

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 31 March 2025  
for  
CAMEO

Ark Accountancy Limited  
Chartered Certified Accountant  
56-58 High Street  
Ewell  
Epsom  
Surrey  
KT17 1RW

CAMEO

Contents of the Financial Statements  
for the Year Ended 31 March 2025

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 4
Independent Examiner's Report	5
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Financial Statements	8 to 12
Detailed Statement of Financial Activities	13 to 14

CAMEO

Reference and Administrative Details  
for the Year Ended 31 March 2025

**TRUSTEES**

Dr Simon Leslie Hannah (Chair)  
Ms Lauren Dina Di Pietro (Secretary)  
Mr Shaun Frazao  
Mr Thomas Bowrey (Treasurer)  
Mr Qazi Muhamad Arsalan (resigned 18.6.25)  
Mr Rudi Nesta Nicholls  
Ms Susan Caroline Knight (appointed 29.8.24)  
Mr Ross Stewart Millar (appointed 8.9.25)

**PRINCIPAL ADDRESS**

26 Harpesford Avenue  
Virginia Water  
Surrey  
GU25 4RD

**REGISTERED CHARITY  
NUMBER**

1053528

**INDEPENDENT EXAMINER**

Ark Accountancy Limited  
Chartered Certified Accountant  
56-58 High Street  
Ewell  
Epsom  
Surrey  
KT17 1RW

**INTERNET ADDRESS**

[www.CAMEOdaycentres.org.uk](http://www.CAMEOdaycentres.org.uk)

**BANKERS**

Metro Bank  
NatWest Bank

## CAMEO

### Report of the Trustees for the Year Ended 31 March 2025

The trustees present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

## **OBJECTIVES AND ACTIVITIES**

### **Objectives and aims**

To promote the welfare of persons living with dementia and other forms of confusional states, and with our strong reputation and experienced team, connect and care for people as individuals. We provide stimulating activities for people impacted by dementia in a safe and engaging environment. We reduce social isolation and improve the wellbeing of families so people can live where they want to, for as long as they can. We provide respite opportunities for primary carers to take care of their own mental and physical health.

### **Our Mission**

With our strong reputation and experienced team, CAMEO connects and cares for people as individuals.

We provide stimulating activities for people impacted by dementia in a safe and engaging environment.

We reduce social isolation and improve the wellbeing of families so people can live where they want to, for as long as they can.

We provide respite opportunities for primary carers to take care of their own mental and physical health.

### **Our Vision:**

People with dementia, their families and friends continue to live in harmony in their local communities.

### **Our Goals:**

Accessible - CAMEO will be accessible to all, and always there when needed.

Leading - CAMEO is seen as a leader in the service and support it provides.

Influential - CAMEO is influential in driving improvements in dementia care.

## **ACHIEVEMENTS AND PERFORMANCE**

### **Internal and external factors**

Since the global pandemic, CAMEO is still impacted as an organisation in two ways:

1. There are continuous waves of illness that impact our employees and clients, which has resulted in lower numbers of clients attending than we had expected during the year. The notice that a client cannot attend our centre is often only given on the day, which has led to occasions where the employee level has been higher than required without the revenue from the clients to help cover the costs. We experienced this challenge repeatedly during the year and have now added a late cancellation fee for clients where they pay 50% of the full daily charge if they cancel with late notice.
2. People living with dementia and their carers, who are mostly in the vulnerable category, have struggled to get back to 'normal' and feel comfortable being in social environments. This has made reaching and encouraging potential new clients to seek help more difficult. This has made the challenge of increasing client numbers more difficult.

Despite these challenges we have been able to build our level of clients through a quality website, targeted marketing and being active on social media channels, this has enabled us to replace clients we have lost due to increased care needs, and we have also built a more flexible approach to managing employee levels to keep costs in line with revenue.

## **FINANCIAL REVIEW**

### **Financial position**

This year direct income increased by 16% from £182,763 to £211,460. Grants and donations decreased from £16,810 to £7,500. Expenditure decreased by 7% from £202,976 to £188,290, most of this decrease being attributable to decreased salary and room hire costs. Overall, the charity had a surplus of £30,946 (2024 deficit of £3,378).

### **Reserves policy**

The reserves policy is considered annually as the trustees review the work of the charity and its future plans.

The consensus of the trustees is for CAMEO to maintain sufficient financial reserves to protect the existing level of services and remain solvent for a period of 12 months, with a contingency of 15% added to this amount.

This is to ensure sufficient funds are available in case of a prolonged period of the charity running at low capacity.

## CAMEO

### Report of the Trustees for the Year Ended 31 March 2025

#### **FINANCIAL REVIEW**

##### **Going concern**

The financial statements of the charitable company have been prepared on an ongoing basis as the trustees have assessed the going concern position and have no reason to believe that there are any material uncertainties that would affect the ability of the charitable company to continue as a going concern for the foreseeable future.

Increases in costs of living and inflation are a material uncertainty, resulting in an increase in rent, salary, and food preparation costs. However, the trustees do not find sufficient evidence to believe this will cause insolvency, particularly given the current level of CAMEO's reserves.

The trustees have carefully considered this, both in the short and longer term, by running and reviewing cashflow forecasts and putting in place a solid governance framework to approve any further investments or changes in the operational costs.

##### **FUTURE PLANS**

CAMEO's future plans will focus on:

1. Increasing the charity's accessibility, with greater diversity and inclusion, improved services and enhanced digital communication.
2. Strengthening the governance framework using independent advisors and a wide range of expertise from new trustees and volunteers.
3. Sustaining operational excellence through succession planning, staff training and more efficient ways of working.
4. Improving facilities.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity. CAMEO policy and procedures are assessed and reviewed on an annual basis to ensure alignment with emerging law and regulation.

##### **Policy for Trustee recruitment**

CAMEO follows a formal recruitment process:

- CAMEO always advertises Trustee vacancies on multiple external job boards.
- Candidates are shortlisted based on relevant skills and experience.
- In the interest of Diversity and Inclusion we promote this vacancy and encourage applications from underrepresented groups and advertise via the Young Trustee Movement.
- Shortlisted candidates will have a short screening call. Any candidates that reach the final stage interview will be interviewed by two trustees and the Charity Manager.
- Any trustee appointment must be agreed by the CAMEO Board of Trustees.
- All trustees must attend Trustee training via a recognised and certified Trustee training provider.

##### **Trustees**

Simon Hannah, Lauren Di Pietro, Thomas Bowrey, Shaun Frazao, Susan Knight, Rudi Nicholls, Ross Millar.

##### **Staff**

Annette Pointon (Manager), Cheryl Bruce (Deputy Manager) Karen Cole, Natalie Wiltshire, Janice Thornton, Sue Hewson, Diane Odysseos, Pat Warne, Julia Coulter, Beth Sines, Denise Hazard, Julia Hayes.

##### **Volunteers**

David Richens, Graham Bruce, Shirley Constable, Diane McNeil, Sylvia Aspen, Linda Keats, Gill Fawcet, Caryl Urquhart, Manjit Kalsi, Sandy Osman, Debbie Westrop.

##### **Risk management**

The trustees have examined the operational and business risks which the charity faces and confirm that they are satisfied that systems and controls are established to mitigate any significant risks. CAMEO has regular reviews of the governance framework to ensure the risks are understood and monitoring and controls remain appropriate.

CAMEO

Report of the Trustees  
for the Year Ended 31 March 2025

Approved by order of the board of trustees on 14 January 2026 and signed on its behalf by:

Dr Simon Leslie Hannah - Trustee

**Independent examiner's report to the trustees of CAMEO**

I report to the charity trustees on my examination of the accounts of CAMEO (the Trust) for the year ended 31 March 2025.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Mary E Ryan

Ark Accountancy Limited  
Chartered Certified Accountant  
56-58 High Street  
Ewell  
Epsom  
Surrey  
KT17 1RW

14 January 2026

CAMEO

Statement of Financial Activities  
for the Year Ended 31 March 2025

	Notes	Unrestricted fund £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		7,500	-	7,500	16,810
<b>Charitable activities</b>					
Care of people with dementia		211,460	-	211,460	182,763
Investment income	2	887	-	887	25
<b>Total</b>		<u>219,847</u>	<u>-</u>	<u>219,847</u>	<u>199,598</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Care of people with dementia		<u>188,901</u>	<u>-</u>	<u>188,901</u>	<u>202,976</u>
<b>NET INCOME/(EXPENDITURE)</b>		30,946	-	30,946	(3,378)
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		183,875	10,000	193,875	197,253
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>214,821</u></u>	<u><u>10,000</u></u>	<u><u>224,821</u></u>	<u><u>193,875</u></u>

CAMEO

Balance Sheet  
31 March 2025

	Notes	Unrestricted fund £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	6	2,850	-	2,850	5,700
Tangible assets	7	724	-	724	829
		<u>3,574</u>	<u>-</u>	<u>3,574</u>	<u>6,529</u>
<b>CURRENT ASSETS</b>					
Debtors	8	34,134	-	34,134	24,862
Cash at bank and in hand		184,188	10,000	194,188	168,839
		<u>218,322</u>	<u>10,000</u>	<u>228,322</u>	<u>193,701</u>
<b>CREDITORS</b>					
Amounts falling due within one year	9	(7,075)	-	(7,075)	(6,355)
		<u>211,247</u>	<u>10,000</u>	<u>221,247</u>	<u>187,346</u>
<b>NET CURRENT ASSETS</b>					
		<u>214,821</u>	<u>10,000</u>	<u>224,821</u>	<u>193,875</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>214,821</u>	<u>10,000</u>	<u>224,821</u>	<u>193,875</u>
<b>NET ASSETS</b>					
		<u>214,821</u>	<u>10,000</u>	<u>224,821</u>	<u>193,875</u>
<b>FUNDS</b>					
	10				
Unrestricted funds				214,821	183,875
Restricted funds				10,000	10,000
				<u>224,821</u>	<u>193,875</u>
<b>TOTAL FUNDS</b>					
				<u>224,821</u>	<u>193,875</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 14 January 2026 and were signed on its behalf by:

Dr Simon Leslie Hannah - Trustee

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant equipment - over 6 years straight line

Computer equipment - over 4 years straight line

### **Taxation**

The charity is exempt from tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

### **Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

## CAMEO

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025

### 2. INVESTMENT INCOME

	31.3.25	31.3.24
	£	£
Deposit account interest	887	25
	<u>          </u>	<u>          </u>

### 3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

#### Trustees' expenses

Expenses of £543 (2024 £526) were reimbursed to 2 trustees

### 4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	31.3.25	31.3.24
Direct staff	11	11
	<u>          </u>	<u>          </u>

No employees received emoluments in excess of £60,000.

The charity has a defined contribution pension scheme, which all employees are entitled to join. In accordance with UK Government regulations, the company contributes 3% of salary and employees 5% of their salary. During the year ended 31 March 2024 the charity's total contributions amounted to £2,062 (2024 £2,041).

### 5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	3,810	13,000	16,810
<b>Charitable activities</b>			
Care of people with dementia	182,763	-	182,763
Investment income	25	-	25
<b>Total</b>	<u>186,598</u>	<u>13,000</u>	<u>199,598</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Care of people with dementia	198,391	4,585	202,976
<b>NET INCOME/(EXPENDITURE)</b>	(11,793)	8,415	(3,378)
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	195,668	1,585	197,253
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>183,875</u>	<u>10,000</u>	<u>193,875</u>

CAMEO

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025

**6. INTANGIBLE FIXED ASSETS**

	Website design costs £
<b>COST</b>	
At 1 April 2024 and 31 March 2025	11,400
<b>AMORTISATION</b>	
At 1 April 2024	5,700
Charge for year	2,850
At 31 March 2025	8,550
<b>NET BOOK VALUE</b>	
At 31 March 2025	2,850
At 31 March 2024	5,700

**7. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Computer equipment £	Totals £
<b>COST</b>			
At 1 April 2024	1,822	1,675	3,497
Additions	60	409	469
At 31 March 2025	1,882	2,084	3,966
<b>DEPRECIATION</b>			
At 1 April 2024	1,327	1,341	2,668
Charge for year	210	364	574
At 31 March 2025	1,537	1,705	3,242
<b>NET BOOK VALUE</b>			
At 31 March 2025	345	379	724
At 31 March 2024	495	334	829

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.25	31.3.24
	£	£
Trade debtors	34,134	24,862

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.25	31.3.24
	£	£
Taxation and social security	2,995	2,995
Other creditors	4,080	3,360
	<u>7,075</u>	<u>6,355</u>

**10. MOVEMENT IN FUNDS**

	At 1.4.24	Net movement in funds	At 31.3.25
	£	£	£
<b>Unrestricted funds</b>			
General fund	183,875	30,946	214,821
<b>Restricted funds</b>			
Surrey County Council - toilet upgrade	10,000	-	10,000
<b>TOTAL FUNDS</b>	<u>193,875</u>	<u>30,946</u>	<u>224,821</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	219,847	(188,901)	30,946
<b>TOTAL FUNDS</b>	<u>219,847</u>	<u>(188,901)</u>	<u>30,946</u>

**Comparatives for movement in funds**

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
<b>Unrestricted funds</b>			
General fund	195,668	(11,793)	183,875
<b>Restricted funds</b>			
Surrey County Council - toilet upgrade	-	10,000	10,000
Giving Force Foundation - toilet upgrade	885	(885)	-
Miki Bonavotona - toilet upgrade	500	(500)	-
Lynn Derrington - toilet upgrade	200	(200)	-
	<u>1,585</u>	<u>8,415</u>	<u>10,000</u>
<b>TOTAL FUNDS</b>	<u>197,253</u>	<u>(3,378)</u>	<u>193,875</u>

CAMEO

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025

**10. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	186,598	(198,391)	(11,793)
<b>Restricted funds</b>			
Surrey County Council - toilet upgrade	10,000	-	10,000
Giving Force Foundation - toilet upgrade	-	(885)	(885)
Miki Bonavotona - toilet upgrade	-	(500)	(500)
Lynn Derrington - toilet upgrade	-	(200)	(200)
The Utley Family Charitable Trust	1,000	(1,000)	-
Voluntary Support North Surrey	2,000	(2,000)	-
	<u>13,000</u>	<u>(4,585)</u>	<u>8,415</u>
<b>TOTAL FUNDS</b>	<u>199,598</u>	<u>(202,976)</u>	<u>(3,378)</u>

**11. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2025.

## CAMEO

### Detailed Statement of Financial Activities for the Year Ended 31 March 2025

	31.3.25 £	31.3.24 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	7,500	3,810
Grants	-	13,000
	<hr/>	<hr/>
	7,500	16,810
<b>Investment income</b>		
Deposit account interest	887	25
<b>Charitable activities</b>		
Direct income	211,460	182,070
Lunches/transport	-	693
	<hr/>	<hr/>
	211,460	182,763
<b>Total incoming resources</b>		
	<hr/>	<hr/>
	219,847	199,598
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Wages	124,611	134,119
Social security	2,292	2,995
Pensions	2,061	2,041
Room hire	32,846	35,178
Activities	6,349	5,279
Refreshments	472	410
Lunches	4,266	4,611
	<hr/>	<hr/>
	172,897	184,633
<b>Support costs</b>		
<b>Management</b>		
Insurance	443	393
Telephone	27	196
Postage and stationery	492	17
Advertising	1,653	1,363
Sundries	3,829	3,012
Training	58	104
Plant & machinery depreciation	210	200
	<hr/>	<hr/>
	6,712	5,285
<b>Information technology</b>		
Repairs and renewals	-	4,161
Website & software	257	180
Amortisation of website costs	2,850	2,850
Computer equipment	365	263
	<hr/>	<hr/>
	3,472	7,454

This page does not form part of the statutory financial statements

CAMEO

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2025

	31.3.25 £	31.3.24 £
<b>Information technology</b>		
<b>Governance costs</b>		
Accountancy and legal fees	4,557	4,503
Independent examiner fee	720	720
Trustee travel	543	381
	<hr/>	<hr/>
	5,820	5,604
	<hr/>	<hr/>
Total resources expended	188,901	202,976
	<hr/>	<hr/>
<b>Net income/(expenditure)</b>	<u>30,946</u>	<u>(3,378)</u>

This page does not form part of the statutory financial statements