

# HIDDEN TREASURES

England & Wales · Charity number 1046351

## Details

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**Other names** ST MARY'S BLUECOAT SCHOOL PLAYGROUP

**Status** Registered

**Legal form** Other

**Registered** 1995-05-12

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Hillcrest  
Coalport Road  
Madeley  
Telford  
TF7 5DS

**Phone** 01746767444

**Email** [info@hiddentreasuresbridgnorth.co.uk](mailto:info@hiddentreasuresbridgnorth.co.uk)

**Website** <https://hiddentreasuresbridgnorth.co.uk/>

## Activities

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**Objects:** TO ENHANCE THE DEVELOPMENT AND EDUCATION OF CHILDREN UNDER STATUTORY SCHOOL AGE BY ENCOURAGING PARENTS TO UNDERSTAND AND PROVIDE FOR THE NEEDS OF THEIR CHILDREN THROUGH COMMUNITY GROUPS.

**Activities:** To enhance the development and education of children

## Classification

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- **How:** Provides Human Resources, Provides Services
- **What:** Education/training
- **Who:** Children/young People

## Geography

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- **Area of benefit:** BRIDGNORTH
- Shropshire

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£93,079	£95,002	-	-
2023-12-31	£112,898	£110,725	-	-
2022-12-31	£92,181	£94,538	-	-
2021-12-31	£84,307	£88,259	-	-
2020-12-31	£103,051	£95,601	-	-

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## Trustees

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Name	Role	Appointed
<b>SAMANTHA TURNER</b>	Chair	2011-09-30
Leanne Broster		2019-09-01
MRS SUE UNDERHILL		

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# Accounts

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St Mary's Bluecoat School  
Lodge Lane  
Bridgnorth  
Shropshire  
WV15 5EQ  
Tel: 01746 767444

E-mail: [info@hiddentreasuresbridgnorth.co.uk](mailto:info@hiddentreasuresbridgnorth.co.uk)  
<https://hiddentreasuresbridgnorth.co.uk/>

Registered charity: 1046351  
ofsted Reg No: 224193

#### TREASURER'S REPORT – Autumn 2024

2023 was a challenging year and continues to be so, the cost of living, increase in living wage but no major increase in funding to support this has major impact on the setting.

The ever rising energy prices are a concern which in turn has an impact on funds available to develop the setting and move forwards with improvements and building up some sort of reserve.

There is a consideration of marketing still needs focus, we need to develop social media use to support sustainability of the setting especially with the increase in funded hours in the near future.

As always it is a challenge but we manage to keep our heads above water, just.

As always, I commend our staff for their hard work, dedication, and passion for the setting, especially in these difficult and unprecedented times, thank you.

Treasurer

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2023 to 31st December 2023**

**Income**

Opening Balance as at 1.1.23 £3,353.42 ✓

£3,353.42

Session fees £93,079.33 ✓

£96,432.75 ✓

**Expenditure**

£95,002.15 ✓

Income less expenditure Balance £1,430.60 ✓

**Closing balances as at 31.12.23**

Bank balance as at 31.12.23 £1,430.60

£1,430.60

I certify that these accounts are a true record of the information presented to me.

Signed Sarah McWilliams

Date 28/8/2025

Name Sarah McWilliams

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2023 to 31st December 2023**

**Income**

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### TREASURER'S REPORT – Autumn 2025

2024 was a challenging year and continues to be so, the cost of living, increase in living wage but no major increase in funding to support this has major impact on the setting.

The volatility of energy prices are a concern which in turn has an impact on funds available to develop the setting and move forwards with improvements and building up some sort of reserve. It will be interesting to see the full impact of the increase in NIC next financial year on top of all of this.

The increase in funded hours for children, it is hoped, will support the setting. Marketing needs to be a focus but this is hard when funds and time are limited.

As always, I commend Leanne and the small team of staff for their hard work, dedication, and passion for the setting, especially in these difficult and unprecedented times, thank you.

A handwritten signature in black ink, appearing to read 'S. Underhill', written in a cursive style.

Treasurer

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2024 to 31st December 2024**

**Income**

Opening Balance as at 1.1.24

£1,430.60 ✓

£1,430.60

Session fees

£112,897.82 ✓

£114,328.42 ✓

**Expenditure**

£110,724.99 ✓

Income less expenditure Balance

£3,603.43 ✓

**Closing balances as at 31.12.24**

Bank balance as at 31.12.24

£3,603.43

£3,603.43 ✓

I certify that these accounts are a true record of the information presented to me.

Signed S. Macquane.....

Date 28/8/2025

Name Sarah McWilliams.....

**Hidden Treasures (St Mary's Playgroup)**

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Name Sarah McWilliams

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### TREASURER'S REPORT – Autumn 2023

2022 was a challenging year and continues to be so, the cost of living, increase in living wage but no major increase in funding to support this has major impact on the setting.

Rising energy prices are a concern which in turn has an impact on funds available to develop the setting and move forwards with improvements and building up some sort of reserve.

There is a consideration of marketing still needs focus but time is not always on our side to invest in this, the use of social media is supporting in this area, however we do need to improve this to increase uptake with the new funding available for families.

As always, I commend our staff for their hard work, dedication, and passion for the setting, especially in these difficult and unprecedented times, thank you.

Treasurer

Hidden Treasures (St Mary's Playgroup)

Income & Expenditure Account

1st January 2022 to 31st December 2022

Income

Opening Balance as at 1.1.22

£5,710.27 ✓

£5,710.27

Session fees

£92,181.33 ✓

£97,891.60 ✓

Expenditure

Staffing and associated costs

62494.27

62494.37

Equipment & Premises related costs

25976.38 ✓

Resources

6067.53

6067.43

£94,538.18 ✓

Income less expenditure Balance

£3,353.42

**Closing balances as at 31.12.22**

Bank balance as at 31.12.2

£3,353.42

£3,353.42 ✓

I certify that these accounts are a true record of the information presented to me.

Signed .....

*Sarah McWilliams*

Date .....

*18/7/24*

Name .....

*Sarah McWilliams*

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2022 to 31st December 2022**

**Income**

Opening Balance as at 1.1.22 £5,710.27

£5,710.27

Session fees £92,181.33

£97,891.60

**Expenditure**

£94,538.18

Income less expenditure Balance

**£3,353.42**

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**Closing balances as at 31.12.22**

Bank balance as at 31.12.2 £3,353.42

**£3,353.42**

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Signed ..... Date .....

Name .....

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### TREASURER'S REPORT – Autumn 2022

2021 was, it must be said, a year of trying to rebuild. The impact of the pandemic has been huge on our small setting, and now we are facing with a cost-of-living crisis that will impact the 2022 and future year accounts.

Premises costs including rent, utilities etc always cause a pressure for us; alongside this wanting to improve facilities for our children it will always be a challenge for a non-profit making setting. It is going to be difficult with rising energy costs to forecast any investment into the facilities for the immediate future.

There is a consideration of marketing that needs focus, and the use of social media is certainly supporting in this area.

Again, we had hoped to build on reserves but with the past, current, and future projection this is going to be impossible, impacting further is the rise in the living wage without a substantial enough increase in the funding we receive.

As always, I commend our staff for their hard work, dedication, and passion for the setting, especially in these difficult and unprecedented times, thank you.

Treasurer

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2021 to 31st December 2021**

**Income**

Opening Balance as at 1.1.21	£9,662.38 ✓	
	<u>£9,662.38</u>	
Session fees	£84,307.08 ✓	
		<u>£93,969.46</u> ✓

**Expenditure**

Staffing and associated costs	61874.09	
Equipment & Premises related costs	21624.03	
Resources	4761.07	
Insurance / memberships		
		<u>£88,259.19</u> ✓
Income less expenditure Balance		<u>£5,710.27</u> ✓

**Closing balances as at 31.12.21**

Bank balance as at 31.12.21	£5,710.27	
		<u>£5,710.27</u> ✓

I certify that these accounts are a true record of the information presented to me.

Signed Sarah McWilliams .....

Date 16.1.2023 .....

Name SARAH McWILLIAMS .....

Hidden Treasures (St Mary's Playgroup)

Income & Expenditure Account

1st January 2021 to 31st December 2021

Income

Opening Balance as at 1.1.21	£9,662.38 ✓	
	<u>£9,662.38</u>	
Session fees	£84,307.08 ✓	
		<u>£93,969.46</u> ✓

Expenditure

Staffing and associated costs	61874.09	
Equipment & Premises related costs	21624.03	
Resources	4761.07	
Insurance / memberships		
		<u>£88,259.19</u> ✓
Income less expenditure Balance		<u>£5,710.27</u> ✓

Closing balances as at 31.12.21

Bank balance as at 31.12.21	£5,710.27	
		<u>£5,710.27</u> ✓

I certify that these accounts are a true record of the information presented to me.

Signed Sarah Williams

Date 16.1.2023

Name SARAH McWILLIAMS

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## TREASURER'S REPORT - Autumn 2021

2020 was, it has to be said, a terrible year for everyone. The impact of the pandemic was huge on our small setting.

With the loss of funding due to closure, the impact of working at home was going to have a detrimental affect especially as we still had the ongoing premises costs including rent, utilities etc will always cause a pressure for us; alongside this wanting to improve facilities for our children it will always be a challenge for a non-profit making setting.

The numbers registered at our setting have dropped considerably in 2021 so we have to start to rebuild as well as make efficiencies where necessary.

The marketing strategy we have in place will, we hope start to drive recruitment of children in the setting as 2021 progresses and confidence rises. The new website is in place and the staff regularly use social media pages to promote the wonderful things that occur in the setting.

We had hoped to build up reserves, but this will not be possible in the current climate - we will have to monitor this closely yet again over the coming year.

As always, I commend our staff for their hard work, dedication, and passion for the setting, especially in these difficult and unprecedented times, thank you.

**Treasurer**

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2020 to 31st December 2020**

**Income**

Opening Balance as at 1.1.20	£2,212.37	
		<u>£2,212.37</u>
Session fees	£86,080.46	
JRs	£11,971.04	
Grants	£5,000.00	
		<u>£105,263.87</u>

**Expenditure**

Staffing and associated costs	67285.48	
Equipment & Premises related costs	27508.81	
Marketing	654	
Insurance / memberships	153.2	
		<u>£95,601.49</u>
Income less expenditure Balance		<u>£9,662.38</u>

**Closing balances as at 31.12.20**

Bank balance as at 31.12.20	£9,662.38	
		<u>£9,662.38</u>

I certify that these accounts are a true record of the information presented to me.

Signed Sarah McWilliams

Date 12.02.2022

Name SARAH MCWILLIAMS

**Hidden Treasures (St Mary's Playgroup)**

**Income & Expenditure Account**

**1st January 2020 to 31st December 2020**

**Income**

Opening Balance as at 1.1.20	£2,212.37	
		<u>£2,212.37</u>
Session fees	£86,080.46	
JRs	£11,971.04	
Grants	£5,000.00	
		<u>£105,263.87</u>

**Expenditure**

Staffing and associated costs	67285.48	
Equipment & Premises related costs	27508.81	
Marketing	654	
Insurance / memberships	153.2	
		<u>£95,601.49</u>
Income less expenditure Balance		<u>£9,662.38</u>

**Closing balances as at 31.12.20**

Bank balance as at 31.12.20	£9,662.38	
		<u>£9,662.38</u>

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Signed Sarah McWilliams

Date 12.02.2022

Name SARAH MCWILLIAMS