



**Girlguiding**  
South West England



# Annual Report



And financial  
statements for  
the year ended  
31 December 2024

## Girlguiding South West England

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# The trustees' report

**The trustees of Girlguiding South West England are pleased to present their report with the financial statements for 2024.**

## Statement of purpose

Girlguiding is the leading charity for girls and young women in the UK. As an organisation Girlguiding empowers nearly half a million girls, of which 44,220 girls are in South West England, to be their best and face the challenges of growing up today.

We give them space to grow and ensure that each one of them can get involved – no matter what their background or ability. 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. We do this through high quality, girl-led programmes delivered by inspirational adult volunteer leaders.

## Governing document and constitution

The Guide Association South West England, operating as Girlguiding South West England, is a separately constituted branch of The Guide Association, operating as Girlguiding, which is incorporated by Royal Charter. Girlguiding South West England is registered as a charity (Charity registration number 305951) with its headquarters at St Ann's Manor, 6-8 St Ann Street, Salisbury, Wiltshire SP1 2DN.



Girlguiding South West England is responsible for the administration of Girlguiding's affairs within South West England and for the general development of the principles, aims, organisation and rules of the Association in accordance with the Royal Charter, Byelaws and Girlguiding's policies and procedures.

The Girlguiding South West England trustee board manages the affairs of the region. The trustee board is supported by three governance committees: operational committee, compliance committee and girl experience committee. Terms of reference clarify the roles and responsibilities of each committee.

## Organisation structure

### Organisation structure

Girlguiding is organised into a number of geographical areas called countries and regions. Girlguiding South West England is one of the six regions of England and together with the three countries of Scotland, Wales and Ulster (Northern Ireland) form Girlguiding.

Girlguiding South West England is led by a senior volunteer, the Chief Commissioner. The Chief Commissioner may appoint a Deputy Chief Commissioner(s) to assist her. The region is organised into 16 areas – counties and islands: Berkshire, Bristol and South Gloucestershire, Cornwall, Devon, Dorset, Gloucestershire, Guernsey, Hampshire East, Hampshire North, Hampshire West, Isle of Wight, Jersey, Somerset, Somerset North, Wiltshire North and Wiltshire South. Each area provides support, lines of two-way communication and opportunities for young members, leaders and commissioners to make decisions and take responsibility. Each area is led by senior volunteers – either a county/island commissioner or joint county/island commissioners.

Girlguiding South West England has a trustee board which is chaired by the Chief Commissioner. Each county or island has an executive committee or a trustee board which is appointed according to the county/island constitution and is responsible for the administration of guiding in that county or island. The county/island executive committee or trustee board is chaired by the county/island commissioner, or in the case of joint appointments, by the nominated county/island commissioner.

### The Board of Trustees of the Charity

**Racheal Tattum**, Chief Commissioner (from 10 April)

Laura Cottey, Chief Commissioner (until 9 April)

Helen Barette (until 30 Sept)

Amanda Butcher

Rosie Gitsham

Susan Harris (from 1 January 2024)

Karen McFarlane

Laura Menzies

Colette Merrien (from 1 Oct)

Beverley Osborne (from 1 May)

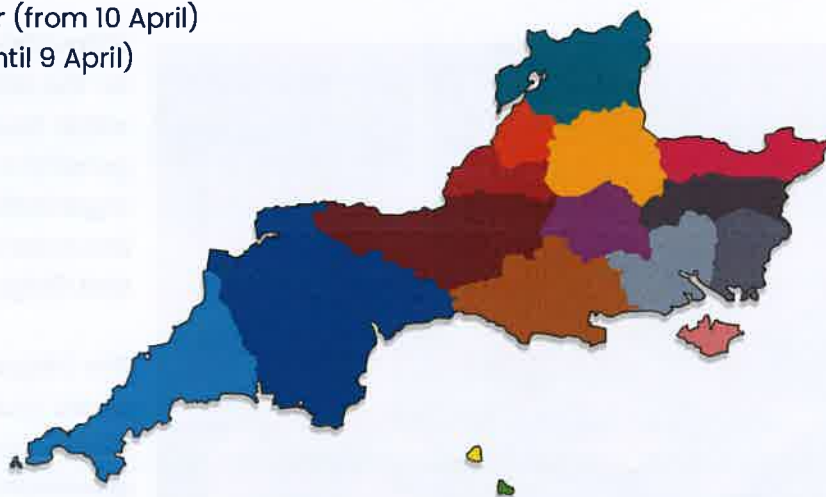
Janet Parker

Solange Rebours

Emma Stevens (until 31 July)

Linda Stone (until 30 April)

Jane Yorke



### Appointment and induction of Trustees

The members of the trustee board are selected and appointed by a nominations committee to ensure a breadth of skills and experience suitable to direct the affairs of Girlguiding South West England.

There are established procedures for the induction of each trustee to ensure that they are aware of the responsibilities of a trustee and the ways of working within Girlguiding South West England.

**Executive Manager:** Julie Brown

## **Professional Advisers and Consultants**

The professional advisers and consultants during 2024 have been as follows:

### **Auditors**

#### **Fawcetts LLP**

Chartered Accountants and  
Registered Auditors  
Windover House, St Ann Street,  
Salisbury, SP1 2DR

### **Bankers**

#### **NatWest Bank**

48 Blue Boar Row, Salisbury, SP1 1DF

### **Investment Managers**

#### **Evelyn Partners Investment Services Limited**

45 Gresham Street, London EC2V 7BG

### **Solicitors**

#### **Trethowans**

1 London Road, Salisbury, SP1 3HP

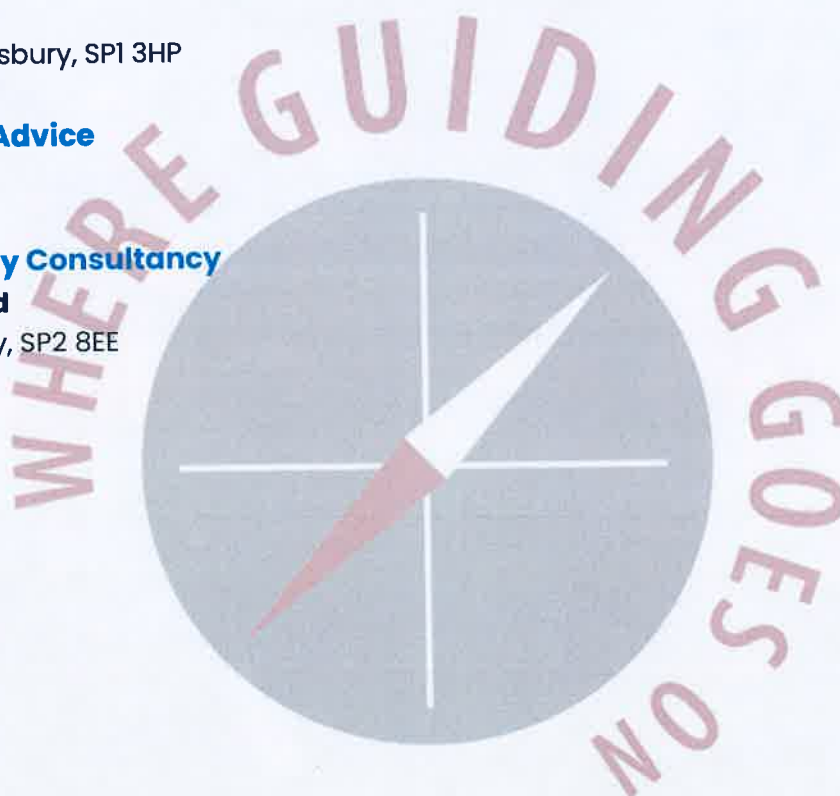
### **HR Support and Advice**

#### **Jo Heyworth**

### **Health and Safety Consultancy**

#### **What No Safety Ltd**

Cecil Ave, Salisbury, SP2 8EE



## Introduction

Girlguiding South West England strives to provide girls and young women with fun, friendship and adventure. Our incredible adult members and volunteers continue to support girls and young women across the region, helping all girls know they can do anything through fun, adventure and the space to discover their potential.

2024 was the final year of our region strategy set back in 2022. As in previous years we focused on exceptional girl led experiences, with sleep overs at Dartmoor Zoo, an amazing day out at the headquarters of the RNLI, sessions with the British Army and Royal Navy and an activity weekend at Wimbleball Lakes. Our international experiences have also continued with one group visiting Malaysia.

Our large-scale outdoor event in June, which was attended by 1,873 young members and their leaders, utilised many of our partnerships and ambassadors who came along to interact with our members. These new experiences created memories for years to come. My thanks go to those who took the time and dedication to organise this successful event.



The theme chosen for the commissioner conference was 'WOW, we are amazing', this show-cased how we continue to support our amazing adult members and volunteers and help them to grow in their roles.



Pax Lodge proved to be very popular for the first of our adult volunteer experiences, which are something that we hope to develop further.



Training is always high on our agenda for our volunteers. Adapting it when needed so that we can continue to be flexible in our approach. We supported the roll out of the new adult leadership programme from Girlguiding.

The continuation of the cost of living grant and the volunteer welcome grant allowed us to offer grants to subsidise adult volunteers and young members' guiding costs. Allowing us to be as inclusive and impactful as possible. We are always reviewing our organisation to ensure sustainability.

It was a privilege to host our Hidden Hero event in September for volunteers at a local level who had not previously received an award or been recognised for their contribution to Girlguiding.



We continue to work hard to reach as many girls and young women as possible, breaking down barriers to joining and ensuring we have the volunteer sustainability to achieve our exciting strategic goals for 2024.

I am extremely grateful to our region staff and volunteer teams, alongside our county and island volunteers who embraced our ambitious strategy and delivered over the year.

**Racheal Tattum**  
**Chair of Trustees and Chief Commissioner**

# Review of 2024

## Overview

In May 2022, Girlguiding South West England launched the region strategy for 2022 to 2024 which has been implemented and was reviewed during 2024.

We share Girlguiding's vision, mission and values, which are as follows:

### **Our Vision is:**

An equal world where all girls can make a positive difference, be happy, safe and fulfill their potential.

### **Our Mission is:**

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 are:**

We are caring, challenging, fun, empowering, inclusive, and inspiring.

Our key strategic priorities are:

**Exceptional experiences for girls:** Girlguiding South West England will offer unrivalled girl-led experiences across the region through a blended and inclusive approach.

**Rewarding volunteering:** Girlguiding South West England will ensure that we offer every volunteer a rewarding, fun and enjoyable experience in our region.

**Inclusive and impactful:** Girlguiding South West England will be a welcoming, inclusive organisation where we proudly celebrate the achievements of our members and where every girl, young woman and potential volunteer that wants to join us can.

**A sustainable organisation:** Girlguiding South West England will be an organisation that is sustainable, future proofed and able to achieve the delivery of our strategic aims.

The governance committees have been working on the delivery of the priorities set for 2022-2024; a more detailed report is given on pages 9-26.

## Region vision

"Our region will be caring and welcoming; where every volunteer is supported and exceptional inclusive experiences are offered. Our membership will be empowered to thrive and be impactful within our communities and together we will recover and grow."

We will offer **exceptional experiences** for girls and young women in the region through a blended and inclusive approach

**We will:**

- Increase the opportunities to participate in outdoor experiences for girls and young women
- Provide large-scale events for girls and young women to come together across the region
- Provide a range of international experiences for all, including 'at home'
- Develop a youth voice and participation plan
- Increase the availability of experiences for 14-18 year olds
- Work with our counties and islands to increase the provision of exceptional girl experiences across the region
- Ensure our volunteers have the training and support to provide exceptional experiences for girls and young women

**Events and activities**

During 2024 an exciting programme of activities and events were on offer to the girls and young women and their leaders.

Four Mary Rose experience days were held at the Mary Rose Museum in Portsmouth in January, February, March and April, which approximately 465 young members and their leaders attended. A further two days were held in October and November with 120 attending on each day. Young members took part in a variety of activities including working in teams to guess the use of mystery artefacts and comparing modern and Tudor food to decide if we were healthier than our Tudor ancestors.



Girlguiding South West England again teamed up with Dartmoor Zoological Society in 2024 to provide members with an opportunity to sleepover at Dartmoor Zoo. In May, June and August over 230 girls enjoyed a sleepover at the zoo and took part in various activities and workshops on animal enrichment and behaviour and had a chance to get up close with giant African snails and stick insects. A further 170 girls visited the zoo for the day and completed similar workshops.



In April around 400 young members, leaders and their families had a fun filled day at Beale Wildlife Park in Berkshire. One of the region ambassadors, Holly, spoke about her time in Girlguiding and becoming an author. A range of activities were available in addition to exploring the park and seeing the different animals and trying out the variety of play areas.

One of the region roadshows was held at a hotel in Guernsey in February, and 225 young members took part in World Thinking Day activities including playing football, paper weaving and making

stained glass sun catchers. Mandy, a region ambassador, gave a presentation and speech in the morning to volunteers and external guests, and in the afternoon joined the girls in their activities.



In September, 190 volunteers and young members spent a day at the RNLI college in Poole to celebrate the new resource 'Mayday, Mayday' and 200 years of the RNLI. In the morning, Rainbows and Brownies took part in a series of activities from engineering demonstrations, how to help someone who is in trouble in the water, to learning all about international waters. In the afternoon, Guides and Rangers from across the region took part in similar activities with the addition of the wave machine in the sea survival pool and the ship simulator. The region looks forward to continuing our partnership with the RNLI.



The partnership with UK Parliament continued into 2024 with units registering to take part in UK Parliament week in November.

During 2024, the Royal Navy continued to offer sessions to Guide and Ranger units in the region, engaging with a total of 509 members across the year. All the activities offered were designed to develop and practice leadership, communication, and teamwork skills, whilst having fun.



In July over 800 girls and their leaders from across the region enjoyed a visit to 'schools' day' at the Royal International Air Tattoo (RIAT) at RAF Fairford in Gloucestershire. The RAF Charitable Trust provided free tickets for the girls and their leaders to take part in some STEM (Science, Technology, Engineering and Mathematics) activities in the Techno Zone area. The region had a stand in the Techno Zone where units were able to come along and meet the Chief Commissioner's team. This year volunteers from Gloucestershire and Wiltshire North manned the region stand on the Saturday and Sunday.

Following on from the successful pilot event at the STEAM museum in Swindon in 2023, two further events were held in 2024, one in March when 120 young members attended and the second in September when 136 young members attended. One of the region ambassadors, Laura, ran an engineering based workshop at the event in September.

Leading on from the creative workshops in the last quarter of 2023, the author of 'The Swish' helped the region create a resource as an annual challenge to coincide with Global Recycling Day on 18 March. Units took part in a series of challenges focused on repurposing, reusing and finding their personal sense of style and concluded with a catwalk showing off members creations on or around 18 March. Around 4,400 young members took part with press coverage received from BBC South Today and local BBC radio in Wiltshire, Devon, Hampshire and Dorset.



In June the region hosted a large-scale event, GLOW24, which was attended by 1,873 young members and their leaders. The event featured over 70 different activities for all the sections, offering a wide variety of engaging experiences such as high ropes, slip and slide, archery, Swish upcycling, zorbing and pizza making. A team of 150 volunteers helped to deliver the event for Rainbows, Brownies, Guides and Rangers, who all experienced a fun-filled day. 5 region ambassadors contributed uniquely to the event with Jude and the team from the Royal Navy providing activities focused on team building and leadership; Holly discussed her books; Debbie and Laura showcased engineering skills through rocket launches and motorboat building workshops; and Brogan conducted interviews and showcased the activities on our social media.

202 Guides, Rangers and Young Leaders spent a weekend in July camping at Wimbleball Lake on Exmoor in Somerset for a Wet and Wild adventure weekend. Participants took part in sailing, canoeing, kayaking, rowing and raft building.

## Opportunities for Rangers and Young Leaders

Girlguiding peer educators are members aged 14 to 25 year olds who help Brownies, Guides and Rangers think and talk about issues that are important to them. As young people, they use their own experience to bring the subjects to life. In 2024 the peer educators continued their trainings online and face-to-face with sessions on Think Resilient, Breaking Free, and Safe the World. The region currently has 83 peer educators and those members, with support from Girlguiding, ran 148 sessions reaching 2,069 girls and young women, from Brownies to adult leaders, across the region.



In 2024, a total of 74 young women in South West England gained their Duke of Edinburgh (DofE) awards: 46 at Bronze level, 23 at Silver level and 5 at Gold level. DofE will continue with a Certificate of Achievement for all participants (at all Award levels) who complete their Volunteering, Physical and Skills sections.

The Queen's Guide award is the highest award to be gained in Girlguiding and is open to members aged 16 to 30 and must be completed within 3 years from the start date. The award is about personal challenges and taking part in guiding and consists of 5 sections. In 2024 the region had 46 candidates who started the award and 18 who completed the award.

In January 2022, a new closed Facebook group was set up for Ranger leaders and leaders who have Young Leaders in their Unit. This was continued in 2024 and currently has 345 members. The Facebook page is being used by the region to make Leaders aware of information and opportunities which arise at short notice and can then be forwarded on to Rangers and Young Leaders without delay.



The region held their first residential Youth Voice event, Empower, in November, with 68 girls and young women attending to learn skills to help them use their voice and empower and inspire them to make changes to the issues they are passionate about. The event was held at PGL Liddington and included talks and panel discussions from inspirational girls and women. A number of the region ambassadors attended and delivered workshops.

In 2024 a new partnership with Stemettes was established, Student to Stemette Mentoring programme, available for those aged 15-25. This is a dedicated programme guiding young women towards a rewarding career in Science, Technology, Engineering, Arts and Mathematics (STEAM).

### International experiences

The region celebrated World Thinking Day in February by holding a virtual international event, WTD2024, with over 8,700 members taking part in various activities based around the WAGGGS regions and the theme 'Make Your Way Around the World'.

The region holds annual selection weekends to find volunteer leaders and participants for the programme of international trips. The selection weekend for adults took place in April with 19 volunteers attending from around the region, and the selection weekend for participants was held in June with 61 girls attending. Both weekends were successful and places were offered to leaders and participants for the international trips to Norjam International Jamboree, Inter-Rail and The Gambia in 2025. In 2024, international trips took place with Inter-Rail, Essex International Jamboree and Malaysia.

Roverway is a jamboree for 6,000 Guides and Scouts aged 18-22 year olds and took place in 2024 in Norway with the theme 'North of the Ordinary'. 7 people from the region attended as part of the Girlguiding contingent and took part in a wide range of activities from canoeing to discussing sustainability.

### International Community Experience (ICE)

ICE is a Guiding programme that combines community action and international experiences to provide a challenging and purposeful opportunity for Guides aged 11-13. Community action is a key element of all ICE projects. ICE also provides an opportunity to raise awareness about the international opportunities open to Rangers and leaders and which will be open to the girls as they move onto Rangers when they reach 14. In April, 24 Guides and 4 leaders travelled to Jersey and stayed at the Jersey Accommodation and Activity Centre and carried out a service project for the National Trust, clearing sycamore saplings from an oak copse to protect the area and the cuttings were turned into a hedge for insects.

Two ICE weekends are held around the region in September/October each year and from the two weekends Guides are selected for the final part of the ICE programme – the international experience, which is a 4-day international trip. From the 48 Guides that attended the two weekends in September and October, 24 were selected for the trip to Belgium in April 2025.



We will ensure that we offer every volunteer a **rewarding volunteering** experience which is fun and enjoyable

**We will:**

- Ensure recovery and sustainability at all levels of Girlguiding South West England resulting from the impact of the COVID-19 pandemic
- Develop the Inspire network
- Provide high quality learning and development for volunteers
- Provide a range of experiences and opportunities for volunteers
- Empower volunteers to give them confidence in their roles and to broaden their volunteering experience
- Promote and support flexible volunteering opportunities

**Adult opportunities**

Once a leader has completed the Leader Development Programme, further opportunities for training and development are available. Examples include becoming a mentor to new volunteers joining Girlguiding, walking or water qualifications and a 'going away with' qualification which allows leaders to take girls away on residential events.

One volunteer from the region was successful in gaining a place at the 2024 WAGGGS (World Association of Girl Guides and Girl Scouts) and WOSM (World Association of the Scout Movement) Academy event which was held in Krakow, Poland in November. Guide and Scout members from both organisations share with other participants from all over Europe their vision on key topics such as: external relations in Europe, communication, implementing STEM into youth programmes, non-formal education and training, and membership growth, enabling members to find innovative tailored solutions to the diverse needs Scouting and Guiding Organisations are facing in Europe. Participants could choose from four different learning paths and the volunteer from our region chose the Voice stream which included sessions on advocacy, brave spaces, succession planning and intergenerational partnerships. There was an international evening where participants learnt about the other 40 countries that were represented.

The Juliette Low Seminar (JLS) is a leadership development programme for Girl Guides and Girl Scouts aged 18–30 from all around the world. The seminar aims to build worldwide friendships and help young women step outside their comfort zones. As part of this year's event, Liv, Deputy Chief Commissioner, was selected as the Girlguiding UK delegate from an interview process which involved presenting a project plan and the reasons why the trip would help build her leadership skills and abilities.

In September 2024, Liv travelled to Kusafiri in Ghana for a week-long event focussed on 'Peacebuilding' and the WAGGGS Leadership Model. She made life-long friendships with other Girl Guide and Girl Scout members from across the globe, got to experience her fifth and final WAGGGS World Centre as well as developed her leadership skills through workshops, games and reflection. A few highlights included a community day where Liv got to meet with the local Chief and Queen Mothers, who were the female community leaders for anyone needing help. They talked about how they saw leadership in their roles and how they go about problem-solving with their communities.

Liv also took part in an international night where all the JLS participants of the event got to showcase something from their WAGGGS regions as well as trade badges, food and swaps! "It was an incredible trip, full of fun, friendship and adventure. What a privilege to have been able to represent our region at a worldwide event, definitely memories of a lifetime!"

The role of commissioners is key to supporting and encouraging our volunteers to be inspirational leaders. The aim of the commissioner conference is to empower and inspire commissioners to work with other adult members to ensure the sustainability of guiding for the future, creating a community in which all girls and volunteers receive a warm welcome and feel a sense of belonging.

Our region commissioners' conference was held in October with 100 commissioners attending. The theme of this year's conference was "Wow, we are amazing!" and commissioners had the opportunity to attend several workshops, including a chocolate workshop in the afternoon. Mandy, a region ambassador, spoke at the end of the day and closed the conference.

In 2024 the Inspire network for 18-30 year olds continued to grow and an Inspire weekend was held in September with members staying at the Lilliput Sea Scouts in Poole. The weekend allowed members to meet others from across the region. On the Saturday they took a ferry to Brownsea Island and explored the area before meeting up for a group photo in the afternoon.



Pax Lodge in London was booked for two weekends, one in March and the other in October, for adult volunteers to enjoy a flexible weekend with other volunteers from across the region. 73 members attended each weekend and took part in a range of activities including wild water swimming, trips to the theatre, escape rooms and trails around London.

In January the region ran a property conference for adult volunteers who had responsibility for Guiding properties. 54 people attended the day and listened to presentations on property constitutions, contingency planning, and managing contractors. There was an air and share session at the end of the day allowing queries to be addressed and answered.

Try, Inspire and Qualify (TIQ) was held in September with 72 leaders attending the weekend. Volunteers were able to try different activities including, pyrography, cardboard box backwoods cooking, paracord and advanced whittling. There was also the opportunity to take qualifications in First Aid and Midas.

## Training

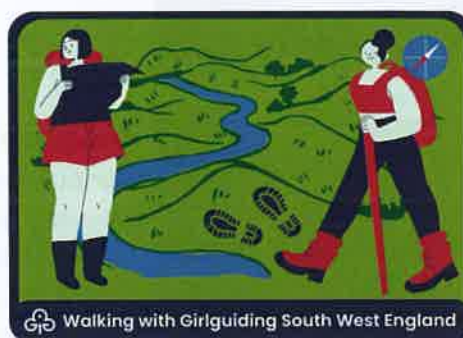
The region has a team of 65 Girlguiding qualified trainers and 10 volunteers who are working on their Girlguiding Trainer Qualification. The trainers are all volunteers from within Girlguiding South West England and play a key role in supporting and equipping our leaders to deliver good guiding. A trainers conference was held at Somerset County Cricket Ground in November which explored an overview of WAGGGS leadership model.

Leader Development Programme training sessions are held virtually in the evenings, 202 volunteers were trained on a number of topics including, Celebrating Every Member, Doing Our Best, Effective Communication for Unit Leaders, and Unit Accounts.

Girlguiding South West England has continued to deliver safeguarding training comprising of 4 different levels of training to ensure that all volunteers are holding the appropriate level for the role they hold in Guiding. Level 1 and 2 are completed as elearning, level 3 is completed by attending a three-hour online training or a face to face training, and level 4 is completed online. During the year, 1,665 volunteers were trained for Level 3 and 198 commissioners trained for Level 4. A training plan is in place for 2025 to ensure continued compliance going forward. The safeguarding training levels 1-3 was replaced by a new safer guiding training in December 2024. This new training will enable volunteers to do an elearning which is divided into topics and is designed to dip in and out of, or complete a trainer-led session as a webinar or face to face.

Additional online training sessions are held throughout the year to assist volunteers in their roles. These sessions are on Adjustment Plans, Honest Conversations, Handling Challenging Behaviour, Gift Aid, Doing Our Best, Celebrating Every Member, and Effective Communication.

The region offers a programme of walking training weekends each year, which can be for leisure walking or can lead to qualifications. This enables volunteer leaders to take groups of girls and adults on walks with varying levels of difficulty and terrain. The region ran a Level 1 walking course at Try, Inspire and Qualify in September. A Level 2 training and assessment and leisure weekend was held in September at the Dartmoor Activity Centre.



## Resources and badges



The Swish Hub was created with region partner Tash from the Swish. A fashion upcycling challenge pack was launched on Global Recycling Day in March. Every challenge puts a spotlight on sustainability and is based around 5 themes of re-styling, re-working, re-gifting, researching, and discovering your unique style. A badge is available on completion of the challenge.



Girlguiding South West England has partnered with the James Dyson Foundation, Dyson's charitable arm, to promote their exciting resource focusing on science and engineering. The challenges can be found on their website and badges can be obtained through the region website.





In October at the commissioner conference, a new Growth resource and badge was launched. It is designed for all commissioners, at every level, and has information on region and national resources to be shared with volunteer teams. The resource will support any growth work that may be going on in local areas. The Growth pack includes 2 region growth badges for commissioners to award.



The Empower in a Box resource was launched in March at the International Women's Day roadshow in Exeter. The resource is a toolkit designed to help local guiding run more Youth Voice events for the region's 14-30 year olds. It contains templates, workshop session ideas and suggested activities.



The SWEBOTS 'on the net' resource won an award at the Security Serious Unsung Hero Awards in London on 16 October in the best security awareness campaign category. The 'on the net' resource, released in 2017, was recognised for helping our members learn about the exciting world of cyber in a fun and safe way. This resource was created by a volunteer within our region in Gloucestershire with support from the National Cyber Security Centre and Cyber First.



Following the success of the Christmas badges over the last 4 years, a Christmas badge was designed for 2024 with over 10,000 sold in the 3 months before Christmas. Continuing on from 2023, the region designed and sold a Christmas bauble of which 129 had been sold by the end of the year.

We will be a welcoming, **inclusive** organisation where we proudly celebrate the achievements of our members and make a bigger **impact** and influence on our local communities

**We will:**

- Promote and support our members to enable an inclusive culture and celebrate diversity across Girlguiding South West England
- Ensure all elements of the Girlguiding South West England offer is inclusive and welcoming to all
- Develop our Inclusion team and network
- Understand the inclusion and diversity focus areas and opportunities within Girlguiding South West England
- Grow our external reach and engagement
- Reach out to welcome in new members
- Support sustainability of our membership
- Develop our communications to meet the needs of our members
- Celebrate and thank all our members
- Facilitate the opportunities for our members to have impact; locally, regionally and nationally

### Membership growth and retention

Our membership at the end of 2024 was 56,147 made up of Young Members, Adult Members and Recognised Volunteers. The total amount of those that pay the subscription is 54,649. Both figures have *decreased from the end of 2023* with 57,190 total members at the end of December 2023 and 55,903 that paid the subscription. At the end of 2024 there were 14,817 Young Member registrations and of these 11,470 were eligible to join. These figures are for those who are enquiring to become Young Members for the first time and do not include those who are transferring units or moving sections. The girls and young women meet in groups – called units. On the 2 January 2025 there were 3,062 units; a *loss of 79 units* since 2023.



The region office continued to make the initial contact with adults wishing to volunteer in just over three quarters of the counties in the region. The aim of the call was to find out where the adult wanted to volunteer, their availability and the type of role they were interested in volunteering for. The information received was passed to local volunteer commissioners to follow up with information on opportunities available for each individual adult volunteer. The office handles enquiries from parents of girls who were waiting to join Girlguiding.

On 8 March, International Women's Day, a roadshow was held in Exeter with guests including the Lord Mayor of Exeter, the Deputy Lieutenant of Devon, President of Exeter Lions Club and representatives from the Salvation Army, Devon and Cornwall Police and the National Trust. The event was hosted by members of the region's Youth Voice network (a group of 14-25 year olds) and attendees explored the International Women's Day theme of inspiring inclusion. A couple of region ambassadors attended and joined the panel discussion talking about how having positive role models is important to show girls what is possible and what they can achieve.



In 2024 we continued with the region's new External Reach Strategy. It looked at key ways to raise the profile of Girlguiding across the South West England region in order to grow our membership and thrive with opportunities and partnerships.

When planning a conference, activity, training or an event, volunteers and staff consult the region inclusion checklist to ensure that those with additional needs would feel comfortable to attend. The checklist has sections on venue, online events, website, and catering.

The region held a Growing Guiding skills day in November which was attended by 100 members from across the region. The Chief Commissioner and the lead volunteer for Membership Growth and Retention gave delegates an overview of the region's position and ideas being developed to assist the region with membership growth and retention. Delegates attended workshops which focused on:

- Expanding our reach – how do we include everyone?
- How to encourage parent involvement
- How to support neurodiverse young members and volunteers
- How to write a grant application
- Inclusive communications

- Social media training
- Succession planning for unit leaders
- Waiting list management
- Young leaders development programme

## Fundraising and grants



The Cost of Living Grant was continued in 2024 and has been funded by a grant from Girlguiding. It is available to subsidise adult volunteers and young members' guiding costs, and in particular, to help towards subscriptions for 2025.

A Volunteer Welcome grant continues to help units welcome new leaders-in-training and unit helpers by assisting with the cost of starting their volunteer journey with Girlguiding. The grant can be used for either the cost of the volunteer's subscription, training, or for uniform/members wear or a combination of the various costs.

The Starting a New Unit Grant was launched in September 2021 and has continued to help provide support for essential items to help get more girls into Guiding. During the year, 13 new units have been helped as they began their journey by providing a number of items including programme and support resources, first aid kits, Guiding uniform for leaders, unit helpers and young leaders, and training costs for leaders to attend relevant first aid and programme trainings.

In 2023 funding was received by Girlguiding from the DCMS Uniformed Youth Fund with the objective of creating new places for young people in uniformed youth groups, prioritising tackling waiting lists in IMD 1-5 Upper Tier Local Authority Areas in England, before reducing waiting lists in other parts of England. The fund aims to improve the wellbeing of young people and help them to develop skills for life and work by expanding the reach, number and range of regular activities for young people that drive these outcomes. The fund will also support Uniformed Youth Organisations to build their internal capacity to scale up sustainably. The project started on 1 April 2023 and will run until April 2025. We have provided funds and support to 30 new Guide and Ranger units and 47 existing Guide and Ranger units. As of the end of March 2023, just before the project started there were 11,162 Guides and 1,540 Rangers in the region. As at the 3 January 2025 these had increased to 11,605 Guides and 1,739 Rangers.

## Thanks and recognition

Saying 'Thank You' to all Girlguiding volunteers is important. In February, a roadshow was held in Guernsey which 45 volunteers from across the island attended to celebrate and thank them for everything they do. In October, a thank you event was held at Ufton Court, Reading for all volunteers in Berkshire, which 98 volunteers attended.

A 'Hidden Heroes' thank you event was held in September for volunteers at a local level who had not previously received an award. Volunteers were



nominated by county/island commissioners and local volunteers and over 300 volunteers attended for a relaxed afternoon at Frogmary Green Farm enjoying a cream tea and a band.

Girlguiding and Girlguiding South West England offer a range of awards that adult volunteers can be nominated for to recognise what they do for Girlguiding.

The region awards include the Silver Oak Leaf, which can be gained by any adult who has given freely of their time to promote and advance Guiding within the region, the Compass award, which is given to recognise the dedication of our members at local level and give freely of their time to provide good quality guiding to the girls in their unit, the local area and to the benefit of the local community and the Young Adult Leaders award, which is given to recognise the achievement of leaders aged 18 to 30 years and who have done something special or something remarkable. In addition, the region has a Thanks Badge and a Chief Commissioner's Certificate, both of which are awarded at the discretion of the Chief Commissioner.

Girlguiding's service awards are available for members who have completed 5, 10 and up to 60 years' service. The region recognises volunteers who have recently joined Girlguiding as a member and who have completed either 1 year or 3 years' service. A 15 years' service award was introduced by the region in January 2023 and from January 2024, new region 25 and 35 years' service badges were introduced and given out to members who have completed 25 and 35 years' service.

**During 2024 the following awards were made:**

- 3 Guiding Star
- 10 Region Silver Oak Leaf awards
- 26 Region Compass awards
- 2 Chief Commissioner's awards
- 5 Young Adult Leaders awards
- 688 Chief Commissioner 1-year service award
- 443 Chief Commissioner 3-year service award
- 123 Chief Commissioner 15-year service award
- 98 Chief Commissioner 25-year service award
- 73 Chief Commissioner 35-year service award
- 61 Girlguiding Hero award



We will be an organisation that is **sustainable**, future proofed and able to achieve the delivery of our strategic aims

**We will:**

- Review our financial processes and funding sources
- Ensure staff and volunteer roles within Girlguiding South West are enjoyable, fulfilling and impactful
- Support the Girlguiding organisational strategy through the ways of working together process
- Take measures to reduce the environmental impact of our core business, activities, opportunities, and events and increase our environmental sustainability

**Finance**

Most of the region's annual income comes from membership subscriptions which are received in April.

Sales of resources, badges and small gift items via the online shop continue to supplement the region's income. New for 2024 were region branded travel mugs and water bottles, the Swish resource and badge, the James Dyson badge, and the 2024 Christmas badge and bauble.

A small stream of income continues to be generated from easyfundraising referral fees and from letting surplus office space in the region headquarters building.

Regular meetings are held with NatWest Bank, the region's bankers, to review our financial position. Regular meetings are also held with the region's investment managers, Evelyn Partners Investment Services Ltd, to review the performance of the region's investment portfolios. The region's investments are held in two portfolios, the main portfolio has a medium to long term growth strategy with a moderate risk profile, the second portfolio was set up for growth and income with a low risk profile.

To protect the region's assets against fraud and loss there are various internal financial controls in place to identify, prevent and manage risk such as segregation of duties, authorization levels, regular preparation and review of budgets and management accounts, and various regular reconciliations.

The 2025 annual budget for the region was drawn up and approved by the trustee board in July. The 2024 budget was reviewed throughout the year and updated where necessary. Management accounts, which incorporated the budget figures and identified variances, were reviewed throughout 2024 together with cash flow forecasts.

**Structures and decision making**

A Governance review was carried out in 2024. In line with the region strategy, 2 new committees were formed, inclusive and impactful, and volunteer experience, these committees will help to fulfill the strategy's objectives.

## Processes, systems and staff

The compliance committee holds a register of all property owned by the counties and islands with details of the ownership arrangements including the expiry dates of any leases, whether the property is separately registered as a charity, whether property is held by the Guide Association or Scout Association Trust Corporations, the use of the building and insurance arrangements.

A property audit was carried out in 2024 which covered all the properties within the region.

The compliance committee continued to analyse and review the quarterly reports on complaints and concerns that originate at a local Guiding level. Common themes were identified which was used to determine the training required to support the volunteer leaders.

The region team of Safeguarding lead volunteers provided support and advice to members throughout the region on safeguarding matters. The team also worked with Girlguiding on a number of disclosures during 2024. A total of 155 safeguarding disclosures/concerns were registered with Girlguiding from the region.

The region has continued to provide support on GDPR to the county/island commissioners. Girlguiding policy and procedures were updated and the information disseminated to the counties and islands.

A new staff member started in January on a 12 month contract as a Membership Support Assistant to work with counties to increase the number of volunteers in their area. A member of the Communications team went on maternity leave in April and will return in April 2025.

The amazing work carried out by the volunteers in Girlguiding South West England is achieved in partnership with our dedicated staff team.

## Support

Girlguiding South West England's headquarters building is a Grade II Listed building in Salisbury. The building houses the administrative centre for the region and provides space for members to hold meetings and training sessions.

Girlguiding South West England has an ongoing programme of maintenance for the building and this has proceeded to plan.

Following the success of the region office open days in 2023, the region held 2 open days to welcome members into the office for a tour of the building and a chance to meet the region staff, while completing a Guiding activity and browsing in the region shop.

At the end of 2024 Ranger sleepovers were offered at the region office. This allows Rangers and their leaders to sleepover at the region office for a 24 hour period at the weekend. There were 2 sleepovers in November and December and 9 bookings for 2025.



## Plans for the future

### Plans include:

#### Exceptional experiences for girls

- Mary Rose Experience days
- World Thinking Day 2025
- Night with the Tigers sleepover at Dartmoor Zoo
- ICE weekends for international trip in 2026
- INTOPS for girls
- UK Parliament Week 2025
- A weekend at United Kingdom Sailing Academy (UKSA)
- Region roadshow in Cornwall for girls and their families
- Peer education training days
- The Swish upcycling challenge
- LEGOLAND
- STEAM museum
- Royal International Air Tattoo – ‘schools’ day’
- Ranger sleepovers at region office



#### Rewarding volunteer experience

- Growing Guiding skills day
- Region-led safer guiding training to ensure continuous compliance
- Virtual training sessions for leaders and commissioners
- Commissioner conference
- Region roadshows in Bristol and South Gloucestershire, Cornwall, Dorset and Somerset for volunteers
- Trustee training
- Adult INTOPS selection weekend

#### Inclusive and impactful

- Launch of the updated region strategic plan
- Youth panel members
- Understanding the inclusion and diversity focus areas and opportunities
- Developing communications to meet the needs of all our members
- The continuation of work to manage enquiries and joining lists of adults who wish to join Girlguiding

#### Support

- Continued development of website, events booking system and online shop

#### Objectives and activities for the public benefit

The trustee board confirms that it has taken due regard of the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

## Environmental Statement

Girlguiding South West England seeks to create a culture which environmental considerations are integrated into all policy decisions and business activities across the organisation.

## Risk Statement

The major risks facing Girlguiding South West England are continually reviewed and carefully scrutinised by the trustee board and compliance committee and measures taken to mitigate against major strategic business and operational risks which the charity faces.

A detailed business recovery plan is in place and will be implemented in the event of an incident to ensure that Girlguiding South West England can continue its business operations as quickly as possible.

## Reserves

The trustee board has reviewed the reserves of Girlguiding South West England. The review covered the sources of income and whether that income was sustainable in the future, the fixed and variable expenditure of the region and the need to contain expenditure levels within the sources of income.

The review concluded that to allow Girlguiding South West England to continue to operate efficiently and to provide sufficient reserves for that continuance then the following reserves will be required:

1. Designated fund of £309,817 consists of £65,000 to cover costs of forthcoming events, £150,000 for maintenance at St Ann's Manor, £24,987 to provide for training and events, £43,686 for grant funding for trips and future trip fund £26,144.
2. General liquid reserves sufficient to cover one year's operating expenditure. This includes staff costs, office costs and utilities. The total of these costs currently stands at around £628,791

Girlguiding South West England has achieved its initial target which will be kept under review. The free reserves of the Association at 31 December 2024 were £nil (2023: £nil).

## Investment powers

The investment powers of Girlguiding South West England are as set out in the Royal Charter and Byelaws of The Guide Association.

## Statement of Trustees' responsibilities

The trustees of the charity (for the purposes of charity law) are responsible for preparing the report of the trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of Girlguiding South West England and of its financial activities for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements;
- Prepare financial statements on the going concern basis unless it is inappropriate to presume that Girlguiding South West England will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of Girlguiding South West England and to enable it to ensure that the financial statements comply with the constitution. They are also responsible for safeguarding the assets of Girlguiding South West England and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### Financial Statements For 2024

The annual financial statements for 2024 are annexed to this report and include a report by Girlguiding South West England's auditors, Fawcetts LLP, Chartered Accountants and Statutory Auditors.

### Trustee Report

The trustee report was approved by the trustee board at its meeting on 11 April 2025 and the Chief Commissioner was authorised to sign the report on behalf of the trustee board.



.....  
**Racheal Tattum**

**Chair Of The Trustee Board And Chief Commissioner**

# Report of the Trustees and Financial Statements

For the year ended 31 December 2024

Charity registration number: England & Wales 305951

## Report of the Independent Auditors to the Members of The Guide Association – South West England

### Opinion

We have audited the financial statements of the Guide Association – South West England for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the charity's affairs as at 31 December 2024, and of its incoming resources and application of resources for the year ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Charities Act 2011

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the ongoing concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## **Other information**

The other information comprises the information included in the trustees annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- The information given in the financial statements is inconsistent in any material respect with the financial statements; or
- The charity has not kept adequate accounting records; or
- The financial statements are not in agreement with the accounting records and returns; or
- We have not received all the information and explanations we require for our audit.

## **Responsibilities of Trustees**

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's

report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

### **Extent to which the audit was considered capable of detecting irregularities, including fraud.**

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

### **Identifying and assessing potential risks related to irregularities**

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations we consider the following:

- The nature of the charity sector, control environment and business performance;
- Results of our enquiries of management about their own identification and assessment of the risks of irregularities;
- Any matters we identified having obtained and reviewed the company's documentation of their policies and procedures relating to:
  - o Identifying, evaluating and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - o Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud;
  - o The internal controls established to mitigate risks of fraud or non-compliance with laws and regulations;
  - o The matters discussed among the audit engagement team regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.

As a result of these procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud in the following area: revenue and resource recognition. In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override.

We have also obtained an understanding of the legal and regulatory frameworks that the charity operates in, focusing on provisions of those laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements. The key laws and regulations we considered in this context included the UK Charities Act and related legislation.

### **Audit response to risks identified**

As a result of performing the above, we identified revenue and resource recognition a key audit matter related to the potential risk of fraud. Our procedures to respond to risks identified included the following:

- Reviewing the financial statement disclosures and testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- Enquiring of management concerning actual and potential litigation and claims;
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- Reading minutes of meetings of those charged with governance and reviewing correspondence with HMRC and;
- In addressing the risk of fraud through management override of controls, testing the appropriateness of journal entries and other adjustments; assessing whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

### **Use of our report**

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Fawcetts*

Date: *2 June 2015*

Fawcetts LLP, Chartered Accountants & Statutory Auditors  
Windover House, St Ann Street, Salisbury, SP1 2DR

Fawcetts LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

# Statement of Financial Activities

## For the year ended 31 December 2024

Income and expenditure	Note	Unrestricted £	Restricted £	Designated £	2024 Total £	2023 Total £
<b>INCOME AND ENDOWMENTS FROM:</b>						
Donations and legacies	2	3,084	192,304	1,150	196,538	146,222
Charitable activities	3	815,782	-	-	815,782	700,181
Other trading activities	4	85,632	-	-	85,632	74,727
Investment income		36,128	-	-	36,128	23,121
<b>Total income</b>		<b>940,626</b>	<b>192,304</b>	<b>1,150</b>	<b>1,134,080</b>	<b>944,251</b>
<b>EXPENDITURE ON:</b>						
Raising funds	5	107,630	17,377	-	125,007	101,397
Charitable activities	6	890,533	194,773	32,311	1,117,617	890,442
<b>Total expenditure</b>		<b>998,163</b>	<b>212,150</b>	<b>32,311</b>	<b>1,242,624</b>	<b>991,839</b>
Net gains/(losses) on investments		46,799	-	-	46,799	86,436
<b>NET INCOME/(EXPENDITURE)</b>		<b>(10,738)</b>	<b>(19,846)</b>	<b>(31,161)</b>	<b>(61,745)</b>	<b>38,848</b>
Transfers between funds		(30,479)	13,522	16,957	-	-
<b>NET MOVEMENT IN FUNDS</b>		<b>(41,217)</b>	<b>(6,324)</b>	<b>(14,204)</b>	<b>(61,745)</b>	<b>38,848</b>
<b>RECONCILIATION OF FUNDS:</b>						
Total funds brought forward		1,700,562	90,567	324,021	2,115,150	2,076,302
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>1,659,345</b>	<b>84,243</b>	<b>309,817</b>	<b>2,053,405</b>	<b>2,115,150</b>

### Continuing operations

None of the Regional Association's activities were acquired or discontinued during the current and previous years. All gains and losses recognised in the year are included in the Statement of Financial Activities.

The notes form part of these financial statements.

# Balance sheet

## As at 31 December 2024

	Note	2024 £	2024 £	2023 £	2023 £
<b>Fixed assets</b>					
Tangible fixed assets	10	257,537		271,292	
Investments	11	<u>1,159,158</u>		<u>1,314,995</u>	
			1,416,695		1,586,287
<b>Current assets</b>					
Stock	12	55,819		53,733	
Debtors	13	288,232		211,083	
Cash at bank and in hand		<u>634,667</u>		<u>488,259</u>	
<b>Total current assets</b>		978,718		753,075	
<b>Creditors</b>					
Amounts falling due within one year	14	<u>(342,008)</u>		<u>(224,212)</u>	
<b>Net current assets</b>			<u>636,710</u>		<u>528,863</u>
<b>NET ASSETS</b>			<u><b>2,053,405</b></u>		<u><b>2,115,150</b></u>
<b>Funds</b>					
Restricted funds	16		84,243		90,567
Unrestricted funds:					
Designated funds	17		309,817		324,021
Other charitable funds			<u>1,659,345</u>		<u>1,700,562</u>
<b>TOTAL CHARITY FUNDS</b>			<u><b>2,053,405</b></u>		<u><b>2,115,150</b></u>

The financial statements were approved and authorised for issue by the Board of Trustees on 11/04/2025 and were signed on its behalf by:



R Tattum  
Chair of the Trustee Board and Chief Commissioner

The notes form part of these financial statements.

# Statement of Cash Flows

## For the year ended 31 December 2024

	Notes	2024 £	2023 £
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>			
Net cash provided by/(used in) operating activities	a	(56,227)	(11,665)
Cash flows from investing activities:			
Purchase of investments		(252,555)	(476,995)
Sale proceeds of investments		465,666	375,716
Purchase of tangible fixed assets		-	(941)
Net cash provided by/(used in) investing activities		213,111	(102,220)
<b>CHANGE IN CASH AND CASH EQUIVALENTS FOR THE YEAR</b>		156,884	(113,885)
Cash and cash equivalents brought forward	b	520,893	634,778
<b>CASH AND CASH EQUIVALENTS CARRIED FORWARD AT 31 DECEMBER</b>		<b>677,777</b>	<b>520,893</b>

### a) Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2024 £	2023 £
Net income/(expenditure) for the year as per the Statement of Financial Activities	(61,745)	38,848
Adjusted for:		
Depreciation	13,755	16,456
Unrealised (gains)/losses on investments	(41,856)	(84,607)
Realised (gains)/losses on disposal of investments	(4,942)	(1,829)
(Increase)/decrease in stock	(2,086)	(9,151)
(Increase)/decrease in debtors	(77,149)	(63,915)
Increase/(decrease) in creditors	117,796	92,533
<b>Net cash (used in)/provided by operating activities</b>	<b>(56,227)</b>	<b>(11,665)</b>

### b) Analysis of cash and cash equivalents

	2024 £	2023 £
Cash at bank and in hand	634,667	488,259
Cash held as part of investment portfolio	43,110	32,634
	<b>677,777</b>	<b>520,893</b>

# Notes to the Financial Statements

## For the year ended 31 December 2024

### 1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### **General information and basis for preparation**

The charity constitutes a Public Benefit Entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 United Kingdom and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP 2019 (FRS 102)), the Charities Act 2011.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling (£) which is the functional currency of the charity.

#### **Going concern**

The trustees have considered the financial position of the Charity and the expected future member numbers and confirm that the Charity remains a going concern. The financial statements, therefore, continue to be prepared on a going concern basis under the historic convention, modified by the revaluation of certain investments.

#### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probably that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlements date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of.

No amount is included in the financial statements for volunteer time in line with the SORP. Further detail is given in the Trustees' Annual Report.

#### **Expenditure**

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to pay for expenditure. All costs have been directly attributed to one of the functional categories of resources expanded in the SOFA. The irrecoverable element of VAT is included with the item of expense to which it relates.

#### **Grants**

Grants receivable are credited to the Statement of Financial Activities (SOFA) in the year for which they are received. Grants payable are charge in the year in which the offer is conveyed to the recipient.

### **Tangible fixed assets**

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended. Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Land	- not depreciated
Freehold property	- 2% straight line
Furniture and equipment	- 25% on reducing balance/25% straight line

### **Stock**

Stock is valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

### **Operating leases**

Rentals paid under operating leases are charged on a time basis over the lease term.

### **Pensions**

Girlguiding South West England contributes to a defined contribution scheme managed by The Guide Association operating as Girlguiding in respect of certain employees. The charity also operates a stakeholder pension scheme for other staff. Contributions payable for the year are charged as part of resources expended.

### **Donations and fund accounting**

Donations received for the general purpose of the Charity are included as unrestricted funds. Donations for activities restricted by the wishes of the donor are taken to 'restricted funds' where these wishes are legally binding on the Trustees. The Trustees may set aside funds as being designated for particular purposes. These funds are shown as designated funds within the reserves.

### **Debtors**

Debtors are measured at their recoverable amount.

### **Creditors and provisions**

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### **Taxation**

The Charity is a registered charity and, as such, is not liable to corporation tax.

### **Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

# Notes to the Financial Statements

## For the year ended 31 December 2024

### 2. Donations and legacies

	Unrestricted £	Restricted £	Designated £	Total 2024 £	Total 2023 £
Grants	-	192,304	1,150	193,454	143,048
Donations	3,084	-	-	3,084	3,174
	<u>3,084</u>	<u>192,304</u>	<u>1,150</u>	<u>196,538</u>	<u>146,222</u>

### 3. Charitable activities

	Unrestricted £	Restricted £	Designated £	Total 2024 £	Total 2023 £
Subscriptions	554,424	-	-	554,424	550,197
Training	3,090	-	-	3,090	1,890
International trips	142,487	-	-	142,487	101,680
Events	115,781	-	-	115,781	46,414
	<u>815,782</u>	<u>-</u>	<u>-</u>	<u>815,782</u>	<u>700,181</u>

### 4. Other trading activities

	Unrestricted £	Restricted £	Designated £	Total 2024 £	Total 2023 £
Rental income	23,631	-	-	23,631	20,856
Trading sales	62,001	-	-	62,001	53,871
	<u>85,632</u>	<u>-</u>	<u>-</u>	<u>85,632</u>	<u>74,727</u>

## 5. Raising funds

	Unrestricted Funds £	Restricted Funds £	Designated Funds £	Total 2024 £	Total 2023 £
<b>Trading expenses</b>					
General merchandising costs	18,510	17,377	-	35,887	17,976
Badge and resource costs	21,598	-	-	21,598	10,390
Support costs	55,997	-	-	55,997	58,956
<b>Investment management charges</b>	11,525	-	-	11,525	14,075
	<u>107,630</u>	<u>17,377</u>	<u>-</u>	<u>125,007</u>	<u>101,397</u>

## 6. Expenditure on charitable activities

	Unrestricted Funds £	Restricted Funds £	Designated Funds £	Total 2024 £	Total 2023 £
<b>Direct Costs</b>					
Grants payable	-	109,440	32,311	141,751	104,644
Membership service costs	4,002	5,810	-	9,812	3,833
Training	6,051	8,995	-	15,046	27,149
International trips	135,898	-	-	135,898	103,724
Events	229,350	1,707	-	231,057	108,182
Ambassador Scheme Initiatives	11,259	-	-	11,259	12,308
Support costs	503,973	68,821	-	572,794	530,602
	<u>890,533</u>	<u>194,773</u>	<u>32,311</u>	<u>1,117,617</u>	<u>890,442</u>

Grants are made to individual Girlguiding members and Girlguiding levels in the region.

### Support Costs

Staff costs (note 9)	360,731	60,556	-	421,287	342,286
Staff travel, training and recruitment	3,408	-	-	3,408	41,701
Premises costs	27,440	-	-	27,440	30,460
Insurance	50,978	-	-	50,978	20,629
Administration costs	57,457	-	-	57,457	80,302
Marketing	2,867	3,958	-	6,825	9,454
Website expenses	1,409	-	-	1,409	1,913
Non staff travel and subsistence costs	23,330	3,561	-	26,891	31,011
Legal and professional fees	8,940	-	-	8,940	5,451
Audit and accountancy fees	8,435	-	-	8,435	8,059
Depreciation	13,009	746	-	13,755	16,456
Bank charges	1,966	-	-	1,966	1,836
	<u>559,970</u>	<u>68,821</u>	<u>-</u>	<u>628,791</u>	<u>589,558</u>

Support costs are allocated to each activity on a time spent basis, with 10% allocated to raising funds, and 90% allocatable to charitable activities.

Membership service costs: Of the £9,812 expense in the year, £5,810 was covered by grants received from UYF (Uniformed Youth Funding).

## 7. Expenditure

	<b>Total 2024</b>	<b>Total 2023</b>
	<b>£</b>	<b>£</b>
Expenditure includes:		
Depreciation - owned assets	13,755	16,456
Auditor's remuneration - for audit	8,435	8,059
- for other services	-	-
Operating lease rentals	13,086	20,304

## 8. Trustees

None of the trustees, nor persons connected with them received any remuneration or other material benefits from the charity or any connected organisation. During the year, 10 trustees received travelling and out-of-pocket expenses of £4,431 (2023: 2 - £1,627).

## 9. Staff numbers and remuneration

<b>Staff Numbers and Remuneration</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Wages and salaries	358,681	298,766
Social security costs	35,444	18,987
Employer's pension contributions	27,162	24,533
	<u>421,287</u>	<u>342,286</u>
	<u>2024</u>	<u>2023</u>
The average number of people employed, including part-time staff:	14	13

The key personnel of the charity comprise the Executive Manager, Finance Manager, and Communications Manager for whom total earnings were £139,148 (2023: £90,611 for the Executive and Finance Managers only). No employees received total employment benefits of more than £60,000.

## 10. Tangible fixed assets

	<b>Freehold Property</b>	<b>Furniture and Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Cost</b>			
At 1 January 2024	401,584	172,825	574,409
Additions	-	-	-
Disposals	-	-	-
At 31 December 2024	<u>401,584</u>	<u>172,825</u>	<u>574,409</u>
<b>Depreciation</b>			
At 1 January 2024	149,531	-	303,117
Charge for the year	6,032	7,723	13,755
Eliminated on disposals	-	-	-
At 31 December 2024	<u>155,563</u>	<u>161,309</u>	<u>316,872</u>
<b>Net book value</b>			
At 31 December 2024	<u>246,021</u>	<u>11,516</u>	<u>257,537</u>
At 31 December 2023	<u>252,053</u>	<u>19,239</u>	<u>271,292</u>

## 11. Investments

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Movement in market value:</b>		
Market value at 1 January	1,282,361	1,094,646
Acquisitions at cost	252,555	476,995
Disposals at carrying value	(460,724)	(373,887)
Unrealised gains/(losses) on revaluation	41,856	84,607
Market value at 31 December	<u>1,116,048</u>	<u>1,282,361</u>
Cash held as part of portfolio	<u>43,110</u>	<u>32,634</u>
Total market value of investments	1,159,158	1,314,995
Historical cost	<u><u>1,081,842</u></u>	<u><u>901,022</u></u>
<b>Analysis of investments:</b>		
	<b>£</b>	<b>£</b>
UK equities	890,196	1,002,132
Overseas equities	-	63,652
Investment bonds and other investments	225,852	216,577
UK cash held as part of portfolio	43,110	-
	<u><u>1,159,158</u></u>	<u><u>1,282,361</u></u>

## 12. Stocks

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Stock for resale	<u><u>55,819</u></u>	<u><u>53,733</u></u>

## 13. Debtors

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Other debtors	190,348	142,104
Prepayments	<u>97,884</u>	<u>68,979</u>
	<u><u>288,232</u></u>	<u><u>211,083</u></u>

## 14. Creditors: amounts due within one year

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade creditors	38,418	20,480
Taxation and Social Security	20	20
Other creditors	287,428	192,900
Accrued expenses	16,142	10,812
	<u><u>342,008</u></u>	<u><u>224,212</u></u>

## 15. Operating lease commitment

The total future minimum payments due under non-cancellable operating leases are as follows:

	2024	2023
	£	£
Equipment:		
Less than 1 year	13,086	13,086
Between 2 and 5 years	40,391	52,344
Over 5 years	-	1,133
	53,477	66,563

## 16. Statement of funds – Restricted funds

	Balance at 1 January 2024	Incoming resources	Outgoing resources	Transfers to/(from)	Balance at 31 December 2024
	£	£	£	£	£
Buchanan Opportunities Fund	-	262	(3,011)	2,749	-
St Ann's Manor refurbishment	12,956	-	(430)	-	12,526
Girlguiding Peer Education	1,737	-	-	-	1,737
Sylvia Foster Legacy	9,198	-	(119)	-	9,079
STEM grants	12,598	-	-	-	12,598
External grant for trips	3,976	-	-	-	3,976
Cost of Living Grants	30,137	-	(38,480)	8,343	-
UYF	19,465	87,435	(103,073)	-	3,827
Funding					
Generation Green training	500	-	-	-	500
Steam RA Eng Resources	-	-	(2,430)	2,430	-
Unit support Grant	-	40,000	-	-	40,000
Adventure Fund	-	64,607	(64,607)	-	-
	90,567	192,304	(212,150)	13,522	84,243

### Purpose of restricted funds:

- **Buchanan Opportunities Fund:** The fund is to be used at the sole discretion of the Chief Commissioner of South West England for the benefit of particular projects.
- **St Ann's Manor refurbishment:** The fund represents sponsorship monies received for the refurbishment of the top floor of St Ann's Manor.
- **Girlguiding Peer Education grant:** Grant to fund peer education training in the year.
- **Sylvia Foster Legacy:** Fund to be used for young members who need financial support to go on region international trips.
- **STEM grants:** Grant received from the Royal Academy of Engineering to assist with the costs of running STEM activity days in support of a planned Region resource/activity pack.
- **External grants for trips:** Grants received from the Leslie Sell Charitable Trust and Aviva Community Fund to go towards international trips.
- **Cost of living:** The purpose of this grant is to ensure adult volunteers and young members most affected by the cost-of-living rises can continue to participate in Girlguiding.

- **UYF (Uniformed Youth Funding):** The purpose of this grant is to reduce waiting lists for guide and ranger units.
- **Generation Green:** The purpose of this fund is to support volunteers, upskilling them and building their confidence in running outdoor activities for the girls.
- **STEAM RA Eng Resources grant:** Funds received from RAF Charitable Trust to support STEM activities.
- **Unit support grant:** The purpose of the grant is to help girls experiencing financial insecurity with costs of guiding, to allow existing members to continue enjoying guiding experiences, to create more guiding opportunities in deprived areas where there is no presence, and to help struggling units stay open.
- **Adventure fund:** The purpose of this fund is to support adventure and out of the ordinary experiences for girls in 2024.

## 17. Statement of funds – Designated funds

	Balance at 1 January 2024	Incoming resources	Resources expended	Transfers & investments gains/(losses)	Balance at 31 December 2024
	£	£	£	£	£
<b>Designated funds</b>					
Baden-Powell International Fund	14,053	-	(23,660)	9,607	-
Leadership & Training Fund	10,474	1,150	(596)	-	11,028
Maintenance	150,000	-	-	-	150,000
Training	13,959	-	-	-	13,959
Grant Reserve	43,686	-	-	-	43,686
Large scale events	65,000	-	-	-	65,000
Future trips fund	26,144	-	-	-	26,144
Volunteer welcome	705	-	(4,300)	3,595	-
New Units grants	-	-	(3,755)	3,755	-
	324,021	1,150	(32,311)	16,957	309,817

### Purpose of designated funds:

- **Baden-Powell International Fund:** The purpose of this fund is for any form of international travel or visit.
- **Leadership and training fund:** The purpose of the fund is to assist members of Volunteer Leaders and Commissioners to apply for a grant towards the cost of trainings and events.
- **Maintenance:** The purpose of this fund is to allow for major maintenance work required on the building during 2018 onwards.
- **Training:** The purpose of the fund is to cover the cost of essential training required in accordance with Girlguiding membership policy.
- **Grant reserve:** The purpose of the fund is to provide grants for future trips that, previously, would have been provided from outside the organisation.

- **Large scale events:** The purpose of this fund is to contribute towards the infrastructure costs of providing large scale region events.
- **Future trips:** The purpose of this fund is for the provision for losses from cancelled trips due to Covid-19.
- **Volunteer welcome:** The purpose of this fund is to support new volunteers joining units. Funds to be used towards the annual subscription fee, an item of uniform or supporting volunteer training.
- **New units grants:** Used to assist in the setting up of new units.

## 18. Comparative statement of funds

Comparative statement of designated funds for the year ended 31 December 2023:

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers & investments gains/(losses) £	Balance at 31 December 2023 £
<b>Restricted funds</b>					
Buchanan Opportunities Fund	683	304	(1,405)	418	-
St Ann's Manor refurbishment	13,386	-	(430)	-	12,956
Girlguiding Peer Education grant	1,737	-	-	-	1,737
New Units grants	-	-	(3,045)	3,045	-
Sylvia Foster Legacy	17,243	-	(8,045)	-	9,198
STEM grants	12,786	-	(188)	-	12,598
External grant for trips	3,976	-	-	-	3,976
Lady Benson Fund	700	-	(700)	-	-
Cost of Living Grants	40,000	45,403	(55,266)	-	30,137
UYF Funding	-	91,494	(72,029)	-	19,465
Generation Green outdoor training	500	-	-	-	500
	91,011	137,201.00	(141,108)	3,463	90,567
<b>Designated funds:</b>					
Baden-Powell International Fund	32,537	-	(18,484)	-	14,053
Leadership & Training Fund	9,384	1,342	(252)	-	10,474
Maintenance	150,000	-	-	-	150,000
Training	13,959	-	-	-	13,959
Grant Reserve	43,686	-	-	-	43,686
Large scale events	65,000	-	-	-	65,000
Future trips fund	26,144	-	-	-	26,144
Volunteer welcome	-	4,505	(3,800)	-	705
	340,710	5,847.00	(22,536)	-	324,021
<b>Unrestricted funds</b>					
	1,644,581	887,639	(828,195)	(3,463)	1,700,562
	2,076,302	1,030,687	(991,839)	-	2,115,150

## 19. Analysis of net assets between funds

The net assets are held for the various funds as follows:

	Fixed assets	Investments	Net current assets	Total
	£	£	£	£
Restricted funds	12,663	–	71,580	84,243
Designated funds	–	–	309,817	309,817
Unrestricted funds	244,874	1,159,158	255,313	1,659,345
	<u>257,537</u>	<u>1,159,158</u>	<u>636,710</u>	<u>2,053,405</u>

Comparative analysis of net assets between funds for the year ended 31 December 2023:

	Fixed assets	Investments	Net current assets	Total
	£	£	£	£
Restricted funds	13,409	–	77,159	90,568
Designated funds	–	–	324,021	324,021
Unrestricted funds	257,883	1,314,995	127,683	1,700,561
	<u>271,292</u>	<u>1,314,995</u>	<u>528,863</u>	<u>2,115,150</u>

## 20. Pension commitments

Girlguiding South West England contributes to a defined contribution scheme managed by The Guide Association operating as Girlguiding in respect of certain employees. The charity also operates a stakeholder pension scheme for other staff. Contributions are charged as part of outgoing resources expended in the period in which they fall due and amounted to £27,162 in the year (2023: £24,533). There were no prepaid or outstanding contributions at the balance sheet date.

## 21. Related party transactions

The Guide Association operating as Girlguiding with its headquarters at 17-19 Buckingham Palace Road, London SW1W 0PT.

The Guide Association is an umbrella organisation to the Region. Girlguiding South West England is one of the six Regions of England and with the three Countries of Scotland, Wales and Ulster (Northern Ireland) form Girlguiding. The Region is established under the powers and bylaws of the Royal Charter to administer Guiding in each area.

### Counties, Divisions, Districts and Units

Girlguiding South West England region is organized into 16 county and island areas, each further subdivided into divisions, districts and units. Each county or island, division, district and unit is responsible as a separate charity for their own finances.