

Minutes of the 49th Annual General Meeting of the National Eczema Society

**Held at 2.00pm on Wednesday 24 September 2025,
by Zoom video conference**

Andrew Proctor, Chief Executive of National Eczema Society introduced the AGM and explained the meeting arrangements and voting process. All the meeting papers are available to view and download on the National eczema Society website. He confirmed receipt of 4 completed proxy voting forms from members who are not able to attend the meeting, authorising the Chair and/or CEO to vote on their behalf on resolutions during the AGM as needed. Andrew confirmed the meeting was quorate. Stephen Pugh, Chair of National Eczema Society, then introduced himself and welcomed members to the AGM.

1. Approve the Minutes of the previous AGM held on Wednesday 25 September 2024 (Resolution 1)

The Minutes were considered and no amendments were requested; members approved with a majority show of hands and/or Zoom thumbs-up signal.

2. Chair's report on activities for the year to 31 December 2024

Stephen Pugh reflected that 2024 was an important year in the evolution of National Eczema Society. We started implementing our new strategy, which focuses on three main charitable areas – we provide information and advice, we advocate for better eczema care, and we support eczema research. Under our new strategy we have changed the way we do these and the balance of resources we devote to each broad activity.

Trustees asked themselves how we can make the biggest impact we can as a charity with our limited resources, typically around £500,000 per year. And if National Eczema Society did not exist, and we set up an eczema charity today, what would that charity do? We decided we want to represent the interests of the wider eczema community more effectively. Around 1 in 5 children and 1 in 10 adults live with eczema in UK, and it's important someone speaks for them and we believe that's our role as a national eczema charity.

To focus more on campaigning and supporting research though, we need more resources or use our resources in a different way. A disproportionate level of charity resources, up to 40% were being spent on running the charity's helpline service. We took the difficult decision to stop the helpline service, in order to achieve our wider charitable aims. We are keeping the situation under review and, should our funding situation change favourably, we would consider reinstating the helpline. But for now, we have stopped it to devote resources to other strategic priorities.

Members will know we produce a range of popular and evidence-based patient information booklets and factsheets, and we updated several of these during the year. We also have a well-regarded website, attracting over two million visits a year and growing. We introduced a monthly email newsletter in August, circulated to over 10,000 supporters, and we also launched a series of eczema webinars during the year, presented by dermatology nurse advisor Julie van Onselen and produced by our Health Content Lead, Eleanor Martin. We collaborated again with St John's DermAcademy, linked to the world-renown St Johns Institute at Guys and St Thomas' Hospital in London, to deliver

two webinars, on facial eczema and eczema and itch. Special thanks are due once again to our West Surrey and North East Hants group, represented at the AGM today, who organised an excellent information day with a guest speaker in March.

We now have a full-time member of staff, Dr Charlene Murphy, to lead our research engagement work. We launched our first ever research call during the year, inviting applications from UK universities for eczema and TSW research grants. We also joined several research organisations, the Association of Medical Research Charities (AMRC) and the Charities Research Interest Group (CRIG). Additionally, we established our Experts by Experience (EXEC) patient group, comprised of adults with eczema and parents of children with the condition. This group provides invaluable patient insights on the lived experience of eczema, informing research and other areas of the charity's work.

In our advocacy and awareness-raising work, we continued with a busy social media programme and responding to media requests. The stand-out success of the year though was the MHRA (Medicines and Healthcare Products Regulatory Agency) decision to introduce strength labelling on topical steroids, in response to the campaign on this led by the charity, with support from professional bodies and other charities. This is an important change to help patients use these widely-prescribed medicines for treating eczema flare-ups. In other work, we continue to press for greater recognition and more research into topical steroid withdrawal (TSW), which many in our community are concerned about.

2025 is our 50th anniversary year, and we are working hard to ensure our charity remains heard and effective going forward. We moved to new shared workspace offices during the year, which has been appreciated by the staff team.

Stephen concluded by thanking fellow Trustees for their hard work over the year. The Trustee Board was unchanged in 2024. Stephen also thanked the National Eczema Staff team for their work and everyone who had supported the charity over the year in different ways.

3. Treasurer's report on the accounts for the year to 31 December 2024

James Pitayanukul presented the Treasurer's report on the statutory accounts for the year ended 31 December 2024. The full accounts are available for members to view on the Society's website in the 'Accountability and Impact' section.

James presented several charts, based on a format used in previous AGMs, to help illustrate the annual results. Total income for 2024 was £529,182 and expenditure £512,724, making for a modest surplus of £6,922. For historical context, in 2018 and 2022 we reported annual deficits, in 2020 and 2021 we achieved relatively large surpluses, and modest surpluses in 2019, 2023 and 2024.

Legacies continue to be a very important element in the Society's overall income mix and totalled £189,454 in 2024, up from £110,610 in 2023. In years when legacy income is low, the Society typically records a deficit. Conversely, in years when legacy income is stronger, such as in 2021 and now 2024, we have achieved surpluses. We are projecting a surplus position for 2025 at this point in year, due in large part to one significant legacy gift.

Overall, expenditure in 2024 was £35,162 higher than the previous year, and non-legacy income was down £53,621 year-on-year, with stronger legacy income resulting in the modest annual surplus.

The Society's funds were £677,689 at the end of 2024, up from £670,767 the previous year. James noted there is more detail on the charity's finances in the full accounts available on our website.

A member asked why non-legacy income was c£50k lower in 2024, which was a disappointing outcome. JP noted that we had a number of income streams and can be difficult to predict accurately sometimes. AP responded that fundraising is variable year-on-year for different reasons, and lower sponsorship from companies had been a factor in 2024.

4. Re-appoint MHA MacIntyre Hudson as the Society's Auditor/Independent Examiner and to authorise the Board to fix their remuneration (Resolution 2).

The Treasurer James Pitayanukul confirmed that MHA MacIntyre Hudson had undertaken an Independent Examination of the Society's accounts this year and we have been happy with their work. MHA has conducted an Independent Examination or Audit of the Society's annual accounts since 2018. MHA is among the top chartered accountancy practice in the UK, and does audits and independent examinations for a number of charities and not-for-profit organisations. The Resolution was considered and members approved with a majority show of hands and/or Zoom thumbs-up signal.

5. Re-elect James Pitayanukul (Resolution 3a) and Dr Celia Moss (Resolution 3b) as Trustees.

The Chair confirmed James Pitayanukul and Dr Celia Moss were retiring from office under the requirements in the Society's Articles for Trustees to retire by rotation. Both are eligible for re-election and offered to stand for re-election.

Resolution 3a to re-elect James Pitayanukul was considered and members approved with a majority show of hands and/or Zoom thumbs-up signal.

Resolution 3b to re-elect Dr Celia Moss was considered and members approved with a majority show of hands and/or Zoom thumbs-up signal.

6. Any Other Business

The Chair was delighted to thank members of the Society's West Surrey and North East Hampshire Support Group for their wonderful work over the past year. Helen Lovegrove and Vicky Robinson attended the meeting representing the Group, which has confirmed it will be contributing £2000 again this year to the Society. Stephen Pugh thanked members of the Group and other local supporters for a wonderful effort once again, with both fundraising and organising another successful Eczema Information Day in Guildford in March.

7. Meeting closed

The Chair invited questions, with none raised, and then closed the meeting. He thanked everyone attending and for their interest in and support of National Eczema Society.

Signed:

Stephen Pugh, Chair

Date: