashtags affected were gradually reinstated by Instagram in late February 2018.
LinkedIn was used to communicate to researchers and healthcare professionals about the Research Grant programme and Psoriasis Priority Setting Partnership, and the 50th Anniversary symposium. Additionally, it was used to share information about treatment availability issues and newly approved medicines, disseminate the 50th Anniversary animation, conference videos and PhD student videos.
Awareness Week ran from 29 October to 4 November 2018. The main theme focused young people living with psoriasis, and the range of support tools offered by the Psoriasis Association. Social media promotion included: dissemination of the WhatsApp promotional infographic, featuring statistics from the survey carried out earlier in the year, and social media posts featuring quotes and real life stories from young people with psoriasis (linking to new content on the psoteen website).
Supplementary activity for Psoriasis Awareness Week included the launch of a new, short video – ‘The Itch Challenge’ – the latest offering from the Life’s an Itch campaign (supported by Celgene).

Report of the trustees (continued)

Raising Awareness (continued)

The 50th Anniversary symposium was held during Psoriasis Awareness Week whereby the final 'Top 10' list of psoriasis research priorities (the culmination of the Psoriasis Priority Setting Partnership) were revealed. This was further supported with an online 'reveal' on the Psoriasis Association's website and social media channels.

There were 22,673 visits to the main Psoriasis Association website during Awareness Week 2018. There was an average of 3,239 visits to the website each day during Awareness Week 2018 (the daily average for the rest of the year being 2,200).

- People fundraising on behalf of the Psoriasis Association not only procure much needed and appreciated income but raise awareness both of the charity and the condition for which we serve. Seventy-seven t-shirts or running vests were sent to our fundraisers during 2018, who wore them running marathons in England, Scotland, Wales, France and Spain, when cycling from Edinburgh to Istanbul and London to Paris and at music festivals and mufti days (to mention just a few).

- **Media, Presentations and Publications outside Psoriasis Awareness Week**

Media – Newspapers running articles on the Psoriasis Association's activities included; The Evening Standard, The Times, Northampton Chronicle and Echo, The Irish News, Daily Mail, Mail on Sunday, Mail Online and Wales Online.

Magazines running articles on the Psoriasis Association's activities included Ask the Doctor with Dr Christian Jessen. Adverts were also taken out in Charity Choice (UK) and Charity Choice (Scotland) and the Scottish Political Guide.

Radio stations who featured the Psoriasis Association included BBC Radio Northampton, Bolton FM

Presentations – The Chief Executive presented at the NHS England Medicines Value Programme conference, to MSc Dermatology Masters students at the University of Hertfordshire, and at the 'Let's Talk Psoriasis!' and 'Psoriasis: Net Generation Healthcare' events during the Manchester Psoriasis Shout Out events. Additionally, the Chief Executive presented at the All Party Parliamentary Group on Skin (APPGS) meeting held in the Palace of Westminster.

Publications – The Information and Communications Manager authored or contributed to articles for the British Journal of Community Nursing, The Times Newspaper, Today's Pharmacist, Scottish Pharmacy, Welsh Pharmacy, NI Health Review and PharmaField Magazine. The Chief Executive contributed to articles in Dermatological Nursing, Trials and Dermatology in Practice.

Trustee Gill Hynes contributed to an article in Dermatological Nursing.

Pso – the official magazine of the Psoriasis Association is a quarterly publication which ensures that members are kept up to date with the activities of the charity, along with developments regarding the treatment and management of Psoriasis and Psoriatic Arthritis. The publication is also sent to all Dermatology, Rheumatology and GP with a Special Interest Clinics in the United Kingdom.

Conferences and Meetings – throughout the year staff had an information stand at a number of locations for both the general public and healthcare professionals to attend. These included the British Association of Dermatologists Annual Conference in Edinburgh, where the Chief Executive and Information and Communications Manager also attended lectures and symposia. The Digital Communications Officer had an information stand at the Royal College of GPs One Day Essentials Course on Dermatology in London, the European Society for Paediatric Dermatology Conference in London, and the British Dermatological Nursing Group Annual Conference in Harrogate.

At various points during the year, the Chairman, Chief Executive and Information and Communications Manager represented the Psoriasis Association at the All Party Parliamentary Group on Skin (APPGS) meetings.

The Chief Executive represented the Psoriasis Association on the NHS England Better Value Biologics Communications group.

Report of the trustees (continued)

Raising Awareness (continued)

The Digital Communications Officer represented the Psoriasis Association at the Dermatology Council for England, Cross Party Group on Skin (Wales) and Patient Support Group meetings hosted by the British Association of Dermatologists. The Information and Communications Manager represented the Psoriasis Association at the British Association of Dermatologists Specials Working Group regarding restricted access to treatments that require being made by a pharmacist and NHS England Consultation on Over the Counter Prescriptions.

- **All Party Parliamentary Group on Skin** – The Psoriasis Association continued to be represented on the Advisory Group of the All Party Parliamentary Group on Skin (APPGS) by the Chairman, Nick Evans. Both the Chairman and Information and Communications Manager attended a workshop regarding the future direction of the group, and the Chief Executive presented at a meeting of the group in the Palace of Westminster.
- Staff and Trustees continue to be involved in a number of external networks –All Party Parliamentary Group on Skin, Cross Party Group on Skin (Wales), Dermatology Council for England, The ALLIANCE, as well as holding membership of the Association of Medical Research Charities, National Council of Voluntary Organisations, Association of Chief Executives of Voluntary Organisations, National Voices and the Patient Information Forum. Inclusion onto the Dermatology Council for Scotland was granted during 2018.
- **Commemorating the 50th Anniversary of the Psoriasis Association.** This has been achieved in a number of ways, with projects addressing the three objectives of the charity, all to enhance the lives of those affected by psoriasis -
Enhancing and strengthening ways people can contact the Psoriasis Association – in March 2018 an online survey was launched in order to identify the issues young people with psoriasis face. We received over 250 responses from people aged between 16 and 25 year, with 94% of respondents feeling that having psoriasis had led to anxiety and depression, 77% reporting that psoriasis had a negative impact on their social life, 67% of respondents felt isolated and 47% felt that psoriasis had impacted on their studies or career. In order to offer an alternative method of communication that appealed to young people affected by psoriasis, we launched a WhatsApp messaging service, at the Annual Conference and AGM in May 2018.
Highlighting the impact of psoriasis – the mean age of onset of psoriasis is between 15 and 20 years old. There is no cure for psoriasis, and so patients have the condition, at unpredictable levels of severity throughout their life. The 50 for 50 project was launched at the Annual Conference and AGM in May 2018. This project is giving the real life patient stories of 50 people living with various forms and severities of psoriasis, with one story released each week on the Psoriasis Association website and Instagram account. The level of release was increased to one per day during Psoriasis Awareness Week, with a focus on young people, and so these experiences were included on the psoteen website. Some of the stories have additionally featured in Pso.
History of the Psoriasis Association – a celebratory animated film highlighting the major achievements of the Psoriasis Association in the context of corresponding world events was launched at the Annual Conference and AGM in May 2018. This video is available to view on the Psoriasis Association website and has been shown on our social media channels, at the British Association of Dermatologists Annual Conference in July 2018, at speaking engagements and at the Psoriasis Association joint symposium with the Dowling Club in November 2018.
Funding of research – as part of the 50th Anniversary, the Psoriasis Association pledged funding and further personnel support to the Psoriasis Stratification to Optimise Relevant Therapy (PSORT) research consortium. This large piece of collaborative research is being led by Professor Chris Griffiths OBE at the University of Manchester and seeks to better understand determinants of response to biologic therapies and deliver, in close collaboration with commercial partners, a stratifier (algorithm) to guide psoriasis management. The Psoriasis Association has been an active partner in the consortium since inception.

Report of the trustees (continued)

Raising Awareness (continued)

Training of Healthcare Professionals – The Psoriasis Association was heavily involved in the NIHR funded Identification and Management of Psoriasis Associated Co-Morbidities (IMPACT) research project which ran between 2010 and 2016. One of the outputs from IMPACT was the Pso Well training course for healthcare practitioners working with people with psoriasis. As part of the 50th Anniversary commitment, the Psoriasis Association is delighted to have been able to make the course available for up to 100 healthcare practitioners to attend, and then further evaluation. The central aim of the Pso Well training course is to provide healthcare practitioners with cutting edge knowledge about psoriasis and its co-morbidities, and to equip practitioners with consultation skills that best support patients to change health-related behaviours which are known to influence psoriasis and psoriasis-related co-morbidities, and to self-manage their condition more effectively. Professor Chris Bundy at Cardiff University is leading on this important project.

Highlighting the commitment to research – the Psoriasis Association made its first research grant on 20th November 1971. Since then the charity has funded over £4million of psoriasis research, supported countless clinicians, academics and researchers and been an active partner in numerous large pieces of psoriasis research. In order to commemorate the outstanding commitment to research, the Psoriasis Association held a joint symposium with the Dowling Club (the UK's foremost educational and social club for Dermatologists, administered by the British Association of Dermatologists) at the Royal College of Physicians in November 2018. Trustee Dr Julia Schofield MBE, who was also serving as Chair of the Dowling Club was instrumental in organising the meeting. The speaker faculty was extremely eminent, all of whom had received funding from the Psoriasis Association during their careers. The programme focussed on the research that the Psoriasis Association has funded; from genetics and personalised medicine, to the psychological impact and the important unveiling of the Top 10 research priorities from the Psoriasis Priority Setting Partnership.

In order to ensure access to the meeting, 14 nurse bursaries were awarded, Psoriasis Association PhD Students were invited to attend and a reduced rate for a further 15 students or early career doctors was available. The meeting attracted eight poster presentations.

The meeting concluded with a guest oration from Professor Chris Griffiths OBE, "*Psoriasis research in the UK: past, present and future*". Significant dignitaries directly involved in the work of the Psoriasis Association were invited to the guest oration.

It was decided that the 50th Anniversary year would commence at the 49th AGM (held in May 2018) and conclude at the 50th AGM (to be held in May 2019).

Future developments

- To maintain, develop and promote both websites for the Psoriasis Association.
- To ensure that the forums on both the main Psoriasis Association website and Psoteen, in addition to social media are monitored.
- To run an Awareness Week in 2019.
- To use all social media channels to full potential both for informing people of developments regarding Psoriasis and Psoriatic Arthritis, but also to promote the work of the Psoriasis Association.
- To explore possibilities of additional social media resources where needed.
- To continue the commemorations of the 50th Anniversary of the Psoriasis Association.

Report of the trustees (continued)

Providing Information, Advice and Support for People with Psoriasis

- **Aims for 2018: To maintain and regularly update the Psoriasis Association websites and social media sites. To explore ways in which to better promote the Psoteen website and drive traffic towards it. To further develop all streams of communication with members, donors and enquirers where appropriate. To establish and make use of a new database for accurate and secure data entry, including the contact preferences of individuals. To monitor information exchanged on Psoriasis Association forums and social media sites and explore the best use of these resources. To provide high quality, independent information about Psoriasis in line with the standards set by the Information Standard. To keep up to date with relevant developments in NHS policy. To review the operation and impact of the telephone advice service.**
- The reach of the Psoriasis Association extends from the traditional member, to supporters who fundraise on our behalf, to patients turning to us for reliable information via our myriad of networks. There were 802,912 visits to the main Psoriasis Association website in 2018, with 11,534 people registered to participate in our online forums. There were 4,262 forum posts during 2018 with two of the three most viewed or commented on posts relating to scalp psoriasis.
Another option the Psoriasis Association provides for people to give and receive peer-to-peer support is in our Facebook Group. There are currently 5,881 members of our private Facebook Group exchanging hints and tips about living with psoriasis and highlighting issues in service provision, treatment availability and changes in prescribing behaviours.
Peer-to-peer support remains an important service for the Psoriasis Association to offer, with the Forums of both websites being the second most viewed pages. Any visitor to the websites can view the content of the Forums, but only registered users can contribute to, or start discussion threads. The Digital Communications Officer vets all requests to join the Facebook Group and monitors the content. Both the online forum and Facebook Group allow important access to real-life experiences of people living with psoriasis and / or psoriatic arthritis. The trends picked up in these groups are used to inform our comments to regulatory bodies, the All Party Parliamentary Group on Skin, and our own information resources.
Twitter is used to provide updates to followers, with 10,699 people keeping up to date with psoriasis news via our Twitter account.
The Psoriasis Association's following on all their social media sites (Facebook, Twitter, Instagram, YouTube and LinkedIn) all increased during 2018. There was an average of four outgoing tweets per day, three outgoing Instagram posts per week and five outgoing Facebook posts per week during 2018 – with countless re-tweets, comments and shares of other relevant information.
- The Psoriasis Association YouTube channel offers excellent information in video format with 4,205 video views during 2018. New content was added to YouTube in the form of the PhD videos, the 50th Anniversary history animation and the Annual Conference 2018 presentations.
- Communications via email to members continued where possible, in particular alerting them to how they could participate in the Psoriasis Priority Setting Partnership and to events in their locality.
The new membership and supporter database was launched in summer 2018 which allows easier communication to members and supporters via email. The Finance Officer, with support from the Information and Communications Manager worked tirelessly to ensure that the new database complied with the General Data Protection Regulation changes that came into force in May 2018. Regular contact was established and maintained with people who were fundraising on behalf of the Psoriasis Association to encourage, support and show appreciation.
- A new method of communicating with members, donors or enquirers was introduced in 2018 – WhatsApp. WhatsApp is a messaging service that allows users to send an infinite number of text, photo or video messages over an internet connection, and so is a cost effective way for people to communicate. It is particularly popular amongst young people, but all generations are able to use

Report of the trustees (continued)

Providing Information, Advice and Support for People with Psoriasis (continued)

the service. The WhatsApp service allows us to send information to enquirers in a way that is convenient for them. Launched at the Annual Conference and AGM in May 2018, 115 enquiries were made to the WhatsApp helpline during 2018.

A shareable infographic was created to help advertise the service online, and it was also printed in hard copy format to be displayed as posters and flyers at conferences and departments. Small, double-sided business cards were produced for healthcare professionals to give to their patients. For the launch, three supporters shared their experience of living with psoriasis with the media. The WhatsApp service was featured in the following media outlets; The Daily Mail, The Mail on Sunday, MailOnline, The Irish News, The Weekly News, Refinery 29, the goodhealthsuite.com and Bolton FM. It was also supported on social media by numerous media medics and bloggers. Psoriasis Awareness Week was used as an opportunity to not only promote the WhatsApp service, but also psoteen.

Google AdWords were also utilised in an attempt to drive traffic towards the psoteen website – which resulted almost double the number of visits from 2017.

- Enquiries by telephone, email and letter for the year totalled 869. A system of identifying and recording genuine helpline enquiries opposed to general business enquiries was implemented in order for a full review to take place. In order to monitor the needs of people telephoning the helpline, the time duration of the call is noted, along with the nature of the call. Of those recorded, nearly half (47%) had a duration of between 6 and 15 minutes, with a further 27% needing to talk for between 16 and 30 minutes. Six percent of calls had a duration of more than 30 minutes. Enquirers receive tailored information for their needs, in addition to a general information pack when necessary. This additional information is either sent via post or email depending on the callers' preference.
- The discussions and requests for information generally followed the pattern of numbers expected to experience mild, moderate or severe psoriasis. Research predicts that 10% of people with psoriasis would be classified as having "severe disease" – 10% of our helpline enquiries relating to treatments were regarding biologic treatments (these are used to treat severe psoriasis / psoriatic arthritis). Research predicts that a further 25% of people with psoriasis would be classified as having "moderate disease" – 20% of our helpline enquiries relating to treatments were regarding systemic treatments (this figure rose to 39% when UV therapy was also considered). Just over half of all enquiries regarding treatments related to topical therapies, which for many people are the mainstay of their treatment armamentarium, but which undergo frequent periods of unavailability and increasingly are expected to be purchased rather than obtained on prescription (moisturisers and mild / moderate corticosteroids for example). Of particular note are discussions around stress, depression and difficulty in coping, which were discussed in nearly 20% of enquiries. By supporting the Pso Well project, we hope to improve the understanding of healthcare professionals in how to treat this important aspect of living with psoriasis.
- The Psoriasis Association operates two websites, a main website and one specifically to appeal to teenagers and young people. Both websites provide a vital link to people with Psoriasis in addition to being a reliable source of information. Visitors to the websites are updated regularly via the news section with articles including regulatory, treatment and research updates, clarification of newspaper reports and details of ways to be involved in research. A detailed analysis of web statistics is maintained for both websites, and is used to identify changing requirements and potential gaps in information provision. The websites offer quality information, all of which meets the requirements of the Information Standard. The Information Standard, which denotes that the charity's information production processes are of high quality, and information produced by the Psoriasis Association is reliable was awarded to the Psoriasis Association during 2011. All new information continues to be produced to this standard.

Report of the trustees (continued)

Providing Information, Advice and Support for People with Psoriasis (continued)

- **Pso** – the official magazine of the Psoriasis Association, continues to be an important means of communicating with members. There has been continued positive feedback from members over the past year. A variety of articles are included in the publication informing members of outcomes of research grants the charity has funded, conference write-ups, NHS policies, spotlights on the various types and treatments for Psoriasis, fundraising activities and case studies.
- **The Psoriasis Association Annual Conference and AGM** – continues to give members and non-members opportunity to hear about the work of the charity, and presentations from eminent speakers. The 2018 Annual Conference featured Psoriasis Association funded PhD student Dr Alasdair Henry presenting “Psoriasis and sleep deprivation”, Dr Helen Young giving an update on the Psoriasis Priority Setting Partnership, Dr Kathleen McElhone presenting "Biologics: 10 years of experience treating psoriasis" and Rebecca Penzer-Hick offering a “Back to basics” presentation on the causes, behaviour and treatment of psoriasis. A full write-up of the Annual Conference was included in Pso for members who had been unable to attend, and live tweeting was carried out throughout the Conference in order for people to follow the information. Additionally, the Conference sessions were filmed and uploaded to the Psoriasis Association YouTube channel (with links from the Psoriasis Association website and social media accounts) ensuring the reach of the Annual Conference was wider than just those who could attend on the day.
- **Regulatory Activities** - On behalf of the Psoriasis Association, the Chief Executive provided input to the National Institute for Health and Care Excellence (NICE) technology appraisals regarding Brodalumab for psoriasis, Guselkumab for psoriasis, Ixekizumab for psoriasis, Tofacitinib for psoriatic arthritis, Tildrakizumab for psoriasis, Risankizumab for psoriasis and Ixekizumab for psoriatic arthritis.
The Chief Executive submitted comments to the Scottish Medicines Consortium (SMC) regarding Guselkumab for psoriasis, Skilarence for psoriasis and the re-submission of Brodalumab for psoriasis, Ixekizumab for psoriatic arthritis and Tofacitinib for psoriatic arthritis. The Chief Executive provided input to the British Association of Dermatologists Guideline on Ciclosporin for psoriasis.
The Chief Executive had regular meetings and teleconferences as part of NHS England’s Best Value Biological Communications Group.
- Members were kept updated with regards to the decisions of the Regulatory Bodies such as NICE and the SMC via Pso, whilst those using Psoriasis Association digital resources were kept informed via the websites and social media.
- The Chief Executive contributed to the GP’s with Extended Roles in Dermatology taskforce group.
- Staff training -
The Research Engagement Officer attended training workshops on Essential Research Management, Effective Research Communication, Researchfish and Involvement in Research. The Digital Communications Officer attended training workshops on Time Management and Measuring Digital Impact.
The Information and Communications Manager attended training workshops on Google AdWords
The Finance Officer attended online training workshops on fundraising.
The Chief Executive attended a training workshop on assertiveness.

Report of the trustees (continued)

Future Developments

- To maintain and regularly update the Psoriasis Association websites and social media sites.
- To explore ways in which to better promote the Psoteen website and drive traffic towards it.
- To further develop all streams of communication with members, donors and enquirers where appropriate.
- To monitor information exchanged on Psoriasis Association forums and social media sites and explore the best use of these resources.
- To provide high quality, independent information about Psoriasis in line with the standards set by the Information Standard.
- To keep up to date with relevant developments in NHS policy.
- To review the helpline service.

Scotland

Aims in 2018: To continue representation with key regulatory bodies such as the Scottish Medicines Consortium and key networks. To explore ways in which to best communicate with members in Scotland regarding issues specific to them. To continue to work closely with research institutions in Scotland.

- Two ongoing pieces of research into Psoriasis undertaken in Scotland were monitored in 2018. A Psoriasis Association PhD Student supervised by Dr Patricia Martin at Glasgow Caledonian University – *A role for connexin-mediated signalling events in the pathogenesis of Psoriasis*. And a small grant awarded to Dr Richard Weller at the Queen’s Medical Research Institute, Edinburgh – *Investigation of the roles of UV-induced nitric oxide and vitamin D in Narrow-band UVB phototherapy treated Psoriasis patients*.
- An application was successfully made for the Psoriasis Association to join the Dermatology Council for Scotland.
- The Chief Executive submitted comments to the Scottish Medicines Consortium hearing on Guselkumab for psoriasis, Skilarence for psoriasis and the re-submission of Brodalumab for psoriasis, Ixekizumab for psoriatic arthritis and Tofacitinib for psoriatic arthritis.
- The British Association of Dermatologists Annual Conference, held in Edinburgh in 2018, was attended by the Chief Executive and Information and Communications Manager.
- The Psoriasis Association is represented on a number of networks in Scotland, including the Scottish Intercollegiate Guideline Network (SIGN), The ALLIANCE and Voluntary Health Scotland. The Psoriasis Association is also a member of the Association of Medical Research Charities in Scotland.
- All of the Psoriasis Association’s patient information, support and awareness-raising materials, services and initiatives are to the benefit of people in the United Kingdom. There were 41,346 visits to the main website from Scotland in 2018 (making up 5% of the total number of visits).

Future Developments

- To continue representation with key regulatory bodies such as the Scottish Medicines Consortium and key networks such as the Dermatology Council for Scotland.
- To explore ways in which to best communicate with members in Scotland regarding issues specific to them.
- To continue to work closely with research institutions in Scotland.

Administration and Committee support

- The Psoriasis Association has in place comprehensive policy documents including those relating to staffing issues.
- The accounts are fully computerised.
- The Finance Committee of the Psoriasis Association met twice during 2018. The Committee Chairman and Finance Officer monitored all investment transactions.

Report of the trustees (continued)

Administration and Committee support (continued)

- The Officers Committee of the Psoriasis Association met twice during 2018 and maintained regular telephone and email contact.
- The Chairman and Chief Executive maintain telephone and e-mail contact, and meet regularly to review progress and work on forward planning.
- New members of Council have a comprehensive information pack about the Psoriasis Association including all relevant policy documents. A meeting is held with the Chairman and opportunity is given to meet all members of staff. A formal meeting of the Trustees is held within three months of the AGM.
- The Psoriasis Association will maintain careful monitoring of its finances and will continue to seek a range of funding sources for its core activities.

Corporate support

- Funding from the pharmaceutical companies will not exceed 15 per cent of the Psoriasis Association's total annual income as per the Psoriasis Association's policy on working with commercial companies.
- In 2018 there were seven Corporate Members; Abbvie, Celgene, Dermal Laboratories, Eli Lilly, LEO Pharma, T & R Derma and UCB.
- The following companies supported the joint symposium with the Dowling Club, to celebrate the Psoriasis Association's 50th Anniversary; Abbvie, Ammirall, Celgene, Lilly, Janssen, LEO Pharma, Novartis and UCB.
- The Life's an Itch awareness campaign with Celgene continued in 2018 with the release of the 'Itch challenge' video during Psoriasis Awareness Week.
- The Psoriasis Association partnered with Eli Lilly to recruit people with psoriatic arthritis to a patient workshop, due to be held in 2019.
- Dermal Laboratories and Clinica Mirak took advertising space in Pso – the official magazine of the Psoriasis Association.
- The Chief Executive and Information and Communications Manager maintained contact with representatives at LEO Pharma throughout the year via meetings and teleconferences. The Psoriasis Association was grateful for the efforts of representatives from LEO Pharma cycling from London to Brighton and in turn raising funds for the Psoriasis Association.
- A sampling initiative of Zeroveen emollient was carried out with T and R Derma.
- The Information and Communications Manager worked with UCB on new patient material for a specific cohort of patients.
- The Psoriasis Association continued to work with Abbvie on the Small Steps campaign under the See Psoriasis: Look Deeper initiative and facilitated a mailing of literature to all Dermatology departments in the UK.
- Communications with non-member corporates included Novartis and Janssen to discuss possible future collaborations.

System of internal controls

- The Finance Committee meets twice a year with the Investment Adviser to review the investment portfolio. Additional reports are provided from the Investment Adviser regarding activity, and online access is in place.
- A full review of investments and portfolio risk allocation was undertaken by the Finance Committee in 2018.
- A Finance Policy Document is in place which is reviewed annually.
- The Risk Analysis is reviewed annually and reported to Trustee meetings.

Report of the trustees (continued)

System of internal controls (continued)

- The Treasurer visits the office monthly, or more frequently and with senior management authorises all payments on invoices as well as monitoring other financial matters. The Treasurer remains in regular contact with the office via telephone and email between meetings.
- The Finance Committee reviews budgets.
- The Treasurer and Finance Officer present a financial report to the Board of Trustees at its thrice yearly meetings.
- The reporting of budgets to Officers, the Finance Committee and Council remains constantly under review in line with the wishes of the Trustees. The Annual General Meeting approves the Annual Report and elects the National Officers.

Financial review

The results for the year are set out on pages 31 and 32. As noted earlier in this report, the charity transferred its operations and net assets to a new charity, a Charitable Incorporated Organisation (CIO), as a donation for nil consideration, details of which are included in note 21 to the financial statements.

Investments are held to maximise total return through a suitable balance of income and capital growth. Portfolio One directly supports the Research Funds and Portfolio Two the General Funds through dividend yield which represents a significant contribution to income. Unrealised investment gains and losses are allocated to Endowments and realised investment gains and losses to General Funds.

Prior to the donation and transfer to the new CIO, there were net incoming resources on the general unrestricted fund amounting to £33,351 (2017 - £22,140) net incoming resources on restricted funds amounting to £129,045 (2017 - £61,903) and net incoming resources of designated funds amounting to £(131,712) (2017 - £111,581). The net incoming resources on designated funds are due to transfers in funds during the year. The net incoming resources on restricted funds are due to investment income and donations received in the year. There were net incoming resources to the Endowment fund amounting to £(347,414) (2017 - £281,301).

Investment policy

- The Finance Committee reviewed the Investment Policies, including risk categories for the two portfolios at the March and October 2018 meetings.
- The investment objective of Portfolio One for the Psoriasis Association is to maximise the total return on the investment portfolio through a suitable balance of income and capital growth, with due regard to the investments being managed within the moderate investment risk classification.
- The investment objective of Portfolio Two for the Psoriasis Association is to maximise the total return on the investment portfolio through a suitable balance of income and capital growth, with due regard to the investments being managed within a low to moderate investment risk classification.
- The aim of Portfolio One is to maintain a portfolio which may include a significant majority of investments in equities in order to achieve higher returns at the expense of greater risk to capital. Substantially higher weighting towards equities than fixed income investments and moderate market volatility. This is subject to investments as agreed by the Finance Committee.
- The aim of Portfolio Two is to maintain a portfolio which may include a significant proportion of the portfolio in higher risk investments with greater short term potential for losses from overall portfolio in order to generate potentially higher long term returns. There may be higher exposure to equities than fixed income investments and is likely to have low to moderate levels of market volatility. This is subject to exceptions as agreed by the Finance Committee.

Report of the trustees (continued)

Investment Policy (continued)

- The Council of the Psoriasis Association prefers that direct investment is not made in any shares, bonds or other instrument representing an interest in the production of tobacco or the production of asbestos products.
- The Finance Committee meets twice per year with the investment advisors from Brewin Dolphin to review the portfolios and also receives a quarterly valuation of the portfolios. There is access to the portfolio online, and a contract note detailing each purchase and sale is received, specifying the name and quantity of each share together with price and transaction date. A comprehensive yearend report is also received from the investment advisors.
- The rates of return were in line with the objectives set by the Trustees.

Remuneration policy

- The Finance Committee discuss the remuneration of staff annually, giving attention to career progression and training needs for all staff, along with performance.
- The salary scale used by the Psoriasis Association is the National Joint Council scale. This is a local government pay scale, frequently used in the voluntary sector. The salary scale was reviewed for use from 2019 onwards, with changes made to the Spinal Column Points. Staff previously reached a key management role from Spinal Column Point 32 onwards, under the revised scale, staff reach a key management role from Spinal Column Point 26. Three members of staff during 2018 were on Spinal Column Point 32 or above. The total employee benefit of the key management personnel in 2018 was £112,370 (2017 £118,856).
- All staff are enrolled onto the private health and pension scheme following successful completion of a three month probationary period. Staff are entitled to time off in lieu for the equivalent of any overtime that is worked. In exceptional circumstances, should it prove difficult for time off in lieu to be taken as time away from the workplace, the Finance Committee may authorise payment for the overtime hours at the employees' standard rate of pay.

Reserves policy

The Council agrees that in the event of a major financial crisis it would be prudent to hold a minimum of six months operating costs as free reserves, allowing an orderly wind-down of the charity – estimated at £200,000. The Council will normally seek to meet this from current resources and immediate measures would be taken to cut costs. There is also an ongoing policy of seeking to increase income to further the objects of the Psoriasis Association and to ensure adequate reserves. The actual free reserves at 31 December 2018, prior to the transfer to the new CIO, stood at £302,102. The Finance Committee reviews the Reserves Policy annually.

Risk review

The Psoriasis Association regularly reviews its risk strategy. The Council ensures that available resources are used appropriately to fund work priorities and when necessary curtails activities when funds are not available. The Council considers ways of ensuring income levels for all aspects of the work of the Psoriasis Association. The Psoriasis Association has implemented the Charity Commission's Guidance on Internal Financial Controls for Charities. The Trustees review the Risk Assessment schedule each year.

The Psoriasis Association continues membership of key groups such as the All Party Parliamentary Group on Skin, National Council of Voluntary Organisations, Association of Chief Executives of Voluntary Organisations, Association of Medical Research Charities, Skin Care Cymru and The Alliance in order to be kept abreast of key policy changes affecting the work of the charity. The Psoriasis Association does not rely on government funding, however it does benefit from Gift Aid contributions.

Report of the trustees (continued)

Areas in which highest risk is predicted despite systems being in place to mitigate the risk were Government Policy and Loss of Key Staff. Regarding Government Policy, there remains uncertainty surrounding the impact of BREXIT and any agreement that may arise from it. The Finance Committee are in regular contact with the Investment Advisors regarding an impact on the charity's portfolio, and the Chairman represents the Psoriasis Association on the Steering Group of the All Party Parliamentary Group on Skin and so is well placed regarding any impact on Psoriasis Association beneficiary access to treatments.

Regarding Loss of Key Staff, the Psoriasis Association benefits from a small, but committed staff team. The loss of a key member of staff in November 2018 has highlighted the reliance on key individuals. Whilst there is some overlap in roles, the loss of a key member of staff impacts on the remaining team. All members of staff have notice periods and regular meetings take place between the key management team. Staff are encouraged to embark on training programmes, and the Trustees maintain a budget for staff training purposes.

Report of the trustees (continued)

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

The Charities Act 2011 and regulations made thereunder, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law) which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of the resources, including the income and expenditure, of the charity 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 set out in the Charities SORP (FRS 102) (effective 1 January 2015);
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and regulations made thereunder, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the trust deed. The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approval of financial statements

The Trustees consider that the attached financial statements comply with the requirements of the charity's rules and with the Charities Act 2011.

ON BEHALF OF THE TRUSTEES

N C Evans
Chairman



Independent auditor's report to the Trustees of The Psoriasis Association (registered numbers 257414 and SC039886)

Opinion

We have audited the financial statements of The Psoriasis Association for the year ended 31 December 2018 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 charity's affairs as at 31 December 2018 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 Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

We have been appointed as auditor under sections 151 of the Charities Act 2011 and 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with regulations made under those Acts. 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 charity 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.

Emphasis of matter

We draw attention to the basis of preparation section within the principal accounting policies, which describes the effects of transfer of the charity's net assets and operations to a newly formed Charitable Incorporated Organisation (CIO) of the same name. The charity's activities have therefore ceased on 31 December 2018 and the charity no longer exists as a going concern. Accordingly, the trustees have prepared the accounts on a break up basis. Our opinion is not modified in respect of this matter.



Independent auditor's report to the Trustees of The Psoriasis Association (continued) (registered numbers 257414 and SC039886)

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report, set out on pages 4 to 23 other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept sufficient and proper accounting records; or
- the charity's financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees for the financial statements

As explained more fully in the Statement of Trustees' Responsibilities set out on page 24, the trustees are responsible for the preparation of the financial statements which 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 charity'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 charity or to cease operations, or have no realistic alternative but to do so.



Independent auditor's report to the Trustees of The Psoriasis Association (continued)

(registered numbers 257414 and SC039886)

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 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.

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 our report

This report is made solely to the charity's trustees, as a body, in accordance with Section 154 of the Charities Act 2011 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charity's trustees 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 charity and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
Milton Keynes

Date

Grant Thornton UK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 200

Principal accounting policies

Basis of preparation

The Financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to give a 'true and fair' view. This departure has involved following the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn, The Charities and Trustee Investment (Scotland) Act 2005, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. They have been prepared under the historical cost convention except that investments and freehold property are valued at market value (see below).

The charity constitutes a public benefit entity defined by FRS 102.

On 31 December 2018, the charity's net assets and operations were transferred into a new Charitable Incorporated Organisation of the same name, as a donation for £nil consideration. As such, the charity's activities have ceased on that date and the Trustees have therefore concluded that it is not appropriate to prepare the accounts on a going concern basis. Accordingly, the accounts have been prepared on a break up basis. As all assets and liabilities on the balance sheet have been transferred at the balance sheet date, there are no differences in the book values compared to those which would have otherwise been recorded on a going concern basis. None of the assets required impairment prior to the donation being recognised.

Income

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

Subscriptions, donations, legacies and gifts

All monetary donations and gifts are included in full in the Statement of Financial Activities when receivable, provided that there are no donor-imposed restrictions as to the timing of the performance of the related expenditure, in which case recognition is deferred until the pre-condition has been met.

Legacies entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intent to make distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have been met, then the legacy is treated as a contingent asset and disclosed if material (see note 12).

Local group income is accounted for when received. The local groups' results have not been consolidated into these financial statements as they are not considered to be material in relation to the overall organisation.

Life subscriptions and annual membership subscriptions are accounted for in full when received.

Investment income

Investment income is recognised when receivable. Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

Principal accounting policies (continued)

Expenditure

Classification of expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to the expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses are allocated or apportioned to the applicable expenditure headings.

Expenditure is shown gross, inclusive of irrecoverable VAT.

Costs of generating voluntary income comprise those costs directly attributable to managing the membership database which includes staff costs, attributable overhead costs and the direct cost of managing the database.

Investment management costs are the fees paid to the investment advisors.

Charitable activities expenditure represents the overhead costs, grants and staff costs incurred for the furtherance of the charity's objectives as stated in the annual report.

Governance costs which are included within charitable activities in the Statement of Financial Activities, represent the costs directly attributable to Trustees' meetings and the audit process such as staff costs, printing, meeting and travel costs.

Grants payable

Grants are recognised when a legal or constructive obligation has been created. All grants payments are subject to satisfactory completion of terms and conditions as set out in the Research Grant Agreement. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment, but are not accrued as expenditure. In 2018 the PhD Studentship grants awarded are for a period of two years. Small grants are paid in full at time of agreement and PhD Studentships year one at time of agreement with years two and three following satisfactory completion of terms and conditions set.

Fixed assets and depreciation

Tangible fixed assets are capitalised.

Freehold property is stated in the balance sheet at market value. Any revaluation movements will be charged or credited to the statement of financial activities. Depreciation is not charged where the trustees estimate the residual value to be equal to or in excess of the contest valuation.

Depreciation is calculated to write down the cost less estimated residual value of all tangible fixed assets except freehold property by equal annual instalments over their expected useful lives. The rate applicable is 5 years straight line for fixtures and fittings.

Principal accounting policies (continued)

Investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. The Statement of Financial Activities includes the net gains and losses arising on revaluation and disposals throughout the year.

Realised gains and losses on investments are calculated as the difference between sales proceeds and their opening carrying value or their purchase value if acquired subsequent to the first day of the financial year. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value. Unrealised investment gains and losses are allocated to Endowments and realised investment gains and losses to General Funds as shown in the Statement of Financial Activities.

Contributions to pension funds

Defined Contribution Schemes

The pension costs charged against income represents the amount of contributions payable to the schemes in respect of the accounting period.

Leased assets

All leases are regarded as operating leases and the payments made under them are charged to the Statement of Financial Activities on a straight line basis over the lease term.

Fund accounting

Endowment funds are funds which are held as capital. They represent the market value of investments and cash deposits. The income from Endowment fund investments and cash deposits are shown as income in the restricted and general funds.

Restricted funds are to be used for specified purposes laid down by the donor. Expenditure for those purposes is charged to the fund, together with a fair allocation of overheads and support costs.

Unrestricted funds are donations and other incoming resources received or generated for expenditure on the general objectives of the charity. A proportion of these funds have been set aside by the Trustees for specific purposes and these are referred to as Designated funds.

The Psoriasis Association

Financial statements for the year ended 31 December 2018

Statement of financial activities

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2018	Total 2017
		General £	Designated £	Property £	£	£	£	£
Income and endowments from								
Donations and legacies	1	363,072	-	-	139,596	-	502,668	476,344
Income from investments	2	74,141	-	-	64,709	-	138,850	147,860
Income from Charitable activities	3	45,320	-	-	-	-	45,320	23,261
Total income and endowments		482,533	-	-	204,305	-	686,838	647,465
Expenditure on								
Raising funds	4	79,451	4,218	-	-	-	83,669	89,453
Charitable activities	4	222,592	174,269	-	153,530	-	550,391	385,302
Donation to Charitable Incorporated Organisation	4, 21	302,632	961,180	500,000	677,695	3,477,126	5,918,633	-
Total expenditure	4	604,675	1,139,667	500,000	831,225	(3,477,126)	6,552,693	474,755
Net (losses) /gains on investments		(22,094)	-	-	-	(347,414)	(369,508)	304,215
Net (expenditure) /income		(144,236)	(1,139,667)	(500,000)	(626,920)	(3,824,540)	(6,235,363)	476,925

The accompanying accounting policies and notes form part of these financial statements.

The Psoriasis Association

Financial statements for the year ended 31 December 2018

Statement of financial activities (continued)

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2018	Total 2017
		General £	Designated £	Property £				
Transfers between funds		(125,045)	46,775	-	78,270	-	-	
Gains on revaluation of fixed assets		-	-	10,000	-	-	10,000	
Net movement in funds		(269,281)	(1,092,892)	(490,000)	(548,650)	(3,824,540)	(6,225,363)	
Reconciliation of funds								
Total funds brought forward		269,281	1,092,892	490,000	548,650	3,824,540	6,225,363	
Total funds carried forward		-	-	-	-	-	6,225,363	

All of the activities are classed as discontinued in these financial statements at the year end, as operations were transferred into the new Charitable Incorporated Organisation on this date.

The accompanying accounting policies and notes form part of these financial statements.

Balance sheet

	Note	£	2018 £	£	2017 £
Fixed assets					
Tangible fixed assets	8		-		490,000
Investments	9		-		4,965,121
			<u>-</u>		<u>5,455,121</u>
Current assets					
Debtors	10	-		116,853	
Cash at bank and in hand		-		723,810	
		<u>-</u>		<u>840,663</u>	
Creditors: amounts falling due within one year					
	11	<u>-</u>		<u>70,421</u>	
Net current assets			<u>-</u>		<u>770,242</u>
Total assets less current liabilities			<u>-</u>		<u>6,225,363</u>
Capital funds					
Endowments	13		-		3,824,540
Income funds					
Restricted funds	14		-		548,650
Unrestricted funds:					
Property fund			-		490,000
General funds			-		269,281
Designated funds	15		-		1,092,892
			<u>-</u>		<u>6,225,363</u>

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

N Evans
Chairman

Brian Murkin
Treasurer

The accompanying accounting policies and notes form part of these financial statements.

Statement of cash flows

	Note	2018 £	2017 £
Net cash generated from operating activities	17	74,007	18,633
<i>Cash flows from investing activities:</i>			
Interest received		8,024	4,369
Investment income received		130,826	143,491
Purchase of investments		(1,044,652)	(1,584,156)
Sale of investments		1,037,692	1,384,638
Net cash provided/(utilised) by investing activities		131,890	(51,658)
Change in cash and cash equivalents in the year		205,897	(33,025)
Cash transferred to Charitable Incorporated Organisation		(929,707)	-
Cash and cash equivalents brought forward		723,810	756,835
Cash and cash equivalents carried forward		-	723,810

Notes to the financial statements

1 Donations and legacies

	2018	2017
	£	£
Membership subscriptions		
- individual	41,605	38,666
- corporate	10,250	10,250
Gift Aid from subscriptions and donations	13,531	11,163
Donations from Charitable Trusts	5,400	600
Donations in memoriam	8,293	7,224
Other donations	22,653	12,904
Legacies (see below)	367,557	373,383
Bank interest receivable	39	9
Fundraising income donated by individuals	33,340	22,145
	<u>502,668</u>	<u>476,344</u>

The Psoriasis Association is committed to complying with the Charities (Protection and Social Investment) Act 2016 and has not employed any professional third party fundraising organisation during 2018. Cold calling and direct mailing for fundraising purposes are not utilised by the Psoriasis Association and supporter details are not shared or sold to any third party. No complaints were received in 2018 with regard to fundraising activities.

Legacies received during the year are as follows:

	2018	2017
	£	£
Monty Cherns	46,000	-
David Edward John Pool	21,847	-
John Greenwood	125,000	-
Olive Sharman	18,980	-
David Smith	8,478	-
Anne Gadd	125,000	-
Joy Murrell	16,759	138,000
George William Grove	-	80,987
Susan Jayne Larby	-	42,000
Mary Frances Harper	-	19,494
Miss C Burrell	-	14,984
Mr J Greenwod	-	50,000
Doris Rosina Diston	-	19,893
Other legacies	5,493	8,025
	<u>367,557</u>	<u>373,383</u>

Notes to the financial statements (continued)

2 Income from investments

Investment income comprises income from:

	2018 £	2017 £
Listed investments	130,826	143,491
Bank deposits	8,024	4,369
	<u>138,850</u>	<u>147,860</u>

3 Income from charitable activities

	2018 £	2017 £
Corporate sponsorship	34,375	13,900
Trust donations	1,000	1,000
Bank interest receivable	39	8
Journal advertising	2,840	2,580
Annual Conference/AGM and Awareness week	1,579	1,347
Reimbursements	3,000	3,087
Other	2,487	1,339
	<u>45,320</u>	<u>23,261</u>

4 Analysis of total resources expended

	Staff costs £	Other £	Total 2018 £	Total 2017 £
Raising funds:				
Costs of generating voluntary income	34,485	15,532	50,017	57,181
Investment management costs	-	33,652	33,652	32,272
Charitable activities:				
Charitable activities	123,209	372,949	496,158	345,002
Governance costs	24,336	29,897	54,233	40,300
Donation to Charitable Incorporated Organisation	-	5,918,633	5,918,633	-
	<u>182,030</u>	<u>6,370,663</u>	<u>6,552,693</u>	<u>474,755</u>

Notes to the financial statements (continued)

Analysis of total resources expended (continued)

Total resources expended include:

	2018	2017
	£	£
Raising funds		
Rent and rates	192	203
Heat and light	535	453
Phone and fax	189	204
Internet and email	471	202
Office insurance	298	283
Hire/repair and maintenance of equipment	514	514
Professional fees	80	77
Bank charges	1,165	897
Computer costs	1,175	1,175
Printing and stationery	755	608
Annual report	1,377	1,247
Post and carriage	525	445
Fundraising costs	1,984	2,770
Staff recruitment costs	181	200
Website	279	176
Subscriptions	629	777
Sundries	145	152
Office equipment	41	125
Property maintenance	779	1,048
Designated fund (development)	4,218	8,119
	<hr/>	<hr/>
	15,532	19,675
	<hr/>	<hr/>
Investment Management Costs	33,652	32,272
	<hr/>	<hr/>
Charitable activities		
Grants payable	153,000	152,500
Rent and rates	575	608
Heat and light	1,604	1,361
Phone and fax	758	815
Internet and email	1,883	808
Office insurance	895	850
Hire/repair and maintenance of equipment	1,541	1,541
Professional fees	147	141
Bank charges	1,165	898
Computer costs	1,175	1,176
Printing and stationery	2,265	1,824
Printing educational	2,792	1,104
Annual report	2,754	2,494
Journals and postage	8,512	8,661
Post and carriage	2,101	1,780
	<hr/>	<hr/>
	181,167	176,561

Notes to the financial statements (continued)

Analysis of total resources expended (continued)

	2018	2017
	£	£
Brought forward	181,167	176,561
Staff Recruitment	271	299
Advertising and promotion	3,752	9,175
Website	1,117	704
Travel and subsistence	2,175	1,731
Meetings and conferences	1,623	1,826
AGM costs	4,806	2,630
Grant Management	567	7,361
Subscriptions	628	777
Sundries	231	246
Office equipment	251	125
Property maintenance	2,726	3,668
Designated fund (staff training)	722	2,370
Designated fund (promotion and education)	20,175	17,586
Designated fund (50 th Anniversary)	145,847	-
Designated fund (development)	6,361	9,847
Scotland	530	520
	<u>372,949</u>	<u>235,426</u>
Governance costs		
Sundries	1,556	158
Trustees insurance	766	742
Auditor's remuneration – audit services	12,073	10,815
Surveyor fees	420	-
Annual report	459	416
Travel and subsistence	2,087	1,311
Legal Fees	9,772	264
AGM costs	1,201	657
Property maintenance	389	524
Professional fees	10	9
Designated fund (50 th Anniversary)	960	-
Designated fund (Development)	204	-
Designated fund (staff training)	-	497
	<u>29,897</u>	<u>15,393</u>
Transfer to Charitable Incorporated Organisation	5,918,633	-
	<u>6,370,663</u>	<u>302,766</u>

An analysis of support costs relating to the above headings has not been carried out or disclosed above as they are not considered to be of a material amount.

Notes to the financial statements (continued)

5 Grants payable

The amount paid in the year comprises:

	2018	2017
	£	£
Research grants:		
Dr Henry Grantham, Newcastle University	-	4,000
PhD studentship grants 2018:		
Prof Nick Reynolds, Newcastle University	28,500	-
Dr Henning Holle, University of Hull	28,500	-
Dr Helen Young, University of Manchester	28,500	-
PhD studentship grants 2017:		
Dr Francesca Capon, Kings College, London	27,000	27,000
Prof Eugene Healy, Southampton University	-	27,000
Dr Richard Warren, University of Manchester	-	27,000
PhD studentship grants 2016:		
Dr Tim Millar, University of Southampton	13,500	13,500
PhD studentship grants 2015:		
Prof Silvia Bulfone-Paus, University of Manchester	-	27,000
Dr Francesca Capon, Kings College, London	27,000	-
Dr Patricia Martin, Glasgow Caledonian University	-	27,000
	<u>153,000</u>	<u>152,500</u>

Reconciliation of grants payable:

	2018	2017
	£	£
Commitments at 1 January 2018 subject to the satisfaction of grant conditions	202,500	108,000
Commitments made in the year subject to the satisfaction of grant conditions	256,500	247,000
Grants payable during the year	<u>(153,000)</u>	<u>(152,500)</u>
Commitments at 31 December 2018 subject to the satisfaction of grant conditions	<u>306,000</u>	<u>202,500</u>

Notes to the financial statements (continued)

5 Grants payable (continued)

Commitments are payable as follows:

	2018	2017
	£	£
Within one year	139,500	121,500
Within two years	166,500	81,000
	<u>306,000</u>	<u>202,500</u>

Commitments

The commitments noted above have been approved by the National Council and will be payable provided the grant conditions are met. Grants are payable from Restricted Funds. All of these commitments transferred to the new CIO on 31 December 2018.

All of the above grants were made in accordance with the grant making policies on pages 7 to 9.

6 Employees

Staff costs during the year were as follows:

	2018	2017
	£	£
Wages and salaries	158,949	150,553
Social security costs	15,035	14,289
Other pension costs	8,046	7,147
	<u>182,030</u>	<u>171,989</u>

The average number of employees of the charity during the year was 6 (2017 - 6).

Pension costs are proportioned to the related staff costs incurred and are wholly charged to unrestricted funds.

No employee had employment benefits in excess of £60,000 per annum or more in the current or preceding accounting period.

There are 3 key management personnel excluding Trustees (2017 - 3) with total employee benefits of £112,370 (2017 - £118,856).

7 Trustees' remuneration and expenses

No Trustee or person with a family or business connection with a Trustee, received remuneration in the year, directly or indirectly, from the charity.

Travel expenses have been reimbursed during the year. 6 (2017 - 6) Trustees received a total of £1,132 (2017 - £843).

Notes to the financial statements (continued)

8 Tangible fixed assets

	Total £	Fixtures and fittings £	Freehold property £
Cost or valuation			
At 1 January 2018	519,602	29,602	490,000
Revaluation	10,000	-	10,000
Disposal and donation to CIO	<u>(529,602)</u>	<u>(29,602)</u>	<u>(500,000)</u>
At 31 December 2018	<u>-</u>	<u>-</u>	<u>-</u>
Depreciation			
At 1 January 2018	29,602	29,602	-
Provided during the year	-	-	-
Impact on donation to CIO	<u>(29,602)</u>	<u>(29,602)</u>	<u>-</u>
At 31 December 2018	<u>-</u>	<u>-</u>	<u>-</u>
Net book amount at 31 December 2018	<u>-</u>	<u>-</u>	<u>-</u>
Net book amount at 31 December 2017	<u>490,000</u>	<u>-</u>	<u>490,000</u>

The net book value at 31 December 2018 and 31 December 2017 represents fixed assets used solely for direct charitable purposes.

The freehold property has been valued at 31 December 2018 by a professional valuer at fair value. If the freehold property had not been revalued, it would have been included at cost of £462,015 at 31 December 2018 (prior to transfer) and 31 December 2017 respectively.

9 Fixed asset investments

	No 1 Portfolio £	No 2 Portfolio £	Total £
Investments			
Listed investments			
Market value at 1 January 2018	2,644,705	2,320,416	4,965,121
Additions	489,567	555,085	1,044,652
Disposals	(494,692)	(543,000)	(1,037,692)
Net unrealised investment gain	(200,649)	(168,859)	(369,508)
Transfer on donation to CIO	<u>(2,438,931)</u>	<u>(2,163,642)</u>	<u>(4,602,573)</u>
Market value at 31 December 2018	<u>-</u>	<u>-</u>	<u>-</u>

Listed investments are stated at their bid price at the balance sheet date.

The significance of financial instruments to the ongoing financial sustainability of the charity is considered in the principal accounting policies, financial review and investment policy.

Notes to the financial statements (continued)

9 Fixed asset investments (continued)

The main risk to the charity from financial instruments lies in the combination of uncertain investment markets and volatility in yield. The charity is reliant in part on dividend yield to finance its work and this may lead to greater exposure to international companies, the value of which, together with their yield are exposed to exchange rate risk when converting the holdings to sterling..

The charity manages all investment risks by retaining expert advisors and operating an investment policy that provides for a high degree of diversification of holdings within investment asset classes that are quoted on recognised stock exchanges, and adopts a view that investments are held for their longer term yield with confidence that volatility noted in any particular 5 year period will normally be corrected.

If the listed investments had not been revalued, they would have been included on the historical cost basis at the following amounts:

	No 1 Portfolio £	No 2 Portfolio £	Total £
Historical cost at 31 December 2018 (prior to transfer to CIO)	<u>2,253,221</u>	<u>2,112,454</u>	<u>4,365,675</u>
Historical cost at 31 December 2017	<u>2,094,209</u>	<u>2,039,167</u>	<u>4,133,376</u>

Realised gains made during the year on disposals totalled £ (22,094) (2017 - £22,914).

The investments are registered as follows:

	No 1 Portfolio £	No 2 Portfolio £	Market value Total 2018 £	Total 2017 £
United Kingdom	1,476,043	1,609,034	3,085,077	3,326,020
Overseas	<u>962,888</u>	<u>554,608</u>	<u>1,517,496</u>	1,639,101
	<u>2,438,931</u>	<u>2,163,642</u>	<u>4,602,573</u>	<u>4,965,121</u>

10 Debtors

	2018 £	2017 £
Investment income	-	22,823
Other debtors	-	90,333
Prepayments	-	3,697
	<u>-</u>	<u>116,853</u>

Notes to the financial statements (continued)

11 Creditors: amounts falling due within one year

	2018 £	2017 £
Grants approved, not yet paid	-	58,000
Designated funds (50 th Anniversary)	-	-
Other creditors	-	1,365
Accruals	-	-
	<u>-</u>	<u>70,421</u>

12 Contingent assets – legacy income

As at 31 December 2018 the Trustees have been notified of 4 (2017 – 2) residuary legacies the values of which are uncertain and have not therefore been accrued.

13 Endowments

Permanent Endowment funds	Josie Bradbury Memorial £	Research £	Total £
At 1 January 2018	25,039	3,799,501	3,824,540
Unrealised investment gains	-	(347,414)	(347,414)
Donation to CIO	(25,039)	(3,452,087)	(3,477,126)
	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2018	<u>-</u>	<u>-</u>	<u>-</u>

The Josie Bradbury Memorial fund was established in 1974 and the Education fund in 1976 and were amalgamated in 2015 to promote a wider awareness of Psoriasis and income for approved research projects. It is represented by quoted investments and cash deposits.

The Research fund has accumulated since 1976 as a result of legacies and other gifts and provides income for approved research projects. It is represented by quoted investments and cash deposits.

The income from investments is shown as an incoming resource into the restricted and unrestricted fund (see notes 2 and 13). The income from cash deposits is shown as an incoming resource into the unrestricted fund.

The realised gains and losses on the sales of investments are shown as income for the unrestricted fund.

Notes to the financial statements (continued)

14 Restricted funds

	Research £	Scotland £	Total £
At 1 January 2018	473,813	74,837	548,650
Incoming resources	203,482	823	204,305
Expenditure	(153,000)	(530)	(153,530)
Transfers	83,500	(5,230)	78,270
Donation to CIO	(607,795)	(69,900)	(677,695)
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2018	<u> </u>	<u> </u>	<u> </u>

The Research fund was established in 1971 by donations from branches to provide income for approved research projects.

The Scotland fund was established in 2009 following a specific bequest to develop the Association's work in Scotland.

15 Designated funds

	Training £	Development £	Education £	Research £	50 th Anniversary £	Total £
At 1 January 2018	25,111	68,343	415,144	84,294	500,000	1,092,892
Expenditure	(722)	(10,783)	(9,840)	(10,335)	(146,807)	(178,487)
Transfers	-	-	9,996	25,000	11,779	46,775
Donation to CIO	(24,389)	(57,560)	(415,300)	(98,959)	(364,972)	(961,180)
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
At 31 December 2018	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

The **Education Fund** was created in 2003 for the promotion of the wider awareness of Psoriasis. During 2018 the Fund supported the filming of Conference speaker sessions for availability through the Association's website and social media channels.

The **Development Fund** was created in 2004 for the development of the membership database and new technology. In 2018 the development of a new supporter database in line with GDPR compliance requirements was completed and updated IT equipment installed.

The **Research Fund** was created in 2006 following the receipt of a legacy specifically to be spent on research outside the scope of the Association's peer reviewed research programme. In 2018 the Fund supported Association funded PhD Students in a successful filming project aimed at raising awareness of Psoriasis Research, and a transfer in to the Fund was made for expected future projects.

The **Training Fund** was created in 2008 for Staff further education courses. Staff training in 2018 was supported by the Fund, with five members of staff attending training.

The **50th Anniversary Fund** was established in 2015 for the purpose of funding significant commemorative projects. A number of anniversary publicity films and activities were undertaken in 2018. A high profile Anniversary Symposium was held in conjunction with the Dowling Club and the Fund

Notes to the financial statements (continued)

Designated funds (continued)

contributed £73,862 to instigate the 50th Anniversary PsoWell Initiative to provide additional training resource for specialised nurses, which will roll out during 2019 with continuing support from the Fund.

In addition the Fund contributed £29,000 to the major collaborative PSORT research study, which aims to identify biomarkers found in people's DNA. Preparations were also made for the 50th Annual Conference and AGM to be held in 2019.

16 Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total £
Tangible fixed assets	500,000		-	500,000
Investments	840,000	450,000	3,312,573	4,602,573
Current assets	571,335	227,695	164,553	963,583
Current liabilities	(147,523)	-	-	(147,523)
	<u>1,763,812</u>	<u>677,695</u>	<u>3,477,126</u>	<u>5,918,633</u>
Unrealised gains included above:				
Tangible fixed assets	10,000	-	-	10,000
Investments	42,642	23,690	170,566	236,898
	<u>42,642</u>	<u>23,690</u>	<u>170,566</u>	<u>236,898</u>

The table above shows the analysis of net assets between funds immediately prior to the donation to CIO on 31 December 2018. Following the donation, all funds and net assets had nil value.

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

	2018 £	2017 £
Net movement in funds	(6,225,363)	476,925
Donation to CIO	5,918,633	-
Interest and investment income receivable	(138,850)	(147,860)
Net losses / (gains) on investments	369,508	(281,301)
Gain on revaluation of fixed assets	(10,000)	-
Decrease/(increase) in debtors	82,977	(87,009)
Increase in creditors	77,102	57,878
Net cash generated from operating activities	<u>74,007</u>	<u>18,633</u>

Notes to the financial statements (continued)

18 Transfers between funds

A grant was received from LEO Pharma in support of PR work undertaken in line with the 50th Anniversary which has been transferred to Designated Funds. Legacy monies have been transferred to the Designated Funds for research projects not included in the Psoriasis Associations research programme. Legacy monies have been transferred to the Restricted Funds in support of the Psoriasis Association research programme.

19 Pensions

Defined Contribution Schemes

The charity operates a defined contribution pension scheme for the benefit of employees. The assets of the scheme are administered by Trustees in a fund independent from those of the charity.

20 Leasing commitment

Other operating lease payments amounting to £2,006 (2017 - £2,006) are due within one to five years.

21 Transfer to Charitable Incorporated Organisation

On 31 December 2018, the charity transferred its operations, assets and liabilities to a new Charitable Incorporated Organisation of the same name, registered charity number 1180666, as a donation for nil consideration. On this date, the charity had the following net assets:

	2018 £
Tangible fixed assets	500,000
Fixed asset investments	4,602,573
Current assets	963,583
Current liabilities	<u>(147,523)</u>
Net assets	<u><u>5,918,633</u></u>
These net assets were represented by the following funds:	
Capital funds	
Endowments	3,477,126
Income funds	
Restricted funds	677,695
Unrestricted funds:	
Property fund	500,000
General funds	302,632
Designated funds	<u>961,180</u>
	<u><u>5,918,633</u></u>

Notes to the financial statements (continued)

22 Statement of financial activities – prior year comparatives

	Unrestricted funds			Restricted funds	Endowment funds	Total 2017
	General	Designated	Property			
	£	£	£	£	£	£
Income and endowments from						
Donations and legacies	467,612	-	-	8,732	-	476,344
Income from investments	74,319	-	-	73,541	-	147,860
Income from Charitable activities	23,261	-	-	-	-	23,261
Total income and endowments	565,192	-	-	82,273	-	647,465
Expenditure on						
Raising funds	81,334	8,119	-	-	-	89,453
Charitable activities	201,982	30,300	-	153,020	-	385,302
Total expenditure	283,316	38,419	-	153,020	-	474,755
Net gains / (losses) on investments	22,914	-	-	-	281,301	304,215
Net income/(expenditure)	304,790	(38,419)	-	(70,747)	281,301	476,925

Notes to the financial statements (continued)

Statement of financial activities – prior year comparatives (continued)

	Unrestricted funds			Restricted funds	Endowment funds	Total 2017
	General	Designated	Property			
	£	£	£	£	£	£
Transfers between funds	(282,650)	150,000	-	132,650	-	-
Gains on revaluation of fixed assets	-	-	-	-	-	-
Net movement in funds	<u>22,140</u>	<u>111,581</u>	<u>-</u>	<u>61,903</u>	<u>281,301</u>	<u>476,925</u>
Reconciliation of funds						
Total funds brought forward	<u>247,141</u>	<u>981,311</u>	<u>490,000</u>	<u>486,747</u>	<u>3,543,239</u>	<u>5,748,438</u>
Total funds carried forward	<u><u>269,281</u></u>	<u><u>1,092,892</u></u>	<u><u>490,000</u></u>	<u><u>548,650</u></u>	<u><u>3,824,540</u></u>	<u><u>6,225,363</u></u>

The following pages do not form part of the statutory financial statements and are included solely for management information.

The Psoriasis Association

Financial statements for the year ended 31 December 2018

Statement of financial activities – immediately prior to donation to CIO

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2018	Total 2017
		General £	Designated £	Property £	£	£	£	£
Income and endowments from								
Donations and legacies	1	363,072	-	-	139,596	-	502,668	476,344
Income from investments	2	74,141	-	-	64,709	-	138,850	147,860
Income from Charitable activities	3	45,320	-	-	-	-	45,320	23,261
Total income and endowments		482,533	-	-	204,305	-	686,838	647,465
Expenditure on								
Raising funds	4	79,451	4,218	-	-	-	83,669	89,453
Charitable activities	4	222,592	174,269	-	153,530	-	550,391	385,302
Total expenditure	4	302,043	178,487	-	153,530	-	634,060	474,755
Net (losses) /gains on investments		(22,094)	-	-	-	(347,414)	(369,508)	304,215
Net (expenditure) /income		158,396	(178,487)	-	50,775	(347,414)	(316,730)	476,925

The Psoriasis Association
Financial statements for the year ended 31 December 2018

Statement of financial activities – immediately prior to donation to CIO (continued)

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2018	Total 2017
		General	Designated	Property				
		£	£	£	£	£	£	
Transfers between funds		(125,045)	46,775	-	78,270	-	-	
Gains on revaluation of fixed assets		-	-	10,000	-	-	10,000	
Net movement in funds		33,351	(131,712)	10,000	129,045	(347,414)	476,925	
Reconciliation of funds								
Total funds brought forward		269,281	1,092,892	490,000	548,650	3,824,540	6,225,363	
Total funds carried forward		302,632	961,180	500,000	677,695	3,477,126	6,225,363	

Balance sheet – immediately prior to donation to CIO

	Note	2018 £	2017 £
Fixed assets			
Tangible fixed assets	8	500,000	490,000
Investments	9	4,602,573	4,965,121
		<u>5,102,573</u>	<u>5,455,121</u>
Current assets			
Debtors	10	33,876	116,853
Cash at bank and in hand		929,707	723,810
		<u>963,583</u>	<u>840,663</u>
Creditors: amounts falling due within one year			
	11	<u>147,523</u>	<u>70,421</u>
Net current assets		<u>816,060</u>	<u>770,242</u>
Total assets less current liabilities		<u>5,918,633</u>	<u>6,225,363</u>
Capital funds			
Endowments	13	3,477,126	3,824,540
Income funds			
Restricted funds	14	677,695	548,650
Unrestricted funds:			
Property fund		500,000	490,000
General funds		302,632	269,281
Designated funds	15	961,180	1,092,892
		<u>5,918,633</u>	<u>6,225,363</u>