



2024 Annual Review

Pain UK CIO, registered charity 1145561



Chair's Report / 1

Jessica Potts took over as chair at the last AGM. She has moved the charity on so that it has all the groundwork in place to run smoothly. Sadly she had to resign at the AGM 2024 due to ill health.

The reports starts with a “thank you” to all the Pain UK members, both charities and individuals, who work to help people living in and with pain. Thank you, also, to all our donors who have financially helped Pain UK over the past year. We are a low-cost charity and these gifts of time and money go a long way and make our continued work possible.

By the end of our year in October 2023, we had 46 member charities. We also have over 1,300+ individuals who have joined Pain UK. There is more about our members on later slides. People living with a wide range of problems associated with chronic pain send emails to Pain UK. These are directed to the appropriate charity member(s) since Pain UK cannot help individuals.

Pain UK was set up to be, and works very well as, a signposting charity. People who live with pain or care for someone living with pain can find others, and where they can be connected with the



Chair's Report / 2

member charities. We are proud to support some of the most vulnerable people in the UK as well as champion the work done by our member charities.

During the course of the year, we have recruited more trustees so that we have eight trustees which was decided by the board to be appropriate. Our board now comprises of people with a wide range of useful expertise.

We ran a training day on governance for representatives from all our member charities and all the Pain UK trustees. Helen Harvey of H3 Solicitors gave comprehensive training to those attending on Zoom.

We have set up a Clinical Advisory Board and this team of five, plus a Pain UK trustee, are preparing a refreshed FAQs page for the website. Meanwhile, we remind our charity members that they can populate their page on Pain UK's website with the information about their condition that they would like the public to see – as well as directing them to their own website. See slide 5 for



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information about the public's use of the website. It is important for Pain UK to have these clinical advisors to ensure that information shared with the public is correct.

The UK Lived Experience of Pain Project (UKLEPP) was finished this year. A report on this project was published in the British Journal of Pain, October 2023. We produced infographics that are due to be shared with the general public to explain what the research has found. Phase two of the project requires approximately £30,000 to commission further work, analysing the results of the survey in more detail and carrying out focus groups in each of the 4 nations of the UK.

The other major work was supporting the **Alleviate/ Pain UK/ CPA National Pain Survey**:

- Pain UK advertised the survey on social media and it ran through December 2023.
- It garnered over 600 responses in the UK
- The same survey was run in Australia earlier in 2023 and the next step is for Alleviate to start comparing statistics to the Australian version of the survey



Website Data Report /1

The overall trend was up significantly (up 68.96%) in page views. Page exits were down 9%. Whereas the amount of time spent on the site per session was broadly the same as last year.

The most popular pages were:

1. Hidradenitis Suppurativa Trust
21,191 visitors (1,001 last year - up 2000%)
2. The home page
17,429 visitors (13,829 last year - up 26%)
3. Fibromyalgia Action
9,415 visitors (6,115 last year - up 54%)
4. Help and Support
6,617 visitors (4,522 last year - up 46%)
5. Member Charities Page (list of our member charities)
4,273 visitors (2,538 last year - up 68.3%)

Overall, the members section had 70,825 page views, 58% of all visits (up 85.3% on last year).

The most popular charity member pages were:

1. Hidradenitis Suppurativa
(21,211 – 32% - up 2000%)
2. Fibromyalgia Action
(9,461 – 14.3% - up 53.9%)
3. Endometriosis UK
(2,531 – 3.8% - up 71.5%)
4. CRPS UK
(2,451 – 3.8% - up 385.4%)
5. Herpes Viruses Association
(2,393 – 3.6% - up 10.7%)

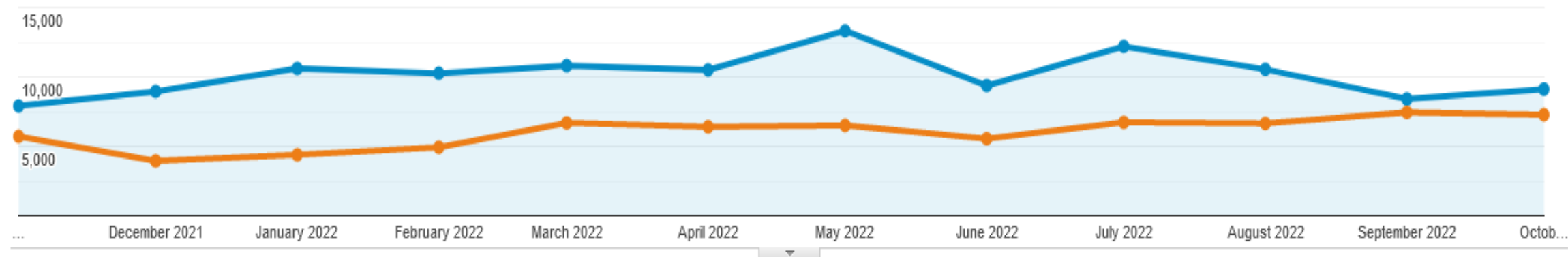
We invite member charities to populate the FAQs page and send us information to add the Support Groups page listing these.



Website Data Report / 2

1 Nov 2021 - 31 Oct 2022: ● Page Views

1 Nov 2020 - 31 Oct 2021: ● Page Views



Page Views

68.96%

122,005 vs 72,211



Unique Page Views

77.10%

104,236 vs 58,858



Avg. Time on Page

0.75%

00:01:26 vs 00:01:25



Bounce Rate

5.84%

55.68% vs 52.61%



% Exit

9.00%

55.58% vs 50.99%





Treasurer's Report /1

The Financial Report for the accounting year ending October 2023 was prepared with the support of Castle View Accounting.

Income:

Donations were received through Just Giving, Much Loved, Giving Comm Ltd, and individual donations. Pain UK ended the year with reserves of £16,183

Outgoings:

This year outgoings were less than last year's and amounted to £5,419

A regular payment for the maintenance and improvement of our website is made to Doive Designs (<https://www.doivedesigns.co.uk/>) It ensures the website is kept up to date, which is of benefit to our member charities and to our target audience.

We pay a yearly indemnity insurance premium, membership of the Fundraising Regulator and a subscription to SurveyMonkey.

We have contracted the services of a secretary to help with the routine activities of running a charity.



Treasurer's Report /2

Income in last three years:

	2023 £	2022 £	2021 £
Donations	5,805	5,488	£6,606

Pain UK ended the year with reserves of £16,946.

Breakdown of expenses in last three years:

Year ending 31 st October:	2023 £	2022 £	2021 £
Accounts	720	600	450
Advertising & publicity	511		
Legal and professional	428	475	2428
Charity training	480	460	
Insurance	343		318
Contract for Secretariat	1559		
Website maintenance	540	730	1019
Printing, postage, stationery	104		8
UKLEPP	1800	5700	7200
Bank charges	82	51	
TOTAL	6567	8166	11847

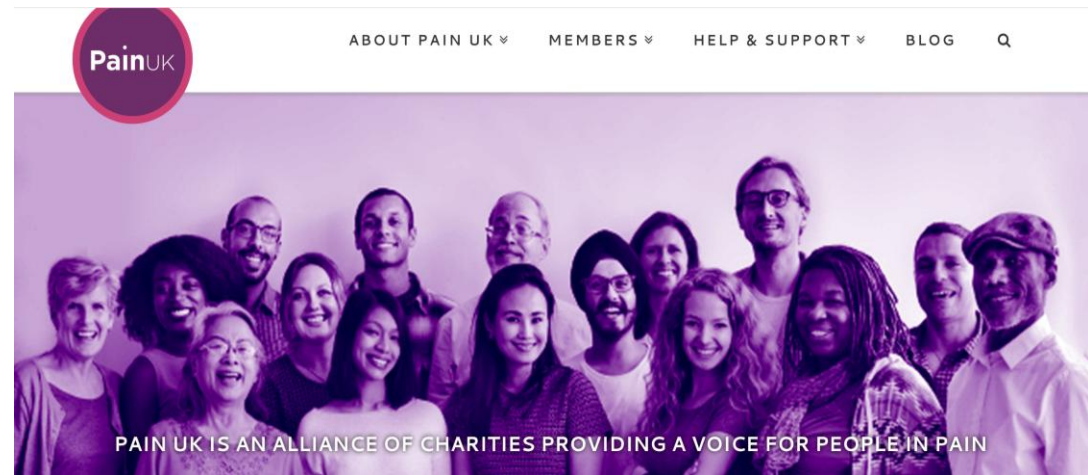


Membership Report /1

Membership rises year on year. We now have 46 charity members. Our website activity report shows that we are performing our function of signposting people with concerns about pain to the charities that can help them.

The four new charities this year are (listed in order of their joining):

- **GAIN** (Guillain-Barré & Associated Inflammatory Neuropathies)
- **Affa Sair** ('awfully sore' in Scottish) supports chronic pain sufferers
- **Scoliosis Association UK**
- **PKD Charity (Polycystic Kidney Disease)**





Membership Report /2

The trustees keep in touch with many different organisations, which together offer a wide range of services, and opportunities for charities and their members which are circulated.

We contact our individual members by MailChimp and via our Facebook pages. This year we made 141 posts on our two Facebook pages. Many of these are invitations from researchers, PhD students at universities, etc., for people to take part in studies. We do not post anything from profit-making organisations. These researchers have expressed their appreciation for this valuable way of recruiting subjects. Our followers enjoy getting their voices and opinions heard, judging by the number of 'engaged' comments that Facebook shows.

Our Facebook pages have gathered more followers this year, on two pages:

- Pain UK: 1500+ members
- Pain UK Public Group: 650+ members.

Our LinkedIn page, @PainUK, Twitter account, @Pain_UK, and Instagram page, #PAINUKCIO, post several times a week to raise awareness of pain in general. We assiduously repost any of the media campaigns run by our member charities. These have all developed good followings organically.

Pain UK is a member of Pain Alliance Europe, (PAE). Several charity members of Pain UK are also members. This is an umbrella charity for organisations helping chronic pain patients across Europe - not just in the EU.



Thank You

Pain UK CIO, registered charity 1145561

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