

WEST MERCIA COUNTY GUIDES

England & Wales - Charity number 1017729

Details

Other names	WEST MERCIA COUNTY GIRL GUIDES, GIRLGUIDING WEST MERCIA
Status	Registered
Legal form	Other
Registered	1993-02-26
Register	View on the Charity Commission register

Contact

Address	Mercia Point Hordern Road Wolverhampton WV6 0HT
Phone	01902 758246
Email	Treasurer@girlguiding-westmercia.co.uk

Activities

Objects: THE INSTRUCTION OF GIRLS OF ALL CLASSES IN THE PRINCIPLES OF DISCIPLINE, LOYALTY AND GOOD CITIZENSHIP.

Activities: As part of Girlguiding UK, West Mercia Guides purpose is to enable girls and young women develop their potential and to make a difference to the world.

Classification

- **How:** Makes Grants To Individuals, Provides Human Resources, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Education/training, Amateur Sport
- **Who:** Children/young People, People With Disabilities, Other Defined Groups

Geography

- Dudley
- Sandwell
- Staffordshire
- Walsall
- Wolverhampton

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£195,274	£136,307	-	-
2024-03-31	£63,881	£62,950	-	-
2023-03-31	£37,352	£54,117	-	-
2022-03-31	£6,211	£23,709	-	-
2021-03-31	£69,624	£30,171	-	-

Trustees

Name	Role	Appointed
Andrene Clarke		2019-03-01
Deborah Drohan		2020-08-01
Elaine Bolton		2019-01-01
Hannah Bleakley		2020-04-01
Helen Cartwright		2017-07-12
Johanne Harrison		2014-01-01
Justine Clarke		2019-01-07
Karen Belcher		2018-10-01
Kristie Mander		2017-01-01
Rebecca Hughes		2020-09-01
WENDY COWDREY		

WEST MERCIA COUNTY GUIDES

England & Wales - Charity number 1017729

Accounts

Document Details

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Signature Details

Name:	Kristie Mander
Email:	treasurer@girlguiding-westmercia.org.uk
Date & Time:	29/01/2026 21:19:52 PM (GMT)
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Signing Statement:	The trustees approve the financial statements and gives Lewis Smith & Co authority to file with the Charity Commmission.

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Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 March 2025
for
West Mercia County Guides

Lewis Smith & Co.
Chartered Certified Accountants
The Old Doctor's House
74 Grange Road
Dudley
West Midlands
DY1 2AW

West Mercia County Guides

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

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The trustees present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Significant activities

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

Rainbows	4-7 Years
Brownies	7-10 Years
Guides	10-14 Years
Rangers	14-18 Years
Inspire	18-30 Years
Adult volunteers	18+

FINANCIAL REVIEW

Investment policy and objectives

Girlguiding West Mercia has an investment of £75,000 in the COIF. The current market value of this investment at time of this report is £88,774. Girlguiding receive an interest payment from this investment every quarter. This payment is then transferred to the restricted funds for the Making Adventures Possible (MAP) fund.

FINANCIAL REVIEW

Reserves policy

Restricted funds

Girlguiding West Mercia has several funds that are restricted:

- Making Adventures Possible (MAP) - This fund is funding via the interest received from the investment in the COIF fund. The MAP fund is used to assist members financially in attending events and experience new adventures they would not normally be able to access due to financial hardship.

- Ted Stone - Girlguiding West Mercia along with a division and 2 districts within the county were gifted a large sum of money from a will of a past member. The funds from this will for the division and district were initially paid out to Girlguiding West Mercia from the executor of the will. Girlguiding West Mercia then arranged payment to the division and districts. This payment took place the following financial year. Girlguiding West Mercia have ring fenced their proportion of this money and has stated that this is a restricted fund. This is for the future development of their headquarters for the planning and implementation of an accessible wet room to ensure that their headquarters remains accessible to all.

- Outdoors Account - Girlguiding West Mercia has started to collect funds for the Kenya 2026 international trip and service project. These funds are being collected for the sole purpose of this trip with some payments to be made next financial year, with final payments to be made in the summer of 2026.

- 50FEST! - Restricted funds within the accounts for the delivery of 50FEST! during the year.

Reserve

Unrestricted Funds

Girlguiding West Mercia unrestricted funds are used for the day to day running of the county. These include but are not limited to; the running of the county office, gas and electric for the county headquarters, yearly insurance policy, training and future events for both young members and adult volunteers

Division subscriptions - During this year's accounts there are subscriptions which belong to Division. The subscriptions are held within Creditors and General Reserves, this was due to Division not having a bank account, which has subsequently been resolved. This amount has now been paid to Division.

Girlguiding West Mercia have a reserve of £136,984 which is within the Business Manager Bank Account.

Sale of land - Girlguiding West Mercia have also sold some land that they jointly owned with Girlguiding Staffordshire.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

West Mercia County Guides (Known as Girlguiding West Mercia) is part of Girlguiding a leading charity for girls and young women in the UK. It administers Girlguiding within the county of West Mercia, including locations within; Wolverhampton, Dudley, Wednesbury, Warley, Dudley, West Bromwich, Bloxwich, Tettenhall, Himley and Walsall. It is governed by a county executive committee of 16 Trustees, all of whom are volunteers, with one trustee from each of the 13 divisions, the county commissioner, the assistant county commissioner and the county treasurer. The county commissioner is appointed by the Midland Region Chief Commissioner for a term of 5 years. The current county commissioner was appointed on 2nd August 2022. All other members of the Executive committee are appointed by the county commissioner. The organisational structure of the county is as per the constitution of the charity.

Guiding - Our vision, Mission and values.

Girlguiding West Mercia is a leading charity for girls and young women. We are open to girls of all faiths and none, whatever their background, circumstances and abilities.

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

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

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

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

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

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1017729

Principal address

Mercia Point
Hordern Road
Wolverhampton
West Midlands
WV6 0HT

West Mercia County Guides

Report of the Trustees
for the Year Ended 31 March 2025

Trustees

K Belcher Trustee
R Hughes Trustee
K L Mander Trustee
A Hughes Trustee
F Wenman Trustee
H Bleakley Trustee
J Mynett Trustee
J Burrell Trustee
D Drohan Trustee
G Fletcher-Gardner Trustee
E Bolton Trustee
C Jackson Trustee (appointed 5.11.24)
F Lucas Trustee (resigned 4.11.24)
A Ford Trustee
W Cowdrey Trustee
C Ramsdale-Chapman Trustee
J Mason Trustee

Independent Examiner

Lewis Smith & Co.
Chartered Certified Accountants
The Old Doctor's House
74 Grange Road
Dudley
West Midlands
DY1 2AW

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

.....
K Mander - Trustee

County Commissioners report to the trustees of West Mercia County Guides

Membership in Girlguiding West Mercia has remained stable, with around 4700 members across the county.

2024 was a particularly special year as Girlguiding West Mercia celebrated its 50th Anniversary. The year began with a county Thinking Day event held at Walsall Football Ground, open to all sections—Rainbows, Brownies, Guides and Rangers. Around 600 young members and their leaders attended. The theme, Skills from our past, skills for our present and skills for our future, offered a wide range of engaging activities, from shining pennies and code breaking to making electrical circuits. The day concluded with a candle ceremony, during which we remembered guiding friends near and far and renewed our Promise together.

In September, 1,500 members from across the county came together to celebrate the anniversary in festival style at 50FEST!, held at Blackwell Adventure in Bromsgrove. Brownies, Guides, Rangers and adult volunteers enjoyed a weekend of pod accommodation and camping, with additional members joining for the day on Saturday. The celebrations began with a vibrant neon party, creating a spectacular sight as everyone danced in glowing outfits. Saturday's activities included a funfair, inflatables, games, and craft activities such as graffiti art. The evening featured a concert with Ed Sheeran and Taylor Swift tribute acts, and despite the rain, everyone enjoyed a fantastic night of celebration. On Sunday, members and volunteers took part in a range of "queue and do" adventure activities provided by the Blackwell team. The zip wire proved extremely popular, and some members even braved a dip in the swimming pool.

In November, we held a Service of Thanksgiving to mark 50 years of Girlguiding West Mercia. County Commissioners, past and present, shared their guiding highlights. It was a proud moment to watch the county and division standards parade at both the beginning and end of the service, and a deeply emotional experience hearing everyone sing Taps together. The service concluded with tea and cakes, including a special anniversary cake created by one of our very talented members, featuring elements of guiding in West Mercia.

Girlguiding West Mercia continues to empower all young members and volunteers to believe that they can do anything. Through weekly unit meetings and district, division and county events, members have enjoyed a wide range of opportunities, from learning new life skills to attending days out and residential experiences.

Throughout the year, many young members achieved badges and awards through the Girlguiding Programme. Five members gained their Commonwealth Award, and Guides and Rangers worked together across the county towards their Bronze, Silver and Gold Duke of Edinburgh's Awards.

We have also continued to support our adult volunteers by offering a range of training opportunities, including A Safe Space, First Response, Risk Assessment and Programme training.

In June 2024, we held our annual County Awards and Recognition Celebration, recognising long service and presenting awards that celebrate the dedication and commitment of our adult volunteers. This year also marked the first presentation of our Young Member of the Year and Volunteer of the Year awards.

Looking ahead, 2025–2026 promises to be just as busy and exciting. In summer 2026, nine young members and four volunteers will embark on a once-in-a-lifetime trip to Kenya. They will take part in a service project at a local school, experience a safari to see Kenya's wildlife, and visit the resting place of Lord Baden-Powell.

Plans are also underway for Thrillseeker in July which is our Guide and Ranger outdoor activity day. To aid with transition and retention plans are in place for a Ranger taster day, as well as many more opportunities for our young members and volunteers.

I would like to thank all our adult volunteers for their time, commitment and dedication in running weekly meetings and providing such amazing opportunities for our young members. I would also like to thank their families for the invaluable support they give—without this, our volunteers would not be able to give so much of their time to guiding. Finally, I would like to thank the county team for their hard work, commitment and dedication, and for the time they give to planning fabulous events and opportunities, as well as the support they provide to our adult volunteers. The county team looks forward to continuing to work alongside our volunteers to offer fantastic guiding experiences. Together, we will continue to work towards an equal world, where our young members know they can do anything and be anything they choose to be.

Approved by the county commissioner on and signed by:

.....
K Belcher – County Commissioner

Independent Examiner's Report to the Trustees of
West Mercia County Guides

Independent examiner's report to the trustees of West Mercia County Guides

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

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

Craig Beale FCCA

Lewis Smith & Co.
Chartered Certified Accountants
The Old Doctor's House
74 Grange Road
Dudley
West Midlands
DY1 2AW

Date:

West Mercia County Guides

Statement of Financial Activities
for the Year Ended 31 March 2025

	Notes	Unrestricted fund £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
INCOME AND ENDOWMENTS FROM					
Trading and Investment Activities		71,577	109,938	181,515	63,250
Other trading activities	2	<u>13,759</u>	<u>-</u>	<u>13,759</u>	<u>-</u>
Total		<u>85,336</u>	<u>109,938</u>	<u>195,274</u>	<u>63,250</u>
EXPENDITURE ON					
Trading and Investment Activities	3	30,442	2,720	33,162	21,483
Trading and Investment Activities		<u>20,958</u>	<u>82,187</u>	<u>103,145</u>	<u>40,836</u>
Total		<u>51,400</u>	<u>84,907</u>	<u>136,307</u>	<u>62,319</u>
NET INCOME		33,936	25,031	58,967	931
Transfers between funds	10	<u>23,796</u>	<u>(23,796)</u>	<u>-</u>	<u>-</u>
Net movement in funds		57,732	1,235	58,967	931
RECONCILIATION OF FUNDS					
Total funds brought forward		341,119	55,281	396,400	395,469
TOTAL FUNDS CARRIED FORWARD		<u>398,851</u>	<u>56,516</u>	<u>455,367</u>	<u>396,400</u>

The notes form part of these financial statements

West Mercia County Guides

Balance Sheet
31 March 2025

	Notes	Unrestricted fund £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
FIXED ASSETS					
Tangible assets	6	144,129	-	144,129	144,129
Investments	7	<u>88,774</u>	<u>-</u>	<u>88,774</u>	<u>75,015</u>
		232,903	-	232,903	219,144
CURRENT ASSETS					
Cash at bank		167,929	114,729	282,658	190,349
CREDITORS					
Amounts falling due within one year	8	<u>(1,981)</u>	<u>(58,213)</u>	<u>(60,194)</u>	<u>(13,093)</u>
NET CURRENT ASSETS		<u>165,948</u>	<u>56,516</u>	<u>222,464</u>	<u>177,256</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>398,851</u>	<u>56,516</u>	<u>455,367</u>	<u>396,400</u>
NET ASSETS		<u>398,851</u>	<u>56,516</u>	<u>455,367</u>	<u>396,400</u>
FUNDS	10				
Unrestricted funds				398,851	341,119
Restricted funds				<u>56,516</u>	<u>55,281</u>
TOTAL FUNDS				<u>455,367</u>	<u>396,400</u>

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

.....
K Mander - Trustee

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

Income

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

Expenditure

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

Tangible fixed assets

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

Freehold property - No depreciation on land and buildings

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

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

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

2. OTHER TRADING ACTIVITIES

	31.3.25	31.3.24
	£	£
Unrealised Gain Investment	<u>13,759</u>	<u>-</u>

3. TRADING AND INVESTMENT ACTIVITIES

Raising donations and legacies

	31.3.25	31.3.24
	£	£
Other Costs	<u>33,162</u>	<u>21,483</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2025 nor for the year ended 31 March 2024.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Trading and Investment Activities	<u>35,002</u>	<u>28,248</u>	<u>63,250</u>
EXPENDITURE ON			
Trading and Investment Activities	20,832	651	21,483
Trading and Investment Activities	<u>22,406</u>	<u>18,430</u>	<u>40,836</u>
Total	<u>43,238</u>	<u>19,081</u>	<u>62,319</u>
NET INCOME/(EXPENDITURE)	(8,236)	9,167	931
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>349,355</u>	<u>46,114</u>	<u>395,469</u>
TOTAL FUNDS CARRIED FORWARD	<u>341,119</u>	<u>55,281</u>	<u>396,400</u>

6. TANGIBLE FIXED ASSETS

	Freehold property £
COST	
At 1 April 2024 and 31 March 2025	<u>144,129</u>
NET BOOK VALUE	
At 31 March 2025	<u>144,129</u>
At 31 March 2024	<u>144,129</u>

7. FIXED ASSET INVESTMENTS

	Listed investments £
MARKET VALUE	
At 1 April 2024	75,015
Revaluations	<u>13,759</u>
At 31 March 2025	<u>88,774</u>
NET BOOK VALUE	
At 31 March 2025	<u>88,774</u>
At 31 March 2024	<u>75,015</u>

There were no investment assets outside the UK.

Cost or valuation at 31 March 2025 is represented by:

	Listed investments £
Valuation in 2025	13,759
Cost	<u>75,015</u>
	<u>88,774</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.25	31.3.24
	£	£
Bank loans and overdrafts (see note 9)	-	11,893
Other creditors	<u>60,194</u>	<u>1,200</u>
	<u>60,194</u>	<u>13,093</u>

9. LOANS

An analysis of the maturity of loans is given below:

	31.3.25	31.3.24
	£	£
Amounts falling due within one year on demand:		
Bank overdrafts	<u>-</u>	<u>11,893</u>

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

10. MOVEMENT IN FUNDS

	At 1.4.24 £	Net movement in funds £	Transfers between funds £	At 31.3.25 £
Unrestricted funds				
General fund	341,119	33,936	23,796	398,851
Restricted funds				
Training Account	2,342	(267)	-	2,075
Outdoors Account	12,939	6,969	-	19,908
Reserves				
	40,000	-	(40,000)	-
Make Adventures Possible	-	(2,975)	16,204	13,229
Tedstone	-	21,304	-	21,304
	<u>55,281</u>	<u>25,031</u>	<u>(23,796)</u>	<u>56,516</u>
TOTAL FUNDS	<u>396,400</u>	<u>58,967</u>	<u>-</u>	<u>455,367</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	85,336	(51,400)	33,936
Restricted funds			
Training Account	-	(267)	(267)
Outdoors Account	88,634	(81,665)	6,969
Make Adventures Possible	-	(2,975)	(2,975)
Tedstone	21,304	-	21,304
	<u>109,938</u>	<u>(84,907)</u>	<u>25,031</u>
TOTAL FUNDS	<u>195,274</u>	<u>(136,307)</u>	<u>58,967</u>

10. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.4.23 £	Net movement in funds £	At 31.3.24 £
Unrestricted funds			
General fund	349,355	(8,236)	341,119
Restricted funds			
Training Account	2,516	(174)	2,342
Outdoors Account	3,598	9,341	12,939
Reserves			
	<u>40,000</u>	<u>-</u>	<u>40,000</u>
	<u>46,114</u>	<u>9,167</u>	<u>55,281</u>
TOTAL FUNDS	<u><u>395,469</u></u>	<u><u>931</u></u>	<u><u>396,400</u></u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	35,002	(43,238)	(8,236)
Restricted funds			
Training Account	388	(562)	(174)
Outdoors Account	<u>27,860</u>	<u>(18,519)</u>	<u>9,341</u>
	<u>28,248</u>	<u>(19,081)</u>	<u>9,167</u>
TOTAL FUNDS	<u><u>63,250</u></u>	<u><u>(62,319)</u></u>	<u><u>931</u></u>

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

10. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.25 £
Unrestricted funds				
General fund	349,355	25,700	23,796	398,851
Restricted funds				
Training Account	2,516	(441)	-	2,075
Outdoors Account	3,598	16,310	-	19,908
Reserves				
	40,000	-	(40,000)	-
Make Adventures Possible	-	(2,975)	16,204	13,229
Tedstone	-	21,304	-	21,304
	<u>46,114</u>	<u>34,198</u>	<u>(23,796)</u>	<u>56,516</u>
TOTAL FUNDS	<u>395,469</u>	<u>59,898</u>	<u>-</u>	<u>455,367</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	120,338	(94,638)	25,700
Restricted funds			
Training Account	388	(829)	(441)
Outdoors Account	116,494	(100,184)	16,310
Make Adventures Possible	-	(2,975)	(2,975)
Tedstone	<u>21,304</u>	<u>-</u>	<u>21,304</u>
	<u>138,186</u>	<u>(103,988)</u>	<u>34,198</u>
TOTAL FUNDS	<u>258,524</u>	<u>(198,626)</u>	<u>59,898</u>

11. RELATED PARTY DISCLOSURES

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

West Mercia County Guides

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

	31.3.25	31.3.24
	£	£
INCOME AND ENDOWMENTS		
Trading and Investment Activities		
Subscriptions	36,277	23,218
Camps/ Holidays/ Outings	87,369	27,860
Training	-	55
D Of E, BP and Queens Guide	265	333
Badges and County Merchandise	2,569	1,597
Promotions/ Advertisement	50	-
Grants	21,304	568
Donated services and facilities	-	150
Room Hire	3,301	4,484
Other Income	25,000	16
Bank Interest	<u>5,380</u>	<u>4,969</u>
	181,515	63,250
Other trading activities		
Unrealised Gain Investment	<u>13,759</u>	<u>-</u>
Total incoming resources	195,274	63,250
EXPENDITURE		
Trading and Investment Activities		
Camps/ Holidays/ Outings	85,646	25,012
Training	52	42
Computer Expenses	1,214	2,053
Mileage	4,626	3,742
Long Service/ Awards	5,009	5,309
County Office Costs	<u>6,536</u>	<u>4,678</u>
	103,083	40,836
Other Costs		
Support		
D of E Award	334	192
Headquarter Maintenance / Running Costs	16,116	7,913
AGM/ PR Costs	1,087	2,664
Insurance	1,263	952
Sundries	1,739	1,937
Accountancy Fee and Independent Examiners Fee	<u>1,980</u>	<u>1,200</u>
	22,519	14,858
Finance		
Bank Charges	352	332
Other Costs		
Badges	2,058	-
Carried forward	2,058	-

This page does not form part of the statutory financial statements

West Mercia County Guides

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

	31.3.25	31.3.24
	£	£
Other Costs		
Brought forward	2,058	-
Telephone	1,358	1,311
Postage and stationery	2,143	2,088
Repairs and renewals	4,794	1,694
Transfers	-	1,200
	<u>10,353</u>	<u>6,293</u>
Total resources expended	<u>136,307</u>	<u>62,319</u>
Net income	<u>58,967</u>	<u>931</u>

WEST MERCIA COUNTY GUIDES

England & Wales - Charity number 1017729

Accounts

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

31 March 2024

West Mercia Guide Association

**Year Ending 31 March 2024
General Information**

County Commissioner	Mrs Karen Belcher
Assistant County Commissioner	Miss Rebecca Hughes
Charity Trustees	Mrs Karen Belcher Miss Hannah Bleakley Mrs Elaine Bolton Ms Jane Burrell Miss Helen Cartwright Mrs Andrene Clarke Mrs Jane Collett Mrs Wendy Cowdrey Mrs Deborah Drohan Ms Gemma Fletcher-Gardner Ms Alison Hughes Miss Fiona Lucas Mrs Kristie Mander Ms Joanne Mason Ms Jenny Mynett Ms Becky Powell Miss Freya Wenman
Charity Number	1017729
County Headquarters	Mercia Point Hordern Road Wolverhampton WV6 0HT
Bankers	HSBC Bank plc The Bridge Walsall West Midlands WS1 1LN
Accountants	Neal & Co Business Services Ltd Shakespeare Buildings 26 Cradley Road Cradley Heath West Midlands B64 6AG

West Mercia Guide Association

Year Ending 31 March 2024 Annual Report

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

Status

West Mercia County Guides which also operates under the name of Girlguiding West Mercia is a part of the Guide Association of the United Kingdom (also operating as Girlguiding UK) which is incorporated by Royal Charter and is a Registered Charity (No 306016)

Organisation Structure.

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

Guiding – Our Vision, Mission and Values

Girlguiding West Mercia is a leading charity for girls and young women. We are open to girls of all faiths and none, whatever their background, circumstances and abilities

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

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

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

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

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

Activities

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

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

Public Benefit

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

West Mercia Guide Association

Year Ending 31 March 2024 Annual Report (continued)

County Commissioner's Report

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

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

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

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

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

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

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

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

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

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

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

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

West Mercia Guide Association

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

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

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

Yours in Guiding

Karen Belcher
County Commissioner

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

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

It is my responsibility to:

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

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

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

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - i) to keep accounting records in accordance with section 41 of the 1993 Act; and
 - ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Acthave not been met ; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

SIGNED:

R Chance

DATE:

18 December 2024

Robert Chance, FCCA

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

West Mercia Guide Association

**Income and Expenditure Account
For the Year Ended 31 March 2024**

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

West Mercia Guide Association

**Balance Sheet
at 31 March 2024**

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

Signed

Trustee

K. P. Jones
.....

Trustee

M. Hughes
.....

West Mercia Guide Association

1) DEPRECIATION

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

2) CURRENT ASSET INVESTMENT

Current asset investments are held at historical cost value.

1. TANGIBLE FIXED ASSETS

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

2. CASH AT BANK AND IN HAND

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

3. CREDITORS

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

4. DESIGNATED FUNDS

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

WEST MERCIA COUNTY GUIDES

England & Wales - Charity number 1017729

Accounts

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

31 March 2023

West Mercia Guide Association

**Year Ending 31 March 2023
General Information**

County Commissioner	Mrs Karen Belcher
Assistant County Commissioner	Miss Rebecca Hughes
Charity Trustees	Mrs Karen Belcher Miss Hannah Bleakley Ms Jane Burrell from January 2023 Mrs Elaine Bolton Miss Helen Cartwright Mrs Andrene Clarke Mrs Justine Clarke to December 2022 Mrs Jane Collett to December 2022 Mrs Wendy Cowdrey to December 2022 Mrs Deborah Drohan Miss Johanne Harrison Ms Alison Hughes from January 2023 Miss Rebecca Hughes Miss Fiona Lucas Mrs Kristie Mander to December 2022 Ms Joanne Mason from January 2023 Ms Becky Powell Miss Freya Wenman
Charity Number	1017729
County Headquarters	Mercia Point Hordern Road Wolverhampton WV6 0HT
Bankers	HSBC Bank plc The Bridge Walsall West Midlands WS1 1LN
Accountants	Neal & Co Business Services Ltd Shakespeare Buildings 26 Cradley Road Cradley Heath West Midlands B64 6AG

West Mercia Guide Association

Year Ending 31 March 2023 Annual Report

The trustees present their Annual Report and Financial Statements for the year ending March 2023.

Status

West Mercia County Guides which also operates under the name of Girlguiding West Mercia is a part of the Association of the United Kingdom (also operating as Girlguiding UK) which is incorporated by Royal Charter as a Registered Charity (No 306016)

Organisation Structure.

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

Guiding – Our Vision, Mission and Values

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

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

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

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

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

Activities

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

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

Public Benefit

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

West Mercia Guide Association

Year Ending 31 March 2023 Annual Report (continued)

County Commissioner's Report

Our membership in Girlguiding West Mercia continues to grow. In February 2023 the numbers showed the membership stood at 4719 and by May 2023 our membership stood at 4969 an increase of 250 in three months.

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

Many of our young members have gained badges and awards through the Girlguiding Programme. Members of our Guide and Ranger sections have enjoyed the experience of working together with members from across the county to work towards gaining their Bronze, silver and Gold D of E. A number of our young members have been presented with their Bronze, Silver and Gold D of E awards.

As a County we ran outdoor days for each of our sections. In May at County level, we ran a day for our Guide and Rangers where they took part in activities that encouraged them to step out of their comfort zone and know they can achieve whatever they want to. All our Guides and Rangers and their leaders had a fabulous day.

In June 900 Rainbows and Brownies, along with their leaders attended a County international day at Beauport where they took part in crafts, games, bhanga dancing and the sack race. Although the weather wasn't kind to us it was a fabulous time and lots of happy memories were made.

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

In May over 100 of our adult volunteers spent the day at Blackwell Adventure. They enjoyed developing and learning new skills that they could use with the young members in their units. The sun shone and everyone had a good time and felt the investment of their time was well worth it.

In June we celebrated with our adult volunteers who received long service awards. Volunteers received long service awards ranging from 20 years up to 50 years long service.

In November we ran our strategic planning weekend. A cross section of adult volunteers from across the county came together to discuss and decide what our priorities and objectives as a county would be from 2022 – 2027. We had to have an outline plan of events and how we would continue to move the county forward. By the end of the weekend we had our five-year plan and a clear set of priorities/objectives. Girlguiding West Mercia's mission statement is "Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to do their best in themselves and to make a positive difference in their community." We will do this by:

- Diversity & Inclusion
- Celebrating diversity across the County.
- Ensure that we are inclusive to all.
- Grow our membership across all sections by providing new opportunities.
- Support all our volunteers.
- Offer new adventures & experiences to our young members and young women.
- Increase our visibility to the public, by being more involved in our local communities.
- Educate our members that they are part of a larger organisation and family – WAGGS.

2023/2024 will continue to offer our members adventure and fun. We look forward to celebrating our 50th Anniversary with 50FEST! A residential festival that all our members will be able to join together and celebrate and know they can do anything.

Karen Belcher
County Commissioner
Girlguiding West Mercia

West Mercia Guide Association

**Income and Expenditure Account
For the Year Ended 31 March 2023**

	Unrestricted Funds £	Designated Funds £	Total Funds 2023 £
INCOME			
Subscriptions	18,183	-	18,183
Camps/Holidays/Outings	-	5,788	5,788
Training	-	253	253
D of E, Baden Powell and Queens Guide	-	46	46
Vice Presidents	-	-	-
Badges & County merchandise	937	-	937
Bank interest received	3,189	-	3,189
Promotions/Advertisements	-	-	-
Grants	4,322	-	4,322
Donations	100	-	100
Room hire	3,104	-	3,104
Special events	-	-	-
The Beaudesert Park Camp Site Committee	-	-	-
Other income	1,431	-	1,431
Transfers	-	-	-
Total Income	31,266	6,086	37,352
EXPENDITURE			
Camps/Holidays/Outings	-	6,541	6,541
Training	-	313	313
D of E, Baden Powell and Queens Guide	-	47	47
Long Service/Awards	5,599	-	5,599
Mileage	6,517	403	6,920
Printing and stationery	3,621	-	3,621
Telephone & Postage	1,064	-	1,064
County Office costs	1,065	-	1,065
R&R/Capital Expenditure	3,260	-	3,260
Grants	300	-	300
Insurance	788	-	788
Headquarters maintenance/running costs	11,068	-	11,068
County events	5,771	-	5,771
Independent examiners fee	1,200	-	1,200
AGM and PR Costs	1,556	-	1,556
Bank charges	197	226	423
Website/Computer costs	2,827	-	2,827
Other expenses	1,754	-	1,754
Transfers	-	-	-
Total Expenses	46,586	7,530	54,117
Surplus/(Deficit)of income over expenditure	(15,320)	(1,444)	(16,764)
Funds brought forward	364,674	47,559	412,233

(15,320)	(1,444)	(16,764)	(17,497)
<u>349,354</u>	<u>46,115</u>	<u>395,469</u>	<u>412,233</u>

West Mercia Guide Association

Balance Sheet
at 31 March 2023

	Notes	2023		2022	
		£	£	£	£
Fixed Assets					
Tangible Assets	1		144,129		144,129
Current Assets					
Debtors			-		-
Cash at Bank and in Hand	2	252,540		269,304	
		<u>252,540</u>		<u>269,304</u>	
Creditors: amounts falling due within one year	3	(1,200)		(1,200)	
Net Current Assets			251,340		268,104
Total Assets less Current Liabilities			<u>395,469</u>		<u>412,233</u>
Accumulated Funds					
Designated Funds	4		46,115		47,559
Unrestricted Funds			349,354		364,674
			<u>395,469</u>		<u>412,233</u>

Signed

Trustee



Trustee



West Mercia Guide Association

Accounting Policies

1) DEPRECIATION

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

West Mercia Guide Association

Notes to the accounts

1. TANGIBLE FIXED ASSETS

	Mercia Point £	Total £
Cost		
At 1 April 2011	144,129	144,129
Additions	-	-
At 31 March 2014	<u>144,129</u>	<u>144,129</u>
Depreciation		
At 1 April 2015	-	-
Charge for Year	-	-
At 31 March 2016	-	-
Net Book Value		
At 1 April 2021	144,129	144,129
At 31 March 2022	<u>144,129</u>	<u>144,129</u>

2. CASH AT BANK AND IN HAND

		2023	2022
Main bank account		37,575	53,468
High interest account	General	132,024	131,503
	Special events	-	-
Natwest Pooled account		75,015	75,015
Headquarters account		1,812	1,760
Special Events account		-	-
Training account		2,516	2,752
Outdoor account		3,598	4,807
		<u>252,540</u>	<u>269,304</u>

3. CREDITORS

	2023	2022
Independent examiners fee	(1,200)	(1,200)
	<u>(1,200)</u>	<u>(1,200)</u>

West Mercia Guide Association

Notes to the accounts (continued)

4. DESIGNATED FUNDS

	<u>Balance</u> <u>B/Fwd</u>	<u>Movement</u> <u>In funds</u>	<u>Transfers</u>	<u>Balance</u> <u>C/Fwd</u>
Special Events	-	-	-	-
Training	2,751	(234)	-	2,517
Outdoors	4,808	(1,210)	-	3,598
Reserves	40,000	-	-	40,000
	<u>47,559</u>	<u>(1,444)</u>	<u>-</u>	<u>46,115</u>

WEST MERCIA COUNTY GUIDES

England & Wales - Charity number 1017729

Accounts

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

West Mercia Guide Association

**Year Ending 31 March 2021
General Information**

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

West Mercia Guide Association

Year Ending 31 March 2021 Annual Report

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

Status

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

Organisation Structure.

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

Guiding – Our Vision, Mission and Values

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

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

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

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

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

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

Activities

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

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

Public Benefit

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

West Mercia Guide Association

Year Ending 31 March 2021 Annual Report (continued)

County Commissioner's Report

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

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

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

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

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

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

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

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

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

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

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

West Mercia Guide Association

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

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

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

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

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

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

Yours in Guiding



Wendy Cowdrey
County Commissioner

REPORT TO THE TRUSTEES OF WEST MERCIA GUIDE ASSOCIATION

ON ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2021

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

It is my responsibility to:

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

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

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

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

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

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

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

SIGNED:



DATE:

9 September 2021

Robert Chance, FCCA

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

West Mercia Guide Association

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

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

West Mercia Guide Association

**Balance Sheet
at 31 March 2021**

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

Signed

Trustee

W. M. Cowdrey.

Trustee

Shwenman

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

Accounting Policies

1) DEPRECIATION

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

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

NOTES TO THE ACCOUNTS

1. TANGIBLE FIXED ASSETS

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

2. CASH AT BANK AND IN HAND

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

3. CREDITORS

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

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

NOTES TO THE ACCOUNTS (CONTINUED)

4. DESIGNATED FUNDS

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

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