

WEST MERCIA GUIDE ASSOCIATION
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

West Mercia Guide Association

**Year Ending 31 March 2021
General Information**

County Commissioner	Mrs Wendy Cowdrey	
Assistant County Commissioner	Mrs Jane Collett	
Charity Trustees	Mrs Karen Belcher Miss Hannah Bleakley Mrs Elaine Bolton Miss Helen Cartwright Mrs Andrene Clarke Mrs Justine Clarke Mrs Jane Collett Mrs Wendy Cowdrey Mrs Deborah Drohan Mrs Elizabeth Hampton Miss Johanne Harrison Miss Rebecca Hughes Mrs Deborah Jewell Mrs Emma Johnson Miss Fiona Lucas Mrs Kristie Mander Miss Freya Wenman Mrs Stephanie White	from 1 August 2020 until 1 May 2020 from 1 September 2020 until 31 August 2020 from 1 May 2020 until 5 April 2020
Charity Number	1017729	
County Headquarters	Mercia Point Hordern Road Wolverhampton WV6 0HT	
Bankers	HSBC Bank plc The Bridge Walsall West Midlands WS1 1LN	
Accountants	Neal & Co Business Services Ltd Shakespeare Buildings 26 Cradley Road Cradley Heath West Midlands B64 6AG	

West Mercia Guide Association

Year Ending 31 March 2021 Annual Report

The trustees present their Annual Report and Financial Statements for the year ending March 2020.

Status

West Mercia County Guides which also operates under the name of Girlguiding West Mercia is a part of the Guide Association of the United Kingdom (also operating as Girlguiding UK) which is incorporated by Royal Charter and is a Registered Charity (No 1017729)

Organisation Structure.

The governance and organisational structure of the Association is administered through an Executive Committee under the leadership of the County Commissioner who is appointed by the Midland Region Guide Executive. There are 13 divisions within West Mercia each having a Division Commissioner who is appointed by the County Commissioner of Girl Guiding-West Mercia, and as such they are responsible for the overseeing of the administration in the county. The Trustees of the County are the appointed Division Commissioners, The County Commissioner and the Assistant County Commissioner(s) of Girl Guiding West Mercia, who are also voting members of the Girl Guiding West Mercia Executive Committee. A full list can be found on page 1 of this report.

Guiding – Our Vision, Mission and Values

Girlguiding West Mercia is a leading charity for girls and young women. We are open to girls of all faiths whatever their background, circumstances and abilities

Our vision - For an equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

Our mission - Whoever they are, wherever they're from, girls and young women can do amazing things - we give them the chance through fun, friendship, challenge and adventure. We empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

Our values - We are caring, challenging, empowering, fun, inclusive and inspiring.

As part of Girlguiding, members of Girlguiding West Mercia are encouraged to 'learn by doing' with the five distinct elements known as 'The Five Essentials'

- Working together in small groups
- Encouraging self-government and decision making
- A balanced and varied programme which is girl led
- Caring for the individual
- Sharing a commitment to a common standard

Activities

Through adult volunteers we provide a weekly programme of activities, training and opportunities to the girls and young women across the county. The Guiding programme allows members of Girlguiding West Mercia to experience activities suited to the abilities and needs of each individual, the structure of the sections and age groupings makes this possible

Rainbows	5-7 years
Brownies	7-10 years
Guides	10-14 years
Rangers	14-18 years
18-30 offer	18-30 years
Leaders	18+

Public Benefit

GirlGuiding West Mercia is a branch of GirlGuiding UK, which with its branches forms the United Kingdom's largest voluntary organisation for girls and young women.

West Mercia Guide Association

Year Ending 31 March 2021 Annual Report (continued)

County Commissioner's Report

Well, the last twelve months have definitely been very different to what we are used to, and unfortunately Covid-19 has had a huge impact on our organisation, our membership numbers have taken a massive hit, our County lost 27% of our membership since February 2020. In order to support every unit the County Executive made the decision to remove the annual levy, which meant that the overall subscription cost was significantly reduced and well received by everyone.

However, it has not all been doom and gloom. Our leaders have been fantastic delivering Guiding in a variety of ways. Many units have been "zooming", others have been delivering activity packs and contact with parents has been made via email, WhatsApp, Facebook and text.

We have still managed to open a few new units and we have gained a few new adult members. Sadly, some units have closed or merged with other units with our young members being offered places in alternative units.

Many of our adult volunteers are keyworkers, with many being frontline NHS workers, but they have still taken the time to maintain contact with their girls in a variety of ways.

Unfortunately all of the County face to face events had to be cancelled or postponed, including Youfest 2020. Instead Youfest 2020 was changed to a virtual event held over the same weekend as the live event should have been held. It was fantastic with 712 girls and leaders taking part. We had leaders and girls sleeping in dens, singing, dancing and making a wide range of crafts, including a competition to design a wristband, which was then made and sent out to all participants along with a badge and a certificate of participation.

We designed a County "Thank You" Certificate where every member of the County could nominate members, both girls and adults, who had gone that "extra mile" both for Guiding and/or the local community. The response was fantastic and over 100 certificates and badges were sent out and were very well received by all recipients.

We launched a series of County Challenges for both girls and adult members. The first one being an "Arts Project" celebrating bonfire night. The entries were outstanding, and the judging was extremely difficult. Prizes were sent out to the best three in all sections. The second challenge was a "Christmas Bake Off", where photos of Christmas cakes were requested. Again, the response was great, they looked delicious, it was just a shame we could not taste the lovely entries. The judges were given a challenge to decide the winners, and again prizes were sent out to all section winners.

Compliance with Safe Space was a priority during 2020 as all members needed to be compliant with the appropriate level of safe space by the end of December. I cannot thank all our commissioners enough for their support in chasing their members to achieve this target. I am extremely pleased to say that we did not have anyone put on the withdrawal list. All our volunteers have continued to complete their safe space trainings online as well as the other online trainings offered by Girlguiding.

As we were unable to hold any face-to-face events at County we arranged for recipients of 20 years long service and above, who would normally have been invited to the 2020 awards night, to receive a surprise afternoon tea through the post. Division commissioners were also treated to a surprise that everyone could share at the beginning of April 2021 when we would hold our virtual awards afternoon. Hopefully we will be able to hold a face-to-face Awards event later in 2021.

Whilst on Awards, Midland Region were unable to hold their Chief Commissioner Awards but they too are going to hold a virtual awards afternoon with a proper presentation later in the year. Once again we had seven recipients, so congratulations to Sarah Silcox, Karen Edwards, Pauline Clash, Janet Savage, Doreen Cutler, Hilary Pitt, and Dawn Flavell.

Congratulations must also go to Joanne Jackson on receiving a British Empire Medal in the 2021 New Years Honours list, for her excellent and continued contribution to guiding in Wednesfield.

West Mercia Guide Association

**Year Ending 31 March 2021
Annual Report (continued)**

County Exec meetings continued throughout the year via zoom, which was strange at first, but I think everyone soon got used to sitting in front of their computers with the added bonus of not having to drive home, however we all missed the face-to-face social side of these meetings.

Throughout the year many of our members took part in both Midland and National "virtual" events which is very encouraging.

We have been very lucky to have the continued support of Liz Newton over the last 12 months and although she was furloughed by Girlguiding during the Summer, when she returned she worked really hard with many of the units in particular in obtaining grants for units in need or units that needed support. Her expertise in this field has been very much appreciated and we were sad to see that her appointment ended on the 31st March.

Unfortunately our year was tinged with great sadness. Mary Harris, one of the County's longest serving members, passed away at the end of October just a few months away from achieving 70 years of guiding service. We were all touched by Mary's guiding passion and we will be remembering Mary with something special at Mercia Point when we can get leaders and commissioners together face to face.

I would like to offer special thanks to everyone in the County for their continued support during the last twelve months, I am sure West Mercia will soon re-grow in membership, especially when we can all meet in person again, and some form of normality comes to us all. It will also be great to restart our training programme at Mercia Point as soon as we can.

Yours in Guiding



Wendy Cowdrey
County Commissioner

REPORT TO THE TRUSTEES OF WEST MERCIA GUIDE ASSOCIATION

ON ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2021

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

It is my responsibility to:

- i) examine the accounts under section 43 of the 1993 Act,
- ii) to follow the procedures laid down in the general Directions given by the Charity Commission (under section 43(7)(b) of the 1993 Act, and
- iii) to state whether particular matters have come to my attention.

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:

- i) to keep accounting records in accordance with section 41 of the 1993 Act; and
 - ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act
- have not been met ; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

SIGNED:



DATE:

9 September 2021

Robert Chance, FCCA

Neal & Co. Business Services Ltd
Shakespeare Buildings
Cradley Road
Cradley Heath
B64 6AG

West Mercia Guide Association

**Income and Expenditure Account
For the Year Ended 31 March 2021**

	Unrestricted Funds £	Designated Funds £	Total Funds 2021 £	2020 £
INCOME				
Subscriptions	53,940	-	53,940	51,701
Camps/Holidays/Outings	-	2,472	2,472	-
Training	-	132	132	122
D of E, Baden Powell and Queens Guide	-	247	247	85
Vice Presidents	-	-	-	-
Badges & County merchandise	110	-	110	2,603
Bank interest received	2,647	-	2,647	2,833
Promotions/Advertisements	-	-	-	-
Grants (Grow Guiding)	2,000	-	2,000	2,000
Donations	100	-	100	150
Room hire	1,976	-	1,976	2,781
Special events	-	-	-	-
The Beaudesert Park Camp Site Committee	6,000	-	6,000	-
Other income	-	-	-	192
Transfers	-	-	-	-
Total Income	66,773	2,851	69,624	62,467
EXPENDITURE				
Camps/Holidays/Outings	-	-	-	1,843
Training	-	631	631	1,028
D of E, Baden Powell and Queens Guide	-	228	228	36
Long Service/Awards	3,569	-	3,569	5,495
Mileage	1,524	101	1,625	2,439
Printing and stationery	1,777	-	1,777	2,871
Telephone & Postage	1,456	7	1,463	1,152
County Office costs	1,546	-	1,546	5,184
R&R/Capital Expenditure	-	-	-	4,382
Grants (Grow Guiding)	2,536	-	2,536	3,462
Insurance	739	-	739	717
Headquarters maintenance/running costs	6,406	-	6,406	11,894
Special events	2,257	-	2,257	6,418
Independent examiners fee	1,200	-	1,200	1,200
AGM and PR Costs	1,488	-	1,488	514
Other expenses	4,602	104	4,706	4,997
Transfers	-	-	-	-
Total Expenses	29,100	1,071	30,171	53,632
Surplus/(Deficit)of income over expenditure	37,673	1,780	39,453	8,835
Funds brought forward	331,035	59,242	390,277	381,440
Surplus/(Deficit) for year	37,673	1,780	39,453	8,835
Funds carried forward	368,708	61,022	429,730	390,275

West Mercia Guide Association

Balance Sheet
at 31 March 2021

	Notes	2021		2020	
		£	£	£	£
Fixed Assets					
Tangible Assets	1		144,129		144,129
Current Assets					
Debtors			-		-
Cash at Bank and in Hand	2	286,801		247,348	
		<u>286,800</u>		<u>247,348</u>	
Creditors: amounts falling due within one year	3	(1,200)		(1,200)	
Net Current Assets			<u>285,600</u>		<u>246,148</u>
Total Assets less Current Liabilities			<u>429,730</u>		<u>390,277</u>
Accumulated Funds					
Designated Funds	4		61,022		59,242
Unrestricted Funds			368,708		331,035
			<u>429,730</u>		<u>390,277</u>

Signed

Trustee

W. M. Cowdrey.

Trustee

Shwenman

**West Mercia Guide Association
Year Ending 31 March 2021**

Accounting Policies

1) DEPRECIATION

No depreciation has been charged this period in respect of the freehold property as it is believed that the property will not have reduced in value since the purchase.

**West Mercia Guide Association
Year Ending 31 March 2021**

NOTES TO THE ACCOUNTS

1. TANGIBLE FIXED ASSETS

	Mercia Point £	Total £
Cost		
At 1 April 2011	144,129	144,129
Additions		-
At 31 March 2021	<u>144,129</u>	<u>144,129</u>
Depreciation		
At 1 April 2020	-	-
Charge for Year	-	-
At 31 March 2021	-	-
Net Book Value		
At 1 April 2020	144,129	144,129
At 31 March 2021	<u>144,129</u>	<u>144,129</u>

2. CASH AT BANK AND IN HAND

	2021	2020
Main bank account	55,996	20,037
High interest account	131,489	131,405
General		
Special events	-	-
COIF Charities Investment Fund	75,015	75,015
Headquarters account	3,280	1,650
Special Events account	12,109	12,109
Training account	3,108	3,715
Outdoor account	5,804	3,417
	<u>286,801</u>	<u>247,348</u>

3. CREDITORS

	2021	2020
Independent examiners fee	(1,200)	(1,200)
	<u>(1,200)</u>	<u>(1,200)</u>

**West Mercia Guide Association
Year Ending 31 March 2021**

NOTES TO THE ACCOUNTS (CONTINUED)

4. DESIGNATED FUNDS

	<u>Balance</u> <u>B/Fwd</u>	<u>Movement</u> <u>In funds</u>	<u>Transfers</u>	<u>Balance</u> <u>C/Fwd</u>
Special Events	12,109	-	-	12,109
Training	3,716	(608)	-	3,108
Outdoors	3,417	2,387	-	5,804
Reserves	40,000	-	-	40,000
	<u>59,242</u>	<u>1,779</u>	-	<u>61,021</u>

It was agreed by the board of Trustees that the Restricted funds would be better reclassified as Designated.