



Financial Statements

The Psoriasis Association

For the period ended 31 December 2019

References and administrative information

The Board of Trustees of the Psoriasis Association presents its annual report and audited financial statements for the period 13 November 2018 to 31 December 2019

Charity Numbers

1180666 and SC049563

Company Number

CE015600

Principal Office

Dick Coles House
2 Queensbridge
Northampton
NN4 7BF

Life Vice Presidents:

Professor Terence Ryan
Baroness Jill Knight DBE (until 18 May 2019)
Harvey Baker (until 30 June 2019)
Mr Ray Jobling MBE
John Ford MBE
Mr Jonathan Swift (from 18 May 2019)

Research Committee

Professional Advisors:

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

Chairman:

Mr Nick Evans

External Peer Reviewers:

Professor David Burden
Dr David Kelsell
Dr Elise Kleyn
Professor Nick Reynolds

Vice Chairman:

Mr Jonathan Swift (until 18 May 2019)
Dr Julia Schofield MBE (from 18 May 2019)

Treasurer:

Mr Brian Murkin

Finance Committee:

Mr Jonathan Swift (Chairman) (until 18 May 2019)
Mr Brian Murkin
Mr Michael Israel
Mr Steve Churton (Chairman from 18 May 2019)
Mr Thomas Ball (from 24 October 2019)

Elected Trustees:

Mr Steven Astaire
Mr Thomas Ball
Mr Steve Churton
Mrs Chris Dyer
Mr Nick Evans
Mrs Gill Hynes
Mr Michael Israel
Mrs Karina Jackson
Mrs Susan Morgan
Mr Brian Murkin
Dr Julia Schofield MBE
Mr Matthew Swift

References and administrative information

Bankers:

National Westminster
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Northampton NN1 2EY

Cambridge & Cousins
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Corporate members:

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

Solicitor:

Hewitsons LLP
Elgin House
Billing Road
Northampton
NN1 5AU

Staff:

Ms Helen McAteer – Chief Executive
Mrs Polly Matthews – Finance Officer

Mrs Laura Stevenson – Deputy Chief Executive (from 1 May 2019)
Mr Dominic Urmston – Patient Advocacy and Communications Manager
Mrs Sarah Hartwell – Research Engagement Officer & Membership Support
Ms Amber Vesty – Digital Communications Assistant (from 10 April 2019)
Mrs Laura Bell – Administrator
Mrs Diane Botterill - Administrator

Investment advisors:

Brewin Dolphin
12 Smithfield Street
London
EC1A 9BD

Auditor:

Grant Thornton UK LLP
Victoria House
199 Avebury Boulevard
Milton Keynes
MK9 1AU

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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 period from registration as a charitable incorporated organisation on 13 November 2018 to 31 December 2019. 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. 1180666 and with the Office of the Scottish Charity Regulator - no. SC049563. The Psoriasis Association is administered and managed in accordance with the constitution approved at the Psoriasis Association (257414) Annual General Meeting on 12 May 2018.

Objects of the Association

- To promote research into the causes, nature, treatment and cure of psoriasis and to publish and disseminate the results of that research.
- To advance public education in the causes, nature, treatment and cure of psoriasis.
- To provide relief to 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 Annual General Meeting held on 18 May 2019, Nick Evans was re-elected as Chairman, Dr Julia Schofield was elected as Vice Chair, and Brian Murkin was re-elected as Treasurer.

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.

Nick Evans, Brian Murkin, Steve Churton and Matthew Swift were all re-elected as Trustees in 2019.

Secretary

Helen McAteer was appointed as Secretary to the Board of Trustees at the meeting held on 31 July 2019.

The Appointment and Training of Trustees

Existing Trustees are required to complete a "Declaration of Interest" form annually, in order for skill mix to be assessed and to ensure compliance with Charity Commission eligibility criteria for Trustees. The Trustees largely consider recruitment of new Trustees as the need arises and have traditionally recruited both through the membership of the Psoriasis Association and advertising.

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.

Report of the trustees (continued)

Structure, Governance and Management

Election of Officers (continued)

Further training, including formal training, in specific areas is provided where necessary. Opportunities to request further training are included in annual Declarations of Interest forms, and two Trustees received media training during 2019 in response to these requests. Over half of the Trustees have psoriasis themselves.

Meetings

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

The Finance Committee met on two occasions in 2019.

The Officers Group corresponded regularly via telephone and e-mail and met once in 2019.

The Board of Trustees

Management of the Psoriasis Association is vested in a Board of Trustees. There must be at least three Trustees. In addition to the Board of Trustees there is an Officers group comprising the Chairman, Vice Chairman and Treasurer

The Trustees delegate day-to-day operation and management of the charity to the Chief Executive.

The authority to make specified decisions is delegated to the Finance Committee.

2019

The first year of the Psoriasis Association as a Charitable Incorporated Organisation (CIO) sought to continue the 49 years of work the unincorporated Psoriasis Association had achieved. Work therefore continued in order to sustain and develop our offering and commitment 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 AGM in May 2019 saw the celebrations of the Association's 50th Anniversary conclude. The second part of the 50th year (from January 2019 – May 2019) saw a greater commitment to research in a two year support grant to the Biomarkers of Systemic Treatment Outcomes in Psoriasis (BSTOP) project. The Psoriasis Association had initially pump-primed this resource in 2012 and it has progressed to support large pieces of internationally acclaimed psoriasis research such as the Medical Research Council and industry funded "Psoriasis Stratification to Optimise Relevant Therapy" (PSORT) and the Horizon 2020 European funded "BIOMAP" (examining biomarkers for psoriasis and eczema). During 2019, the PsoWell project was also supported by the 50th Anniversary fund and held training workshops around the country, to improve the skills of healthcare professionals treating people with psoriasis, and ensuring that consultations are as efficient as possible. The WhatsApp messaging service launched as part of the 50th Anniversary received 101 helpline enquiries becoming the third most popular method of people requesting information, advice and support on all aspects of living with psoriasis.

The 50th Anniversary Annual Conference was held at the Royal Society in London and was honoured to have Professor Jonathan Barker, President of the International Psoriasis Council, as a keynote speaker.

Two new members of staff joined the team at Head Office, a Deputy Chief Executive and a Digital Communications Assistant, in addition to a temporary administrator role being made permanent. This brought the staff numbers up to eight and has allowed for greater strength in our digital offerings, and also in our traditional helpline work.

Report of the trustees (continued)

Structure, Governance and Management (continued)

2019 (continued)

At the AGM in May 2019 a new Life Vice Presidency was awarded to Jonathan Swift on his many years of service as a Trustee, Vice Chair and Chair of the Finance Committee. We welcomed Dr Julia Schofield MBE as the new Vice Chair.

The portfolio of research supported by the Psoriasis Association increased in 2019 with the addition of two new PhD Studentship Grants and two small grants (one of which is funded by the Cecil King Memorial Foundation). The commitment to involving patients in the Psoriasis Association's own research programme continued with the recently formed EXEC (Experts by Experience Committee) panel of lay reviewers analysing and giving feedback on all grant applications considered for funding in 2019. Further ways to involve the EXEC are being explored for future grant rounds in order to more truly represent the needs of people living with psoriasis.

Towards the end of 2019, considered attention was given to how the Psoriasis Association can best use the Top 10 Research Questions as found by the Psoriasis Priority Setting Partnership.

The Psoriasis Association continued to raise awareness of, and support those with the condition by promoting, updating and maintaining the two websites. The websites felt the impact of the "Florida 2" Google algorithm change in March 2019, but much work has been carried out since in order to reinstate search engine rankings. The Psoriasis Association remains committed to providing information of the highest standard and continues to adhere to the standards and principles set out by the Information Standard. The social media platforms offered by the Psoriasis Association continue to grow and attract different demographics to each individual offering. 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.

A successful Awareness Week was held at the end of October 2019 highlighting treating psoriasis around a family. Four videos were released over the week from a mother, father and clinician perspective along with information days and a top tips infographic.

Engaging with healthcare professionals remains an important area of work and so the Psoriasis Association had a presence at a number of annual 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. In addition to engaging with healthcare professionals at conferences, the Psoriasis Association regularly offers patient and public involvement advice and support to researchers.

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 Psoriasis Association collaborated with fellow patient support organisations who fall under the immune-mediated inflammatory diseases (IMID) umbrella such as the National Rheumatoid Arthritis Society (NRAS), Crohn's and Colitis UK and the National Ankylosing Spondylitis Society (NASS) on a patient experience of biosimilars switch survey in order to influence future best practice.

Government affairs interactions largely fell under the activities of the All-Party Parliamentary Group on Skin (APPGS) during 2019 with two presentations from the Chief Executive regarding emollient rationing and living with psoriasis. Financial support was provided to the secretariat and the Chairman of the Psoriasis Association continues to sit on the steering group. With the help of the Chairman of the

Report of the trustees (continued)

APPGS, the Psoriasis Association was able to table an Early Day Motion in Parliament recognising Psoriasis Awareness Week.

The Trustees sought advice from Hewitsons LLP in order to complete the conversion to a Charitable Incorporated Organisation (CIO), and to oversee the conversion with the Office of the Scottish Charities Register (OSCR). Whilst the CIO was registered on 13 November 2018, it was not operational until 1 January 2019.

Structure, Governance and Management (continued)

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 2019 in support of the objects of the charity and to fulfil the public benefit requirement. Whilst this covers the period 13 November 2018 – 31 December 2019, it is noted that the Psoriasis Association CIO (1180666) was not operational until 1 January 2019.

Report of the trustees (continued)

Objectives, activities, achievements and performance

Promote and Fund Research

- **Aims for 2019: To agree research awards available in 2019. To monitor progress of ongoing grants and PhD Studentships. To 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. To continue to support key pieces of research by representing the views of people with psoriasis and psoriatic arthritis.**
- The Psoriasis Association received eight PhD Studentship and three small grant applications by the December 2018 deadline. The Research Committee, External Peer Reviewers, and Experts by Experience Committee (EXEC) reviewed, commented on and scored each PhD Studentship application (unless they had a conflict of interest). The small grant applications were reviewed, commented on and scored solely by the Research Committee (unless they had a conflict of interest). Comments and scores for all applications were made and received ahead of the meeting of the Research Committee in February 2019.
The EXEC consists of nine Psoriasis Association members, eight of whom submitted their scores and comments on the PhD Studentship applications. The EXEC reviewed and scored the applications in the same manner as the Research Committee and External Peer reviewers, with their scores having equal weighting. The reviews from the EXEC gave valuable insight into the potential benefit of the project for people with psoriasis, issues around methods and participation, clarity of the lay application, and how the project would be received by Psoriasis Association supporters.
- The Research Committee recommended that the Trustees award two PhD Studentships and two small grants, one of which was to be funded by the Cecil King Memorial Award. The PhD Studentships awarded were -
Dr Paola Di Meglio at King's College London, *Identifying immune determinants of clinical response to ustekinumab in psoriasis*
Dr Daniele Bergamaschi at Queen Mary University of London, *Impact of autophagy and nucleophagy deregulation in psoriasis*
- The small grants awarded were –
- Dr Parastoo Babakinejad at the Royal Victoria Hospital, Newcastle, *Investigation of the prevalence of liver fibrosis in patients with psoriasis using Transient Elastography and evaluation of the relationship between liver fibrosis and methotrexate*. Dr Babakinejad was awarded the Cecil King Memorial Grant.
Ms Ella Guest at the University of the West of England, *The Impact of Flare-Ups on Psychological Wellbeing, Treatment Adherence, and Life Engagement in People Living 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 three bound PhD theses to add to their library during 2019 from:
Student – Alasdair Henry. Supervisor – Prof Chris Bundy (University of Manchester) – *Psoriasis and sleep deprivation*.
Student – Eftychia Bellou. Supervisor – Prof Richard Warren (University of Manchester) - *An investigation into genetic factors which discriminate psoriasis from psoriatic arthritis*

Report of the trustees (continued)

Objectives, activities, achievements and performance (continued)

Promote and Fund Research (continued)

Student – Erin O'Shaughnessy. Supervisor - Dr Patricia Martin (Glasgow Caledonian University)
- *A role for connexin-mediated signalling events in the pathogenesis of psoriasis*

- Ongoing PhD Studentships included -
 - 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.*
 - 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 B.ADBIR.*
 - 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 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 Tim Millar at Southampton General Hospital – *Not just skin deep: circulating lipids in a 'localised' disease.*
- 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 2019; British Journal of Dermatology, Journal of Cellular Physiology and the Journal of Investigative Dermatology.
- Letters bringing attention to the 2019 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 2 September 2019 and 6 December 2019, resulting in eight PhD Studentship applications and five small grant applications. The PhD Studentship applications will again be reviewed by the Research Committee, External Peer Reviewers, and the Experts by Experience Committee. 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 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 Top 10 research priorities were revealed at the Psoriasis Association 50th Anniversary Research Conference in November 2018 and were published in the British Journal of Dermatology in October 2019.

Report of the trustees (continued)

Promote and Fund Research (continued)

- The PSP 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.
- Initiatives to better involve and inform members and patients of research funded by or supported by the Psoriasis Association in 2019 included -
 - Inviting Prof Jonathan Barker to present findings from the Psoriasis Stratification to Optimise Relevant Therapy (PSORT) at the Annual Conference (May 2019). 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 2019) 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.
- Acquiring and acting on feedback from the EXEC to optimise support of the committee during the 2019 grant round.
- Updating grant report forms to allow the publication of a yearly lay summary of results for each awarded grant. Three such summaries have been published on the Psoriasis Association website so far and will be published in future editions of Pso.
- The first Researchfish submission period was held between 4th February and 14th March 2019. Researchfish reports were requested from all grant holders from the last 10 years to allow the analysis of the outputs and wider impact of the research that we have funded. Over 80% of reports were submitted. This data and data from the 2019 Researchfish submission period in February will be used in the upcoming Psoriasis Association Impact Report that will look at the impact the Association has had over the last decade.
- Continued to promote and expand the Research Network. Members of the Research Network are sent opportunities to participate or be involved in research projects that we are funding or supporting. 9 opportunities were sent to the Network in 2019. Formalised the process by which the Psoriasis Association supports researchers in recruitment or patient involvement. Application forms and a new section of the website were created to outline what the Association is able to offer and which projects could be supported. This new process will allow the Association to better support not only the researchers but also the participants by ensuring that results and feedback for each project is received in a timely manner.
- **PsoWell** - 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 PsoWell (psoriasis and wellbeing) training course for healthcare practitioners working with people with psoriasis (dermatology specialists and health or clinical psychologists). The novel programme involves a one-day training event that aims to equip dermatology specialist staff and psychologists with knowledge and motivational interviewing skills to empower patients with complex psoriasis to manage their condition effectively through lifestyle behaviour change. As part of the 50th Anniversary commitment, the Psoriasis Association funded the PsoWell training course to be made available for around 100 practitioners to attend, with further evaluation carried out six months post-training. During 2019, Professor Chris Bundy delivered PsoWell training workshops in Cardiff, Harrogate, Derby, Manchester, Belfast and London, with additional workshops planned in early 2020 for Bristol, London and Dundee. Following the completion of the workshops in 2020, the PsoWell project will enter into an evaluation phase.
- 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 and spoke at their showcase event on 18 November 2019.

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Report of the trustees (continued)

Promote and Fund Research (continued)

- The 50th Anniversary fund further supported the Biomarkers of Systemic Treatment Outcomes in Psoriasis (BSTOP) study. The Psoriasis Association awarded a start-up grant for this project in 2011 and it has gone on to become a world leading initiative, leveraging funding for large pieces of psoriasis research, including the MRC funded stratified medicine consortium for psoriasis (PSORT) and the European Innovative Medicines Initiative (IMI) Horizon 2020 funded Biomarkers in Atopic Dermatitis and Psoriasis (BIOMAP) research.
- The Chief Executive 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 Pustular Psoriasis, Elucidating Underlying Mechanisms (PLUM).
Additionally, the Chief Executive serves on the BIOMAP Patient Board, IMID-Bio Patient Board and the Steering Committee of a Priority Setting Partnership for Psoriatic Arthritis. Members of the Psoriasis Association have been informed of how they can become involved in the PSORT, APRICOT and PLUM research projects via the membership publication Pso, the Annual Conference, the Psoriasis Association website and various social media channels. The Psoriasis Association is a member of the Association of Medical Research Charities (AMRC) and the Charities Research Involvement Group, both of which continue to be an invaluable source of strategic and practical guidance.

Future developments

- Agree research awards available in 2020.
- 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.
- Further develop resources and support for researchers to conduct public and patient engagement and involvement.

Report of the trustees (continued)

Raising Awareness

- Aims for 2019: 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.**
- 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. It is largely considered that Twitter and Instagram fall under the charity's "raising awareness" objective, with YouTube, Facebook and LinkedIn contributing more to the "providing information, advice and support" objective.

There were 521,033 visits to the main Psoriasis Association website in 2019. The overall number of visits to the main website was down by one third on the previous year. This decrease in visits was overwhelmingly due to Google changing the algorithm (Florida 2) which had a significant impact on the search ranking of some websites, including the Psoriasis Association's website. Steps were taken to address the issue, and reinstate the previous high ranking in Google searches of the website. These included working closely with the hosts of the websites, staff training on search engine optimisation at the Google Academy in London and making the most efficient use of Google AdWords. Despite the negative impact the Florida 2 algorithm change made, the majority of visitors to the main website come via search engines (384,830 (73.9%) and in particular, Google (366,030 (70.25%)). Links from Google AdWords was the fourth most used way to access the Psoriasis Association website in 2019, generating 31,703 visits (up by over 30% on 2018). We continue to utilise the free charity grants provided by Google for AdWords.
- The top three pages in terms of visits to the Psoriasis Association main website were the main Forums page (51,307 visits), the website Homepage (48,056 visits) and the "Psoriasis and Treatments" section (44,445 visits). The Forums provide an opportunity for people with psoriasis to interact with one another.
- There were 9,171 visits to the Psoteen website in 2019. The overall number of visits to this website was up by around 10% from the previous year. As with the main website, the majority of visitors to Psoteen came via search engines (5,393 (58.8%) and in particular, via Google (5,283 (57.6%)).
- The top three pages in terms of visits to the Psoteen website were the Homepage (2,466 visits), a topic in the Forums entitled "What treatments are working for you?" (1,843 visits) and "The Facts" section of the website (1,317 visits).
- Both websites (the main Psoriasis Association website and Psoteen) share a "back office" and so the same security measures and support are in place for both. The Digital Communications Assistant monitors the forums regularly with support from the Patient Advocacy and Communications Manager where required. There are additional in-built security measures whereby offensive posts can be reported by users.
- Social Media** – the Psoriasis Association makes use of the social networking sites Twitter and Instagram when working on "raising awareness".

The Psoriasis Association's Twitter account had 11,951 followers in 2019 (a rise of 12% on the previous year), with 2,909,300 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, 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. An average of 35 tweets are posted per week by the Psoriasis Association. This rose to 95 during Psoriasis Awareness Week.

Report of the trustees (continued)

Raising Awareness (continued)

The Psoriasis Association's Instagram account was first launched in 2016. By 31 December 2019 the number of people using this resource was 7,266. This growing resource has more than doubled the following from 2018 (3,449) which in turn had more than doubled the following from 2017 (1,685). Instagram lent itself well to the 50 for 50 project whereby people uploaded their own experience of living with psoriasis, including photographs. The Instagram account is updated on average 4-5 times per week. This rose to 19 posts by the Psoriasis Association during Psoriasis Awareness Week.

Disappointingly, and almost a year to date of the previous psoriasis hashtag blocks, February 2019 saw a number of the prominent psoriasis community hashtags blocked again by Instagram. It is not known why the hashtags were blocked, however, Instagram periodically block certain hashtags if they feel they are not genuine or are associated with spam. The #psoriasis is a well-used hashtag and as such it may have been temporarily blocked if it was felt to be connected to unscrupulous accounts not associated with, or overseen by the Psoriasis Association. However, members of the community felt this could be in part to people reporting psoriatic skin as offensive, and so the community rallied around and the Patient Advocacy and Communications Manager started an online petition highlighting the censorship and requested the hashtags be reinstated. The petition achieved over 600 signatures and the hashtags were finally restored in early March 2019.

Awareness Week ran between 28 October 2019 and 3 November 2019. The main theme was treating psoriasis before, during and after childbirth. Additionally, there was an aim to raise awareness of psoriasis generally, raise awareness of the work of the Psoriasis Association, drive traffic to the Psoriasis Association websites and to increase engagement across all social media channels.

A number of new resources were developed and distributed during Awareness Week. These included:-

- **Videos** – to help highlight the issues faced when treating psoriasis during pregnancy and when caring for a family, a set of videos was produced with Dr Elise Kleyn (Honorary Consultant Dermatologist at Salford Royal Foundation Trust), Liz Buckley (female patient perspective) and Gregory Finnegan (male patient perspective). One video was released each day during Awareness Week on both the website and social media channels.
- **Infographic** – a colourful infographic tips sheet was designed and produced giving advice to expectant parents from those who have already experienced psoriasis in pregnancy. This resource was included in all Psoriasis Awareness Week Packs and is available for download from the website.
- **Supporters Pack** – giving information on all aspects of Awareness Week. This was made available for download from the website and social media channels and contained information, graphics and advice on how people could support the week and the activities planned. A PDF version was also emailed to members.
- **Psoriasis Awareness Packs** – these included a letter, two posters and a selection of leaflets and were mailed out to every Dermatology and Rheumatology department in the UK as well as interested GP surgeries.
- **Posters** – two new posters advertising the Psoriasis Association were designed, one poster consolidated all current contact details and methods of communication and the second encouraged people to join as a member. The posters whilst launched during Awareness Week can be used throughout the year.
- **Selfie Boards** – Two new large “selfie boards” were designed and produced in order to give an additional visual way of promoting events.
- **Digital Media Pack** – produced in advance of Awareness Week and uploaded to the website, this contained a series of banners, twibbons and digital resources that could be downloaded so users could show their support digitally. Two hashtags were used, #PAW19 and #TreatingforTwo.

The Psoriasis Association

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Report of the trustees (continued)

Raising Awareness (continued)

- **Early Day Motion (EDM)** – David Davies MP and Chair of the All Party Parliamentary Group on Skin tabled an EDM in Parliament calling upon the government to investigate ways to improve access to all relevant healthcare professionals for people with psoriasis to help with planning for a family and to prevent some of the current delays in receiving effective therapies. It attracted 27 signatories.
 - **Information Stands** – Psoriasis Association staff held awareness week information stands at Castle Quay Shopping Centre, Banbury, Weston Favell Shopping Centre, Northampton and in the Dermatology Department at Northampton General Hospital. Posts across Facebook, Twitter and Instagram channels received a total of 252,692 impressions throughout the week (this figure does not include the further reach of those sharing posts). During Awareness Week, 91 new followers were gained on Twitter, 75 new followers on Facebook and 222 new followers on Instagram.
- **Media, Presentations and Publications outside Psoriasis Awareness Week**

Media – Newspapers running articles on the Psoriasis Association’s activities included; The Sunday Times, The Guardian, The Daily Star, the Sunday Post and the Northants Evening Telegraph. High profile websites Mailonline, the Huffington Post and Yahoo Online News also featured articles highlighting the work of the Psoriasis Association. Woman & Home Magazine also featured an article on psoriasis and adverts were taken out in Charity Choice (UK) and Charity Choice (Scotland) and the Scottish Political Guide.

A successful radio day was organised by LEO Pharma to coincide with the “Wake up to psoriasis” report produced in collaboration with the Psoriasis Association in which the Chief Executive was interviewed by 17 radio stations including Sky News Radio, BBC Radio Scotland and Talking Health Network. Other radio stations who featured the work of the Psoriasis Association during 2019 included BBC Radio 5 Live, BBC Radio Northampton and BBC Radio Wiltshire.

The Chief Executive worked with ITV News regarding the accessibility of UV Therapy in Newcastle and BBC Look East regarding Psoriasis Awareness Week. The Patient Advocacy and Communications Manager worked with BBC Newsround on a feature regarding children and psoriasis.

Presentations – The Chief Executive presented at the All Party Parliamentary Group on Skin (APPGS) in March and July, to MSc Dermatology Masters students at the University of Hertfordshire, and at the PSORT Showcase at the Royal College of Physicians, London and the BIOMAP research meeting. The Chief Executive also took part in a panel discussion in a live webinar regarding access to dermatology services.

Publications – The Chief Executive was a named co-author on the Psoriasis Priority Setting Partnership write-up published in the British Journal of Dermatology. Trustee, Karina Jackson oversaw a write-up of the 50th Anniversary / Dowling Club event which was published in Dermatological Nursing Journal.

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 Liverpool, where the Chief Executive and Deputy Chief Executive also attended lectures and symposia. The Patient Advocacy and Communications Manager had an information stand at the Royal College of GPs One Day Essentials Course in London in both February and December 2019, and the British Dermatological Nursing Group Annual Conference in Harrogate in June. The Chief Executive and Patient Advocacy and Communications Manager attended the BritPACT (British Psoriatic Arthritis Consortium) Annual Conference in Birmingham.

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Report of the trustees (continued)

Raising Awareness (continued)

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

The Patient Advocacy and Communications Manager and Deputy Chief Executive 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.

- **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. The Chief Executive presented at two meetings of the group in 2019, and support was given regarding an inquiry into the psychological impact of skin conditions.
- Staff and Trustees continue to be involved in a number of external networks in addition to those mentioned above, as well as holding membership of the following; The ALLIANCE, National Council of Voluntary Organisations, Association of Chief Executives of Voluntary Organisations, Dermatology Council for Scotland, National Voices and the Patient Information Forum.

Celebrating the 50th Anniversary of the Psoriasis Association. The marking of the 50th Anniversary began at the AGM in May 2018 and concluded at the AGM in May 2019. During the 50th Anniversary year, projects included the launch of a WhatsApp messaging service to allow greater access to our information resources; highlighting the impact psoriasis has on people's lives through 50 personal accounts; a celebratory animated film highlighting the achievements of the Psoriasis Association; providing training to around 100 healthcare professionals via PsoWell; funding of key psoriasis research (PSORT and BSTOP); a healthcare professional conference highlighting the commitment of the Psoriasis Association to research over the past 50 years and a celebratory conference with key speakers for members and people whose lives are affected by psoriasis.

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 2020
- 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 expanding social media resources where needed.

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Report of the trustees (continued)

Providing Information, Advice and Support for People with Psoriasis

- Aims for 2019: 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.**
- 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 networks. There were 521,033 visits to the main Psoriasis Association website in 2019, with 13,687 people registered to participate in our online forums (an increase of nearly 20% on 2018). There were 2,151 individual topics discussed in the forums during 2019 and 686,133 individual views of forum 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 social media channels used by the Psoriasis Association to provide information, advice and support are Facebook, YouTube and LinkedIn. Separate from the website forums, another option the Psoriasis Association provides for people to give and receive peer-to-peer support is in our Facebook Group. There are currently 6,413 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, with the Forums of both websites being in the top three most viewed pages. The Digital Communications Assistant 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. The attention of staff to issues regarding the prescribing of emollients was in large part due to contributors reporting problems in this area. The Psoriasis Association then worked collaboratively with the National Eczema Society, the All-Party Parliamentary Group on Skin and the Dermatology Council for England in lobbying NHS England to improve their communications regarding the interpretation of guidance on the prescribing of emollients. The Psoriasis Association YouTube channel offers excellent information in video format. Four sessions from the Annual Conference in 2019 were uploaded to the YouTube channel, in addition to a further four videos released as part of Awareness Week activities. Videos on the YouTube channel were viewed 7,026 times during 2019, this was up by two thirds on 2018 (4,205 views).
- Email communications with members improved with the Annual Conference and AGM notices and relevant papers being sent to those who preferred this method of communication. Members who had expressed an interest in being alerted to research opportunities via email were also contacted throughout the year.

Regular contact was established and maintained with people who were fundraising on behalf of the Psoriasis Association to encourage, support and show appreciation.
- Access to the membership database is given by an independent password-protected login. Logins for leavers are immediately disabled. No remote access to the database is available. The database is backed up hourly. One backup per day is backed up off-site to an online backup service. Only the Psoriasis Association has access to this data which is encrypted based on a password held only by the Psoriasis Association. The software is developed and maintained by a third party. The third-party lodges the code and development environment with another individual developer under an escrow agreement.

Report of the trustees (continued)

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

- **Helpline** - the helpline provisions of the work of the Psoriasis Association has expanded over many years from letters, faxes and telephone calls to emails, online forums and in 2018, a WhatsApp messaging service was launched. The recording of contact made to the Psoriasis Association was refined during 2019 in order to separate helpline enquiries from more general enquiries. During 2019, there were 779 helpline enquiries, these were received via a variety of means with the telephone remaining the preferred method on 53% of occasions. The next most popular method of helpline enquiry was via email (32.5%). There were 101 WhatsApp helpline enquiries received during 2019 and 4 letters.

Of the helpline enquiries received via telephone that were logged, over half (55%) had a duration of between one and five minutes, over a quarter (26%) between six and fifteen minutes, 15% required between 16 and 30 minutes of helpline staff time and 5% required more than 30 minutes to talk through issues surrounding psoriasis.

Enquirers receive tailored information for their needs, in addition to a general information pack when necessary. This additional information is sent via post, email or WhatsApp depending on the callers' preference.

The broad spectrum of psoriasis phenotypes and comorbidities were represented in the helpline enquiries received, with just 22.5% related to plaque psoriasis. Scalp psoriasis remains an important area that affects patients – 22% of the helpline enquiries relate to this. The third most significant type of psoriasis discussed is psoriatic arthritis (15%). The Psoriasis Association began collaborating on the Priority Setting Partnership on psoriatic arthritis during 2019, and members and supporters will be asked to contribute their research questions during 2020.

- The discussions and requests for information generally followed the pattern of numbers expected to experience mild, moderate or severe psoriasis. Treatments for clinically mild disease, topical therapy such as creams, ointments, gels and foams accounted for 64% of discussions relating to treatments. The pattern continued to follow that expected for distribution of “mild, moderate and severe” with 16% of treatment enquiries relating to UV therapy, 13% regarding systemic therapy and 7.5% regarding biologics.

Discussions relating to stress, depression and difficulty coping accounted for 16% of enquiries. By supporting the PsoWell 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.
- NHS England withdrew their support of the Information Standard on 31 July 2019, however the Psoriasis Association continues to produce information following the production processes as set out by the Information Standard, to ensure high quality and reliable information reaches those who need it most. The Psoriasis Association was first awarded the Information Standard in 2011.
- **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 the outcome 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.

Report of the trustees (continued)

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

- **The Psoriasis Association Annual Conference and AGM** – continues to give members and non-members an opportunity to hear about the work of the charity, and presentations from eminent speakers. The 2019 Annual Conference was held at the Royal Society in London. The programme featured:
 - Dr Helen Young** – explaining the Top 10 psoriasis research priorities found by the priority setting partnership
 - Three patients** – offering their experiences of living with psoriasis and their treatment journeys
 - Professor Jonathan Barker** – explaining the role of genetics in more accurately treating psoriasis, and important findings of the PSORT research project
 - Question Time – The Psoriasis Edition** – Professor Jonathan Barker, Dr Sandy McBride, Professor Bruce Kirkham, Julia Wheeler and a patient all formed a panel to answer questions from patients regarding living well with psoriasis.

A 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 remotely. 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 appraisal regarding Risankizumab for psoriasis. The Chief Executive submitted comments to the Scottish Medicines Consortium (SMC) regarding Certolizumab Pegol for psoriasis and Risankizumab for psoriasis. The Chief Executive had regular teleconferences as part of NHS England's Best Value Biological Communications Group. The patient support organisations invited to participate in this group; the Psoriasis Association, National Rheumatoid Arthritis Society (NRAS), Crohn's and Colitis UK (CCUK), National Ankylosing Spondylitis Society (NASS) and Birdshot Uveitis Society carried out a patient experience survey regarding the switch from the originator Adalimumab to a biosimilar Adalimumab. The survey ran from May 2019 – October 2019 across the charity's survey monkey accounts. The responses to the survey can be analysed per condition (e.g. psoriasis) or as a whole (taking into account the various conditions for which Adalimumab can be prescribed e.g. psoriasis, rheumatoid arthritis, ulcerative colitis etc.). Once analysis of the full survey results has been carried out, it is hoped that a research paper be submitted to a peer reviewed journal in order for the patient experiences to be used to improve future switching programmes.
- 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.
- Staff training -
 - In order to ensure best practice, two new members of staff (Administrator, Digital Communications Assistant and Deputy Chief Executive) attended Telephone Helplines Association training on Essential Helpline Skills.
 - The Deputy Chief Executive was welcomed to the psoriasis clinics at United Lincolnshire Hospitals and the St John's Institute of Dermatology as part of her initiation training. She additionally received media training (Media Trust), assertiveness training, health information challenges and solutions workshop and writing patient information training (Patient Information Forum).
 - The Digital Communications Assistant attended training on Google AdWords and Search Engine Optimisation (at the Google Academy)

The Psoriasis Association**Financial statements for the period ended 31 December 2019****Report of the trustees (continued)****Providing Information, Advice and Support for People with Psoriasis (continued)**

The Research Engagement Officer attended training workshops regarding Charity Research Involvement Group (Association of Medical Research Charities), on Essential Research Management, Effective Research Communication, Researchfish and Involvement in Research. The Patient Advocacy and Communications Manager Officer attended training workshops on Search Engine Optimisation at the Google Academy and Media Training. (Media Trust)
The Finance Officer attended online training workshops on fundraising.
The Chief Executive attended media training (Media Trust).

Future Developments

- To maintain and regularly update the Psoriasis Association websites and social media sites.
- 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.

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Report of the trustees (continued)

Scotland

Aims in 2019: 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.

- A Psoriasis Association PhD Student supervised by Dr Patricia Martin at Glasgow Caledonian University was monitored during 2019 – *A role for connexin-mediated signalling events in the pathogenesis of psoriasis*. The bound thesis for this work was received in September 2019.
- Communications with the Dermatology Council for Scotland continued. The Chief Executive submitted comments to the Scottish Medicines Consortium (SMC) regarding Certolizumab Pegol for psoriasis and Risankizumab for psoriasis. 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 for the benefit of people in the United Kingdom. There were 27,498 visits to the main website from Scotland in 2019 (making up 9% 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 and supporters 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. During 2019, the writing and updating of certain policy documents was outsourced to Evolve HR Consulting.
- The accounts are fully computerised.
- The Finance Committee of the Psoriasis Association met twice during 2019. The Committee Chairman and Finance Officer monitored all investment transactions.
- The Officers Committee of the Psoriasis Association met once twice during 2019 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 2019 there were seven Corporate Members; Abbvie, Celgene, Dermal Laboratories, Eli Lilly, LEO Pharma, T & R Derma and UCB.

Report of the trustees (continued)

Corporate Support (continued)

- Work with Celgene during 2019 continued with a focus on the patient experience of itch. Following on from the successful “Life’s an Itch” awareness campaign, staff worked with colleagues at Celgene on “Itching to Talk” highlighting the need for patients to report the impact of itching on their lives and encouraging healthcare professionals to recognise this important aspect of psoriasis. The Patient Advocacy and Communications Manager also worked closely with Celgene on the “Six Domains” campaign to raise awareness of psoriatic arthritis amongst healthcare professionals. The Chief Executive and Patient Advocacy and Communications Manager attended a roundtable discussion regarding treating “moderate” psoriasis patients that was organised by Celgene.
- Work with Abbvie during 2019 saw the Psoriasis Association partnering with the Picker Institute to carry out research as to how patients were able to access dermatology services, and the experiences they had living with psoriasis. The Chief Executive took part in a live webinar to discuss some of the findings and make recommendations as to how services could be improved.
- The Psoriasis Association partnered with LEO Pharma on a project that highlighted the impact psoriasis was having on people’s sleep. This research culminated in the report “Wake up to psoriasis”, and the Chief Executive was joined by an independent sleep expert on a radio day in which 17 interviews were given regarding the findings of the report.
- The Chief Executive worked with UCB on their “Maybe Baby” campaign which drew attention to the treatment options available to women of childbearing age.
- Dermal Laboratories and Clinica Mirak took advertising space in Pso – the official magazine of the Psoriasis Association.
- Staff had meetings and / or teleconferences throughout 2019 with the Corporate Members, in addition to non-member corporates Novartis, Janssen and Ammirall.

System of internal controls

- The Finance Committee meets twice a year with the Investment Adviser from Brewin Dolphin 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 2019.
- A Finance Policy Document is in place which is reviewed annually.
- The Risk Analysis is reviewed annually and reported to Trustee meetings.
- 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 the Trustees remains constantly under review in line with the wishes of the Trustees. The Annual General Meeting approves the Annual Report and elects the Officers (Chairman, Vice-Chair and Treasurer).

Financial review

The results for the year are set out on pages 31 and 32.

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.

Report of the trustees (continued)

Financial review (continued)

Excluding funds transferred from the former unincorporated charity, there were net incoming resources on the general unrestricted fund amounting to £135,131, net outgoing resources on restricted funds amounting to £79,571 net outgoing resources of designated funds amounting to £175,947. The net outgoing resources on designated funds are due to expenditure in the year of funds designated in previous years, including the 50th anniversary fund. The net incoming resources on restricted funds are due to grants payable in the year exceeding investment income and donations received in the year, using surpluses from the former charity. There were net incoming resources to the Endowment fund amounting to £563,352, arising from gains on investments.

Investment policy

- The Finance Committee reviewed the Investment Policies, including risk categories for the two portfolios at the March and October 2019 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.
- The Trustees of the Psoriasis Association prefer 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. Staff reach a key management role from Spinal Column Point 26. Two members of staff during 2019 were on Spinal Column Point 26 or above, with an additional member of staff joining the senior management team from May 2019. The total employee benefit of the senior management team in 2019 was £115,129 (2018 £112,370).

Report of the trustees (continued)

Remuneration policy (continued)

- 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 £250,000. 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 objectives of the Psoriasis Association and to ensure adequate reserves. The actual free reserves at 31 December 2019, stood at £399,673. The Finance Committee reviews the Reserves Policy annually.

Risk review

The Psoriasis Association regularly reviews its risk strategy. The trustees ensure that available resources are used appropriately to fund work priorities and when necessary curtails activities when funds are not available. The trustees consider 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.

Areas in which highest risk is predicted despite systems being in place to mitigate that risk were Government Policy, Loss of Key Staff and Information Technology. Regarding Government Policy, there remains uncertainty surrounding the impact of BREXIT and the future relationship between the UK and the EU. The Finance Committee are in regular contact with the Investment Advisors regarding an impact on the charity's portfolio. The Chairman represents the Psoriasis Association on the Steering Group of the All-Party Parliamentary Group on Skin, and staff work closely with the Dermatology Council for England, and Dermatology Council for Scotland and so are in a good position to lobby or raise concerns should there be 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 number of staff employed by the Psoriasis Association rose during 2019, however it is still a small team reliant on committed and passionate individuals. The loss of a member of staff would certainly impact those remaining and so where possible overlap in key areas is of benefit. It is important not only to attract but also retain talented members of staff. Staff are encouraged to embark on training programmes, and the Trustees maintain a budget for staff training purposes. All members of staff have notice periods and regular meetings take place between the key management team.

As technology continues to evolve at pace, Information Technology provides both a risk, but also an opportunity. Opportunities around engaging with younger supporters and responding to charitable giving in an increasingly cashless society must be explored and utilised. However, risks around data protection, cyber threats and the reputation of the Psoriasis Association with a large online profile must be managed. Security systems are in place on all PCs and laptops to help protect against cyber-attacks and malware.

Report of the trustees (continued)

The member and supporter database can only be accessed from the offices of the Psoriasis Association and is not loaded onto staff laptops. Access to the database is granted at various levels depending on staff seniority and role. The websites are managed by an external agency who provide security back-up. As with the database, access to the Psoriasis Association social media channels is granted at various levels depending on staff seniority and role. Any passwords issued to members of staff are immediately disabled on them leaving employment.

COVID-19 (Coronavirus)

During the preparation of the Trustees Annual Report, the global pandemic COVID-19 (coronavirus) emerged. As a result of the pandemic, some of the planned activities for 2020 and beyond may now not be possible. The Trustees and Senior Management Team of the Psoriasis Association continue to work alongside investment advisors at Brewin Dolphin, the auditing team at Grant Thornton and take legal and HR advice as necessary.

Where possible, during this time, staff are working from home and the Psoriasis Association is able to keep all services operational with respect to the helplines, websites, social media and membership publication. Email communications to members are being utilised as much as possible during this time. The staff have worked tirelessly on providing reliable COVID-19 related information for people with psoriasis and / or psoriatic arthritis, producing information in many formats including video and written text regarding the virus itself, the implications of the virus on people with psoriasis / psoriatic arthritis and their treatments and care, coping during the pandemic and eating healthily. Communications to the helpline increased four-fold during March 2020 and a question and answer produced with Professor Chris Griffiths was viewed over 3000 times in the first week of launch.

The Psoriasis Association became one of the founding partner organisations for PsoProtect (Psoriasis Patient Registry for Outcomes, Therapy and Epidemiology of COVID-19 infection) and supported the launch of PsoProtect Me – the patient self-reported arm of the registry.

It was necessary to cancel the scheduled AGM from Saturday 2 May 2020. A new date of Saturday 17 October 2020 has been arranged.

The investment portfolios have inevitably suffered as a result of the impact COVID-19 has had on the global markets. However, great attention has been given to the portfolios over many years to ensure their diversification. A loss in value of 10 percent was observed during the first quarter of 2020. Income from fundraising activities is expected to decrease from that of 2019 owing to the nationwide ban on public gatherings (it is unknown at this stage as to how long the ban may be in place) and many people seeing their own household incomes fall. The Psoriasis Association has been fortunate to receive some significant legacies post year-end which will help the charity to continue its activities. The cash and investments held by the Psoriasis Association will enable the charity to continue as a going concern for the foreseeable future.

We remain grateful for the advice and guidance received in particular from the Medical and Research Committee and our medical trustees Dr Julia Schofield and Karina Jackson in addition to the Dermatology team at the St John's Institute of Dermatology.

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 the Charities and Trustee Investment (Scotland) Act 2005, and the regulations made thereunder, require the trustees to prepare financial statements for each financial year. The trustees have to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

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 the group and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES

Nick Evans
Chairman
Date:



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

(registered numbers 1180666 and SC049563)

Opinion

We have audited the financial statements of The Psoriasis Association for the period ended 31 December 2019 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 2019 and of its incoming resources and application of resources for the period 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.

The impact of macro-economic uncertainties on our audit

Our audit of the financial statements requires us to obtain an understanding of all relevant uncertainties, including those arising as a consequence of the effects of macro-economic uncertainties such as Covid-19 and Brexit. All audits assess and challenge the reasonableness of estimates made by the trustees and the related disclosures and the appropriateness of the going concern basis of preparation of the financial statements. All of these depend on assessments of the future economic environment and the charity's future prospects and performance.

Covid-19 and Brexit are amongst the most significant economic events currently faced by the UK, and at the date of this report their effects are subject to unprecedented levels of uncertainty, with the full range of possible outcomes and their impacts unknown. We applied a standardised firm-wide approach in response to these uncertainties when assessing the charity's future prospects and performance. However, no audit should be expected to predict the unknowable factors or all possible future implications for a charity associated with these particular events.



Independent auditor's report to the Trustees of The Psoriasis Association (continued) (registered numbers 1180666 and SC049563)

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

In our evaluation of the trustees' conclusions, we considered the risks associated with the charity's business, including effects arising from macro-economic uncertainties such as Covid-19 and Brexit, and analysed how those risks might affect the charity's financial resources or ability to continue operations over the period of at least twelve months from the date when the financial statements are authorised for issue. In accordance with the above, we have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor's report is not a guarantee that the charity will continue in operation.

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 1 to 24 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.



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

(registered numbers 1180666 and SC049563)

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.

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 2006

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 ('Charities SORP') 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 acquired the net assets and operations from an unincorporated charity of the same name, as a donation for £nil consideration. In accordance with the Charities SORP, the assets and liabilities have been brought in at their fair value on the date of transfer. As this is the new charity's first period of account, there are no comparative figures to report.

Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The most significant areas of uncertainty that affect the value of assets held by the charity are the level of investment return and the performance of the investment markets. Areas of judgement and key assumptions that affect items in the accounts are based around the timing of legacy income recognition. Grants are awarded only when sufficient funds are held to meet commitments made. As a result of the COVID-19 (Coronavirus) pandemic, some of the planned activities for 2020 and beyond may now not be possible. The Psoriasis Association has been fortunate to receive some significant legacies post year-end which will help the charity to continue its activities. The cash and investments held by the Psoriasis Association will enable the charity to continue as a going concern for the foreseeable future. The Trustees have therefore adopted the going concern basis of accounting in preparing these financial statements.

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).

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

Principal accounting policies (continued)

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.

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 2019 the PhD Studentship grants awarded are for a period of three 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 period ended 31 December 2019

Statement of financial activities

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2019
		General £	Designated £	Property £	£	£	£
Income and endowments from							
Donation from former unincorporated charity	21	302,632	961,180	500,000	677,695	3,477,126	5,918,633
Donations and legacies	1	375,625	-	-	65,562	-	441,187
Income from investments	2	69,024	-	-	65,290	-	134,314
Income from Charitable activities	3	25,271	-	-	-	-	25,271
Total income and endowments		<u>772,552</u>	<u>961,180</u>	<u>500,000</u>	<u>808,547</u>	<u>3,477,126</u>	<u>6,519,405</u>
Expenditure on							
Raising funds	4	57,721	1,517	-	-	-	59,238
Charitable activities	4	277,068	174,430	-	210,423	-	661,921
Total expenditure	4	<u>334,789</u>	<u>175,947</u>	<u>-</u>	<u>210,423</u>	<u>-</u>	<u>721,159</u>
Net gains on investments		<u>114,417</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>563,352</u>	<u>677,769</u>
Net income		552,180	785,233	500,000	598,124	4,040,478	6,476,015

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

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Statement of financial activities (continued)

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2019
		General £	Designated £	Property £			
Transfers between funds	14/15	(152,507)	62,400	-	90,107	-	-
Gains on revaluation of fixed assets		-	-	-	-	-	-
Reconciliation of funds							
Net movement in funds and total funds carried forward		<u>399,673</u>	<u>847,633</u>	<u>500,000</u>	<u>688,231</u>	<u>4,040,478</u>	<u>6,476,015</u>

All of the activities are classed as acquired operations in these financial statements at the period end, as operations were transferred into the Charitable Incorporated Organisation from the former unincorporated charity of the same name on 31 December 2018.

Balance sheet

	Note	£	2019 £
Fixed assets			
Tangible fixed assets	8		500,000
Investments	9		<u>5,186,247</u>
			5,686,247
Current assets			
Debtors	10	54,722	
Cash at bank and in hand		<u>815,985</u>	
		870,707	
Creditors: amounts falling due within one year			
	11	<u>80,939</u>	
Net current assets			<u>789,768</u>
Total assets less current liabilities			<u><u>6,476,015</u></u>
Capital funds			
Endowments	13		4,040,478
Income funds			
Restricted funds	14		688,231
Unrestricted funds:			
Property fund			500,000
General funds			399,673
Designated funds	15		<u>847,633</u>
			<u><u>6,476,015</u></u>

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

Nick Evans
Chairman

Brian Murkin
Treasurer

Statement of cash flows

	Note	2019 £
Net cash generated from operating activities	17	(342,131)
<i>Cash flows from investing activities:</i>		
Interest received		8,406
Investment income received		125,908
Purchase of investments		(1,338,790)
Sale of investments		<u>1,432,885</u>
Net cash provided by investing activities		<u>228,409</u>
Change in cash and cash equivalents in the year		(113,722)
Cash and cash equivalents transferred from former charity		<u>929,707</u>
Cash and cash equivalents carried forward		<u><u>815,985</u></u>

Notes to the financial statements

1 Donations and legacies

	2019 £
Membership subscriptions	
- individual	36,499
- corporate	8,750
Gift Aid from subscriptions and donations	11,166
Donations from Charitable Trusts	5,600
Donations in memoriam	8,029
Other donations	18,160
Legacies (see below)	328,306
Bank interest receivable	80
Fundraising income donated by individuals	<u>24,597</u>
	<u><u>441,187</u></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 2019. 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 2019 with regard to fundraising activities.

Legacies received during the year are as follows:

	2019 £
Monty Cherns	12,297
Anne Gadd	53,312
Susan Jayne Larby	21,094
Kathryn Sylvia Brookes	20,000
John Michael Naden	8,035
Edith Mary Taylor	12,651
Elaine Constance Warner	16,139
Dorothy Whiteley	10,000
Sydney Leonard Brown	10,000
Patrick Douglas Wallace	160,278
Other legacies	4,500
	<u>328,306</u>

Notes to the financial statements (continued)

2 Income from investments

Investment income comprises income from:

	2019 £
Listed investments	125,908
Bank deposits	8,406
	<hr/> 134,314 <hr/>

3 Income from charitable activities

	2019 £
Corporate sponsorship	12,380
Trust donations	1,000
Bank interest receivable	80
Journal advertising	2,840
Annual Conference/AGM and Awareness week	2,555
Reimbursements	3,000
Other	3,416
	<hr/> 25,271 <hr/>

4 Analysis of total resources expended

	Staff costs £	Other £	Total 2019 £
Raising funds:			
Costs of generating voluntary income	44,900	14,338	59,238
Investment management costs	-	33,651	33,651
Charitable activities:			
Charitable activities	135,944	435,218	571,162
Governance costs	28,285	28,823	57,108
	<hr/> 209,129 <hr/>	<hr/> 512,030 <hr/>	<hr/> 721,159 <hr/>
Total	<hr/> 209,129 <hr/>	<hr/> 512,030 <hr/>	<hr/> 721,159 <hr/>

Notes to the financial statements (continued)

Analysis of total resources expended (continued)

Total resources expended include:

	2019
	£
Raising funds	
Rent and rates	190
Heat and light	552
Phone and fax	183
Internet and email	432
Office insurance	335
Hire/repair and maintenance of equipment	514
Professional fees	82
Bank charges	1,190
Computer costs	1,181
Printing and stationery	809
Annual report	1,214
Post and carriage	500
Fundraising costs	3,070
Staff recruitment costs	-
Website	407
Subscriptions	965
Sundries	93
Office equipment	154
Property maintenance	950
Designated fund (development)	<u>1,517</u>
	<u>14,338</u>
Investment Management Costs	<u>33,651</u>
Charitable activities	
Grants payable	209,814
Rent and rates	570
Heat and light	1,657
Phone and fax	733
Internet and email	1,728
Office insurance	1,004
Hire/repair and maintenance of equipment	1,541
Professional fees	150
Bank charges	1,190
Computer costs	1,181
Printing and stationery	2,426
Printing educational	645
Annual report	2,429
Journals and postage	8,557
Post and carriage	<u>2,000</u>
	<u>235,625</u>

Notes to the financial statements (continued)

Analysis of total resources expended (continued)

	2019
	£
Brought forward	235,625
Staff Recruitment	638
Advertising and promotion	7,804
Website	1,628
Travel and subsistence	1,787
Meetings and conferences	1,285
AGM costs	6,767
Grant Management	1,955
Subscriptions	964
Sundries	171
Office equipment	154
Property maintenance	3,326
Designated fund (staff training)	4,210
Designated fund (promotion and education)	18,516
Designated fund (50 th Anniversary)	129,001
Designated fund (development)	930
Designated fund (research)	19,848
Scotland	<u>609</u>
	<u>435,218</u>
Trustees insurance	768
Auditor's remuneration – audit services	15,018
Surveyor fees	840
Annual report	405
Travel and subsistence	956
Legal Fees	5,812
AGM costs	1,692
Property maintenance	475
Professional fees	10
Designated fund (50 th Anniversary)	837
Designated fund (Development)	1,088
Designated fund (staff training)	-
Staff recruitment costs	<u>160</u>
	<u>28,823</u>
	<u>512,030</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:

	2019
Research grants:	£
Dr Parastoo Babakinejad, Royal Victoria Infirmary, Newcastle upon Tyne	6,750
Ms Ella Guest, University of the West of England, Bristol	9,564
PhD studentship grants 2019:	
Dr Paola Di Meglio, St Johns Institute of Dermatology, London	28,500
Dr Daniele Bergamaschi, Queen Mary University of London	28,500
PhD studentship grants 2018:	
Prof Nick Reynolds, Newcastle University	28,500
Dr Henning Holle, University of Hull	-
Dr Helen Young, University of Manchester	-
PhD studentship grants 2017:	
Dr Francesca Capon, Kings College, London	27,000
Prof Eugene Healy, Southampton University	54,000
Dr Richard Warren, University of Manchester	27,000
	<u>209,814</u>

Reconciliation of grants payable:

	2019
	£
Commitments transferred from former unincorporated charity on 31 December 2018 subject to the satisfaction of grant conditions	306,000
Commitments made in the year subject to the satisfaction of grant conditions	187,314
Grants payable during the year	<u>(209,814)</u>
Commitments at 31 December 2019 subject to the satisfaction of grant conditions	<u>283,500</u>

Notes to the financial statements (continued)

5 Grants payable (continued)

Commitments are payable as follows:

	2019
	£
Within one year	112,500
Within two years	171,000
	<hr/>
	283,500
	<hr/> <hr/>

Commitments

The commitments noted above have been approved by the National Council of the former unincorporated charity and will be payable provided the grant conditions are met. Grants are payable from Restricted Funds. All of these commitments transferred to the 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:

	2019
	£
Wages and salaries	184,134
Social security costs	16,710
Other pension costs	8,285
	<hr/>
	209,129
	<hr/> <hr/>

The average number of employees of the charity during the year was 8.

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 accounting period.

There are 3 key management personnel excluding Trustees with total employee benefits of £115,129.

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. 4 Trustees received a total of £715.

Notes to the financial statements (continued)

8 Tangible fixed assets

	Total £	Fixtures and fittings £	Freehold property £
Cost or valuation			
Transferred from former charity	500,000	-	500,000
Revaluation	-	-	-
	<u>500,000</u>	<u>-</u>	<u>500,000</u>
Depreciation			
At 1 January 2019	-	-	-
Provided during the year	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
Net book amount at 31 December 2019	<u><u>500,000</u></u>	<u><u>-</u></u>	<u><u>500,000</u></u>

The net book value at 31 December 2019 represents fixed assets used solely for direct charitable purposes.

The freehold property was valued at 31 December 2019 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 2019.

9 Fixed asset investments

	No 1 Portfolio £	No 2 Portfolio £	Total £
Investments			
Listed investments			
Market value transferred from former charity	2,438,931	2,163,642	4,602,573
Additions	651,446	687,344	1,338,790
Disposals	(732,356)	(700,529)	(1,432,885)
Net unrealised investment gain	<u>407,900</u>	<u>269,869</u>	<u>677,769</u>
Market value at 31 December 2019	<u><u>2,765,921</u></u>	<u><u>2,420,326</u></u>	<u><u>5,186,247</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 2019	<u>2,253,189</u>	<u>2,132,925</u>	<u>4,386,114</u>

Realised gains made during the year on disposals totalled £114,417

The investments are registered as follows:

	Market value		
	No 1 Portfolio £	No 2 Portfolio £	Total 2019 £
United Kingdom	1,400,231	1,378,031	2,778,262
Overseas	<u>1,365,690</u>	<u>1,042,295</u>	<u>2,407,985</u>
	<u>2,765,921</u>	<u>2,420,326</u>	<u>5,186,247</u>

10 Debtors

	2019 £
Investment income	21,626
Other debtors	23,630
Prepayments	<u>9,466</u>
	<u>54,722</u>

Notes to the financial statements (continued)

11 Creditors: amounts falling due within one year

	2019 £
Grants approved, not yet paid	63,750
Other creditors	2,169
Accruals	15,020
	<u>80,939</u>

12 Contingent assets – legacy income

As at 31 December 2019 the Trustees have been notified of 6 residuary legacies the values of which are uncertain and have not therefore been accrued.

13 Endowments

Permanent Endowment funds	Josie Bradbury Memorial £	Research £	Total £
Transfer from former charity	25,039	3,452,087	3,477,126
Unrealised investment gains	-	563,352	563,352
	<u>25,039</u>	<u>4,015,439</u>	<u>4,040,478</u>
At 31 December 2019			

The Permanent Endowment funds were transferred from a former charity of the same name on 31 December 2018. 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 £
Transfer from former charity	607,795	69,900	677,695
Incoming resources	129,978	874	130,852
Expenditure	(209,814)	(609)	(210,423)
Transfers	<u>95,000</u>	<u>(4,893)</u>	<u>90,107</u>
At 31 December 2019	<u>622,959</u>	<u>65,272</u>	<u>688,231</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 £
Transfer from former charity	24,389	57,560	415,300	98,959	364,972	961,180
Expenditure	(4,210)	(3,535)	(18,516)	(19,848)	(129,838)	(175,947)
Transfers	<u>5,000</u>	<u>5,000</u>	<u>2,400</u>	<u>50,000</u>	<u>-</u>	<u>62,400</u>
At 31 December 2019	<u>25,179</u>	<u>59,025</u>	<u>399,184</u>	<u>129,111</u>	<u>235,134</u>	<u>847,633</u>

All **Designated Funds** were transferred from a former charity of the same name on 31 December 2018.

The **Education Fund** was created in 2003 for the promotion of the wider awareness of Psoriasis. During 2019 the Fund supported the filming of Conference speaker sessions and Awareness videos 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 2019 the Fund supported the installation of updated IT equipment in line with staff recruitment and functionality updates for social media links.

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 2019 a grant was made to the All Party Parliamentary Group on Skin and a 1 Year Study Grant to Salford City Council, 'Building a social prescribing pathway for patients with psoriasis in Salford to enable access to community-based lifestyle and wellbeing support.'

The **Training Fund** was created in 2008 for Staff further education courses. Staff training in 2019 was supported by the Fund, with five members of staff attending training courses.

Notes to the financial statements (continued)

Designated funds (continued)

The **50th Anniversary Fund** was established in 2015 for the purpose of funding significant commemorative projects. In 2019 the Fund supported the production of a report on the 50th Anniversary Symposium held in conjunction with the Dowling Club. Continued to support the PsoWell Initiative providing second year payment of £73,862 and a travel bursary of £1,000, with continuing support from the Fund rolling forward. A £42,760 grant was made from the Fund in support of the BSTOP initiative to study Biomarkers in Systemic Treatments and Outcomes in Psoriasis, which will continue to be supported by the Fund in 2020.

The 50th Annual Conference and AGM was held in 2019 supported by the Fund together with the production of a 50th Edition of the Annual Review.

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	3,896,247	5,186,247
Current assets	424,495	301,981	144,231	870,707
Current liabilities	(17,189)	(63,750)	-	(80,939)
	<u>1,747,306</u>	<u>688,231</u>	<u>4,040,478</u>	<u>6,476,015</u>
Unrealised gains included above:				
Tangible fixed assets	-	-	-	-
Investments	<u>130,022</u>	<u>70,012</u>	<u>600,099</u>	<u>800,133</u>

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

	2019 £
Net movement in funds	6,476,015
Interest and investment income receivable	(134,314)
Net (gains) on investments	(677,769)
Donation from former charity	(5,918,633)
Gain on revaluation of fixed assets	-
(Increase) in debtors	(20,846)
(Decrease) in creditors	(66,584)
Net cash generated from operating activities	<u><u>(342,131)</u></u>

Notes to the financial statements (continued)

18 Transfers between 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. A grant received from Celgene Limited was transferred to the Designated Funds for a collaborative project in 2020.

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 £502 are due within one to five years.

21 Transfer to Charitable Incorporated Organisation

On 31 December 2018, the charity acquired the operations, assets and liabilities from an unincorporated charity of the same name, registered charity number 257414 in England and Wales and SC039886 in Scotland, as a donation for nil consideration. On this date, the former charity had the following net assets:

	£
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
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Income funds

Restricted funds	677,695
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Unrestricted funds:

Property fund	500,000
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General funds	302,632
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Designated funds	<u>961,180</u>
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5,918,633

The values above represent both the book values and fair values, which are considered to be the same.

22 Post balance sheet events

During March 2020, the Covid-19 pandemic emerged in the UK and has caused major disruption to the economy and day-to-day activities. The charity expects to curtail some of its events as a result. It is not possible to make an estimate of the financial impact of these events. As explained in the going concern policy on page 29, the charity's financial position enables it to continue as a going concern.

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

Statement of financial activities – former charity for year ended 31 December 2018 immediately prior to donation to CIO

	Unrestricted funds			Restricted funds	Endowment funds	Total 2018
	General	Designated	Property			
	£	£	£	£	£	£
Income and endowments from						
Donations and legacies	363,072	-	-	139,596	-	502,668
Income from investments	74,141	-	-	64,709	-	138,850
Income from Charitable activities	45,320	-	-	-	-	45,320
Total income and endowments	482,533	-	-	204,305	-	686,838
Expenditure on						
Raising funds	79,451	4,218	-	-	-	83,669
Charitable activities	222,592	174,269	-	153,530	-	550,391
Total expenditure	302,043	178,487	-	153,530	-	634,060
Net (losses) on investments	(22,094)	-	-	-	(347,414)	(369,508)
Net (expenditure) /income	158,396	(178,487)	-	50,775	(347,414)	(316,730)

Statement of financial activities – former charity for year ended 31 December 2018 immediately prior to donation to CIO (continued)

	Note	Unrestricted funds			Restricted funds	Endowment funds	Total 2018
		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		<u>33,351</u>	<u>(131,712)</u>	<u>10,000</u>	<u>129,045</u>	<u>(347,414)</u>	<u>(306,730)</u>
Reconciliation of funds							
Total funds brought forward		<u>269,281</u>	<u>1,092,892</u>	<u>490,000</u>	<u>548,650</u>	<u>3,824,540</u>	<u>6,225,363</u>
Total funds carried forward		<u><u>302,632</u></u>	<u><u>961,180</u></u>	<u><u>500,000</u></u>	<u><u>677,695</u></u>	<u><u>3,477,126</u></u>	<u><u>5,918,633</u></u>

The Psoriasis Association

Financial statements for the period ended 31 December 2019

Balance sheet – donation to CIO

	£	2018 £
Fixed assets		
Tangible fixed assets		500,000
Investments		<u>4,602,573</u>
		5,102,573
Current assets		
Debtors	33,876	
Cash at bank and in hand	<u>929,707</u>	
	963,583	
Creditors: amounts falling due within one year	<u>147,523</u>	
Net current assets		<u>816,060</u>
Total assets less current liabilities		<u>5,918,633</u>
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>5,918,633</u>