

**WEST MERCIA GUIDE ASSOCIATION
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED**

31 March 2024

West Mercia Guide Association

**Year Ending 31 March 2024
General Information**

County Commissioner	Mrs Karen Belcher
Assistant County Commissioner	Miss Rebecca Hughes
Charity Trustees	Mrs Karen Belcher Miss Hannah Bleakley Mrs Elaine Bolton Ms Jane Burrell Miss Helen Cartwright Mrs Andrene Clarke Mrs Jane Collett Mrs Wendy Cowdrey Mrs Deborah Drohan Ms Gemma Fletcher-Gardner Ms Alison Hughes Miss Fiona Lucas Mrs Kristie Mander Ms Joanne Mason Ms Jenny Mynett Ms Becky Powell Miss Freya Wenman
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 2024 Annual Report

The trustees present their Annual Report and Financial Statements for the year ending March 2022.

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 306016)

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 and none, 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 2024 Annual Report (continued)

County Commissioner's Report

First, I would like to thank all of our adult volunteers for all the time, commitment and dedication they give to running their weekly meetings and for the amazing opportunities they give to our young members. I would like to thank their families for all the support they give to our volunteers – without that support our volunteers would not be able to invest their time in guiding.

Our membership in Girlguiding West Mercia has grown and our membership stands at just over 5,000 members.

Girlguiding West Mercia want all girls to know that they can do anything. Through weekly unit meetings, district, division and county events, our young members have been given a variety of opportunities from learning new life skills to attending days out and residential events.

Many of our young members have gained badges and awards through the Girlguiding Programme. We have had two young members gain their Commonwealth award. Members from our Guide and Ranger sections have enjoyed the experience of working together with members from across the county to work towards gaining their Bronze, silver and Gold D of E.

As a County we ran outdoor days for each of our sections. In July 2023, 250 of our Guides and Rangers took part in the Thrill Seekers Day at the Ackers Trust. They took part in activities that encouraged them to step out of their comfort zone and be adventurous and know that they can achieve whatever they want to. All our Guides and Rangers and their leaders had a fabulous day.

In September over 1000 Rainbows and Brownies, along with their leaders attended a County Day at Blackwell Adventure where the theme for the day was Drink Me, Shrink Me. The Rainbows and Brownies took part in various activities including games and sport, bouncy castles, making potions and using their senses to investigate. For once the weather was warm and sunny and the Rainbows and Brownies had a fabulous time and lots of happy memories were made.

Throughout the year Girlguiding West Mercia has continued to offer their volunteers a variety of training opportunities including A Safe Space, 1st Response, Risk Assessment and Programme.

In the autumn some of our volunteers attended the Adult County Skills Day. They enjoyed developing and learning new skills that they could use with the young members in their units. The activities included Makaton, 1st Response, Bhangra dancing and edible crafts. All who attended had a great time.

In June 2023 we held our annual county awards and recognition celebration. We celebrated long service and presented many awards that recognise the hard work and commitment of our adult volunteers.

2024/2025 will continue to offer our members adventure and fun. We look forward to celebrating our 50th Anniversary with 50FEST! A residential festival that all our members will be able to join together and celebrate and know that girls can do anything.

I would like to thank Kristie Mander our Treasurer and Wendy Cowdrey our Guiding Development Chair along with every member of the county team for all their hard work and for all the support they have given to both myself and Rebecca.

Finally, I would like to say a big thank you to Rebecca Hughes our ACC for all her hard work and for the incredible support that she gives me and the county team and our leaders across the county.

West Mercia Guide Association

**Year Ending 31 March 2024
Annual Report (continued)**

Rebecca and I look forward to continuing to work with all of you to offer our young members and volunteers fantastic guiding experiences.

We can work together for an equal world where our girls know that they can do anything and be anything they want to be.

Yours in Guiding

Karen Belcher
County Commissioner

REPORT TO THE TRUSTEES OF WEST MERCIA GUIDE ASSOCIATION
ON ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

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 Acthave 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:

R Chance

DATE:

18 December 2024

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 2024**

	Unrestricted Funds £	Designated Funds £	Total Funds 2024 £	2023 £
INCOME				
Subscriptions	23,218	-	23,218	18,183
Camps/Holidays/Outings	-	27,860	27,860	5,788
Training	-	55	55	253
D of E, Baden Powell and Queens Guide	-	333	333	46
Vice Presidents	-	-	-	-
Badges & County merchandise	1,597	-	1,597	937
Bank interest received	4,969	-	4,969	3,189
Promotions/Advertisements	-	-	-	-
Grants	1,200	-	1,200	4,322
Donations	150	-	150	100
Room hire	4,484	-	4,484	3,104
Special events	-	-	-	-
The Beaudesert Park Camp Site Committee	-	-	-	-
Other income	16	-	16	1,431
Transfers	-	-	-	-
Total Income	35,634	28,248	63,881	37,353
EXPENDITURE				
Camps/Holidays/Outings	-	18,388	18,388	6,541
Training	-	42	42	313
D of E, Baden Powell and Queens Guide	-	192	192	47
Long Service/Awards	5,309	-	5,309	5,599
Mileage	3,620	122	3,742	6,920
Printing and stationery	2,088	-	2,088	3,621
Telephone & Postage	1,311	-	1,311	1,064
County Office costs	4,678	-	4,678	1,065
R&R/Capital Expenditure	1,694	-	1,694	3,260
Grants	632	-	632	300
Insurance	952	-	952	788
Headquarters maintenance/running costs	7,913	-	7,913	11,068
County events	6,624	-	6,624	5,771
Independent examiners fee	1,200	-	1,200	1,200
AGM and PR Costs	2,664	-	2,664	1,556
Bank charges	123	209	331	423
Website/Computer costs	2,053	-	2,053	2,827
Other expenses	1,810	127	1,937	1,754
Transfers	1,200	-	1,200	-
Total Expenses	43,870	19,081	62,950	54,117
Surplus/(Deficit)of income over expenditure	(8,236)	9,167	931	(16,764)
Funds brought forward	349,354	46,115	395,469	412,233
Surplus/(Deficit) for year	(8,236)	9,167	931	(16,764)
Funds carried forward	341,118	55,282	396,400	395,469

West Mercia Guide Association

**Balance Sheet
at 31 March 2024**

	Notes	2024		2023	
		£	£	£	£
Fixed Assets					
Tangible Assets	1		144,129		144,129
Current Assets					
Debtors			-		-
Current asset investment		75,015		75,015	
Cash at Bank and in Hand	2	178,456		177,525	
		253,471		252,540	
Creditors: amounts falling due within one year	3	(1,200)		(1,200)	
Net Current Assets			252,271		251,340
Total Assets less Current Liabilities			396,400		395,469
Accumulated Funds					
Designated Funds	4		55,282		46,115
Unrestricted Funds			341,118		349,354
			396,400		395,469

Signed

Trustee

K. P. Jones
.....

Trustee

M. Hughes
.....

West Mercia Guide Association

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.
Other income includes donations received.

2) CURRENT ASSET INVESTMENT

Current asset investments are held at historical cost value.

1. TANGIBLE FIXED ASSETS

	Mercia Point £	Total £
Cost		
At 1 April 2011	144,129	144,129
Additions		-
At 31 March 2014	<u>144,129</u>	<u>144,129</u>
Depreciation		
At 1 April 2015	-	-
Charge for Year	-	-
At 31 March 2016	-	-
Net Book Value		
At 1 April 2017	144,129	144,129
At 31 March 2018	<u>144,129</u>	<u>144,129</u>

2. CASH AT BANK AND IN HAND

		2024	2023
Main bank account		28,108	37,575
High interest account	General	134,325	132,024
	Special events	-	-
Headquarters account		742	1,812
Training account		2,342	2,516
Outdoor account		12,939	3,598
		<u>178,456</u>	<u>177,525</u>

3. CREDITORS

	2024	2023
Independent examiners fee	(1,200)	(1,200)
	<u>(1,200)</u>	<u>(1,200)</u>

4. DESIGNATED FUNDS

	<u>Balance B/Fwd</u>	<u>Movement In funds</u>	<u>Transfers</u>	<u>Balance C/Fwd</u>
Training	2,517	(174)	-	2,343
Outdoors	3,598	9,341	-	12,939
Reserves	40,000	-	-	40,000
	<u>46,115</u>	<u>9,167</u>	-	<u>55,282</u>