Charity registration number: 1203348

THE HIDDEN
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2025

The Hidden
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The Hidden
Reference and Administrative Details
For The Year Ended 31 December 2025

Trustees	Mr B Branson Mrs S Branson (appointed 13/05/2025)
Charity Number	1203348
Principal Address	7 Bell Yard London WC2A 2JR
Independent Examiner	Oliver Evans FCA Evans & Partners 9 Bank Road Kingswood Bristol BS15 8LS

The trustees present their report and the financial statements for the year ended 31 December 2025.

Change of Charity Name

On 15 August 2026 the charity changed its name from The Hidden 20% to The Hidden.

Objectives and Activities

Aims and Objectives

For the public benefit, to advance education in neurodiversity and neurodivergent conditions, including, but not limited to, ADHD, Autism, Dyscalculia, Dyslexia, Dyspraxia, Tourette's Syndrome, and co-occurring conditions, in such ways as the trustees see fit, including by:

1. promoting, conducting and commissioning research into the prevalence, lived experience, social and economic impact, and support of neurodivergent people in the United Kingdom, and the publication of the useful results thereof for the public benefit;
2. conducting public awareness and educational campaigns to improve public understanding of neurodiversity;
3. producing free-to-access podcasts, films, and other educational content featuring experts and people with lived experience;
4. developing accessible websites, resources, and educational materials; and
5. convening events, networks and partnerships to share knowledge and evidence.

During the year 1 January 2025 to 31 December 2025, the trustees built on the charity's 2024 launch, continuing the podcast and social media output, growing the team and its corporate partnerships, and expanding the charity's merchandise range.

Public Benefit

The trustees are aware of the Charity Commission's guidance on Charity and Public Benefit and confirm that they have complied with the duty of Section 17 of the Charities Act 2011 to have due regard for it. The trustees consider that the information contained within the Trustees' Report about the Charity's aims, activities and achievements demonstrates the benefit to the public.

Achievements and Performance

Main Achievements

Achievements include:

- Continued to publish the weekly podcast with 340,000 podcast listens/downloads 560,000 podcast views in 2025
- Built a community of 280,000 across our social media platforms
- Hosted a paid event for Accenture, a significant corporate partnership
- Announced a partnership with new supplement brand - Chirpy
- Announced a forthcoming partnership with O'Shea Racing, to launch in 2026
- Expanded the charity's merchandise range
- Strengthened the team with the appointment of Kristen Fuller as Head of Marketing and Partnerships in May 2025
- Ben Branson gave talks about neurodiversity during the year on radio, podcasts and at conferences including BBC Radio London with Gaby Roslin, World Autism Day with Diageo PLC, Uncensored CMO podcast, Pokemon, Neurodiversity Celebration Week, Culford Prep School, London Wine Fair, BCB Conference, Virgin Start Up.

Financial Review

Financial Position

Incoming resources for the Charity were £207,689 (2024: £177,469) and expenditure was £203,997 (2024: £188,152). The reserves held at the period end were £23,679 (2024: £19,987), these were all unrestricted.

Reserves Policy

The trustees are minded to establish a level of unrestricted funds equivalent to three months of core administration expenditure calculated to be in the region of £30,000. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the current activities while consideration is given to ways in which additional funds may be raised.

Principal funding sources

Funding came from Ben Branson's donor advised fund (our chair and trustee's), public donations via JustGiving, merchandise sales, podcast sponsorship, corporate speaking fees, and corporate event fees.

Structure, Governance and Management

Governing Document

The Hidden ("The Charity") is a registered charity and is governed by its constitution and the Charities Act 2011. Its charity number is 1203348. It was registered as a Charity on 1 June 2023.

Trustee Selection Methods

In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. Apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

None of the trustees have any beneficial interest in the charity.

The trustees' report was approved by the board of trustees and signed on its behalf by:

Mr B Branson

Trustee
26/10/2026

I report to the trustees on my examination of the accounts of The Hidden (the Trust) for the year ended 31 December 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 2011 Act and in carrying out my examination, I have followed the 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 contents 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.

Oliver Evans FCA

26/10/2026
Evans & Partners
9 Bank Road
Kingswood
Bristol
BS15 8LS

The Hidden
Statement of Financial Activities
For The Year Ended 31 December 2025

	Notes	2025 Unrestricted funds £	2024 Unrestricted funds £
INCOME AND ENDOWMENTS FROM:			
Donations and legacies	**3**	204,043	175,160
Charitable activities:			
Charitable activities		3,646	2,309
		207,689	177,469
EXPENDITURE ON:			
Raising funds	**5**	(2,822)	(2,400)
Charitable activities:	**5**		
Charitable activities		(201,175)	(185,752)
		(203,997)	(188,152)
NET INCOME/(EXPENDITURE)		3,692	(10,683)
NET MOVEMENT IN FUNDS		3,692	(10,683)
RECONCILIATION OF FUNDS:			
Total funds brought forward		19,987	30,670
TOTAL FUNDS CARRIED FORWARD	**14**	23,679	19,987

The notes on pages 7 to 13 form part of these financial statements.

The Hidden
Statement of Financial Position
As At 31 December 2025

	Notes	2025 Unrestricted funds £	2024 Total funds £
FIXED ASSETS			
Tangible Assets	**10**	2,299	3,065
		2,299	3,065
CURRENT ASSETS			
Debtors	**11**	24,365	3,371
Cash at bank and in hand		1,930	21,300
		26,295	24,671
Creditors: Amounts Falling Due Within One Year	**12**	(4,915)	(7,749)
NET CURRENT ASSETS (LIABILITIES)		21,380	16,922
TOTAL ASSETS LESS CURRENT LIABILITIES		23,679	19,987
NET ASSETS		23,679	19,987
FUNDS OF THE CHARITY			
Unrestricted Funds		23,679	19,987
TOTAL FUNDS	**14**	23,679	19,987

On behalf of the board

Mr B Branson

Trustee
26/10/2026

The notes on pages 7 to 13 form part of these financial statements.

1. General Information

The Hidden is a charitable incorporated organisation registered with the Charity Commission, registered charity number 1203348. The principal address is 7 Bell Yard, London, WC2A 2JR.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements 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 charity is a Public Benefit Entity as defined by FRS 102.

2.2. Going Concern Disclosure

At the time of approving the the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3. Incoming Resources

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

2.4. Resources Expended

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset’s use.

2.5. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & Fittings	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

2.6. Cash and Cash Equivalents

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

2.7. Financial Instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets
Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities
Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

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2.7. **Financial Instruments - continued**

Derecognition of financial liabilities
Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

2.8. **Pensions**

The charity operates a defined pension contribution scheme. Contributions are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

3. Income from Donations and Legacies

	2025 Unrestricted funds	2024 Unrestricted funds
	£	£
Donations and gifts	54,043	25,000
Grants	150,000	150,160
	204,043	175,160

4. Net Income/(Expenditure)

The net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of tangible fixed assets - owned	766	871

5. Analysis of Expenditure

	Activities undertaken directly	Support costs (see note 6)	2025 Total
	£	£	£
Raising funds	2,822	-	2,822
Charitable activities	-	201,175	201,175
	2,822	201,175	203,997

			2024
	Activities undertaken directly	**Support costs** (see note 6)	**Total**
	£	**£**	**£**
Raising funds	2,400	-	2,400
Charitable activities	-	185,752	185,752
	2,400	185,752	188,152

6. Support Costs

	2025	2024
	Charitable activities	**Charitable activities**
	£	**£**
Employee costs	135,024	96,920
Premises expenses	16,080	1,104
General administration	15,416	58,234
Depreciation	766	871
Interest payable	3	68
Governance costs	33,886	28,555
	201,175	185,752

7. Independent Examiner's Remuneration

	2025	2024
	£	**£**
Independent examination of the financial statements	1,386	1,320

8. Staff Costs

Staff costs were as follows:

	2025	2024
	£	**£**
Wages and salaries	120,735	89,680
Social security costs	3,487	2,184
Other pension costs	3,271	2,251
	127,493	94,115

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

9. Average Number of Employees

Average number of employees during the year was: 4 (2024: 3)

10. Tangible Assets

	Fixtures & Fittings
	£
Cost	
As at 1 January 2025	4,305
As at 31 December 2025	4,305
Depreciation	
As at 1 January 2025	1,240
Provided during the period	766
As at 31 December 2025	2,006
Net Book Value	
As at 31 December 2025	2,299
As at 1 January 2025	3,065

11. Debtors

	2025	2024
	£	£
Due within one year		
Amounts owed by participating interests	21,197	3,371
Other debtors	3,168	-
	24,365	3,371

12. Creditors: Amounts Falling Due Within One Year

	2025	2024
	£	£
Trade creditors	-	150
Other creditors	667	467
Taxation and social security	2,568	5,286
Accruals and deferred income	1,680	1,846
	4,915	7,749

13. Pension Commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund.

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £3,271 (2024: £2,251).

At the statement of financial position date contributions of £NIL were due to the fund and are included in creditors.

14. Movement in Funds

	As at 1 January 2025	Income	Expenditure	As at 31 December 2025
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	19,987	207,689	(203,997)	23,679
Total funds	19,987	207,689	(203,997)	23,679

	As at 1 January 2024	Income	Expenditure	As at 31 December 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	30,670	177,469	(188,152)	19,987
Total funds	30,670	177,469	(188,152)	19,987

15. Transactions with Trustees

None of the trustees received any remuneration or any other benefits from an employment with the charity or a related entity during the current or previous year.

No trustee expenses have been incurred.

16. Related Party Disclosures

During the year, the charity loaned £17,827 to Pollen Six Ltd, a company controlled by one of the Trustees. £10,000 was repaid in the year. At the year end, £11,197 was owed from the related company (2024: £3,371). The amount is included within other debtors. The loan is interest free, unsecured and repayable on demand.

During the year, the charity loaned £25,000 to Pollen Projects Ltd, a company controlled by one of the Trustees. £15,000 was repaid in the year. At the year end, £10,000 was owed from the related company (2024: Nil). The amount is included within other debtors. The loan is interest free, unsecured and repayable on demand.

During the year, a Trustee directly donated £35,000 to the charity (2024: £Nil). The amount is free from any conditions or restrictions.

The Hidden
Detailed Statement of Financial Activities
For The Year Ended 31 December 2025

	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM:		
Donations and legacies		
Donations and gifts	54,043	25,000
Grants	150,000	150,160
	204,043	175,160
Charitable Activities:		
Charitable activities		
Income from charitable activities	3,646	2,309
	3,646	2,309
	207,689	177,469
EXPENDITURE ON:		
Raising funds		
Other direct costs	(2,822)	(2,400)
	(2,822)	(2,400)
Charitable Activities:		
Charitable activities		
Wages and salaries	(120,735)	(89,680)
Employers NI	(3,487)	(2,184)
Employers pensions - defined contributions scheme	(3,271)	(2,251)
Staff entertaining	(2,122)	(1,109)
Travel and subsistence expenses	(5,351)	(1,696)
Travel expenses	(58)	-
Rent	(16,080)	(1,104)
Computer and IT consumables	(6,915)	(4,395)
Repairs, renewals and maintenance	-	(1,726)
Insurance	-	(225)
Printing, postage and stationery	(587)	(814)
Advertising and marketing costs	(979)	(21,976)
Accountancy fees	(3,695)	(3,027)
Professional fees	-	(26,034)
Bank charges	(140)	(37)
Charitable donations	(150)	-
Entertaining	(2,950)	-
Depreciation	(766)	(871)
Late payment tax charges	(3)	(68)

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Independent examiner's fees	(1,386)	(1,320)
Consultancy fees	(32,500)	(27,235)
	(201,175)	(185,752)
	(203,997)	(188,152)
NET INCOME/(EXPENDITURE)	3,692	(10,683)