

**THE STRETTONS MAYFAIR TRUST**

**(A Company Limited by Guarantee)**

**Directors' & Trustees' Report and Financial Statements**

**Year ended 31 December 2024**

**Company No. 3307951 (England and Wales)**  
**Registered Charity No. 1061049**

**THE STRETTONS MAYFAIR TRUST**  
**DIRECTORS AND TRUSTEES REPORT**

**For the 12 months ended 31 December 2024**

**Charity Number 1061049      Company Number 3307951**

**Mayfair Community Centre  
Easthope Road  
Church Stretton  
Shropshire  
SY6 6BL**

**1. Reference and Administrative Details**

Incorporated under the Companies Act 1985 and 1989 as a Company Limited by Guarantee and Not Having a Share Capital. Incorporation and Memorandum and Articles of Association are dated 27 January 1997. Company Number 3307951.

**Directors/Trustees for this period:**

Meredith Vivian OBE, Chair  
Claire Riley-Walshe, Company Secretary  
Ben Hilliard FCA, Treasurer, (resigned 30 June 2024)  
Richard Elliott  
Alan Fox  
Paul Richmond  
Helen Vaughan  
Andrew Askew  
Andrew Monday, (resigned 2 January 2024)  
Gwyneth Jones, (resigned 9 May 2024)  
Andrea Graham  
Harriet Trevor-Allen, (resigned 9 December 2024)  
Alan Stockbridge, (co-opted from 7 November 2024)  
Joe Collins, (co-opted from 7 November 2024)

**Non-voting Observers:**

Cllr David Evans	Shropshire Council
Cllr Julie Lawton	Church Stretton Town Council

**Management:**

The day-to-day management in 2024 was vested in:

Nicola Daniels MBE	Chief Officer
Helen Sansom	Finance Officer
Helen Crumpton	Care Services Manager
Cathy Thomas	Central Services Manager

**Bankers, Investment Managers and Auditors:**

The Charity's bankers are TSB Bank PLC, Henry Duncan House, 120 George Street, Edinburgh EH2 4LH. Registered in Scotland, no. SC95237.

The Charity's Investment Managers are Quilter Cheviot, 1 Kingsway London, WC2B 6AN United Kingdom.

The Charity's auditor is James, Holyoak & Parker Limited, Shrewsbury. A resolution proposing that James, Holyoak & Parker Limited be re-appointed as auditors of the Charity was carried at the 2024 Annual General Meeting

# THE STRETTONS MAYFAIR TRUST

## Directors and Trustees Report for the Year Ended 31 December 2024

### **2. Structure, Governance and Management**

#### **Trustees**

The Trust has a policy for recruitment and induction of Trustees. All Trustees are assessed before appointment, are provided with an information pack on the Trust with a clear statement of roles and responsibilities and undergo an induction programme.

Each year in Spring feedback from Trustees on the effectiveness of the Mayfair Trustee Board is collated. Trustees are asked to score a series of statements covering a range of Board activities, with the three lowest scores being examined in detail to seek improvement.

#### **Risk Management**

A Risk Management Policy has been approved by the Board. The Risk Management Group oversees the risk management process and reviews all organisational risks on a six-monthly basis. The Group provides assurance to the Board that risks are being managed prudently. The Risk Register based on the Charity Commission template, contains a total of 44 risks. Four YELLOW risks were upgraded to RED risks during the year, caused by changes to the 44Bs contract, financial pressures on Shropshire Council, and cost pressures in general impacting across multiple risk areas. RED risks are reviewed at each Board meeting. There has been no change in the lower risk categories.

#### **Measures taken to mitigate such risks:**

- Further development of a business continuity plan/disaster control plan to provide for critical incidents, including a lessons learnt exercise following Covid.
- Further development of multiple funding sources to include efforts to increase income from fundraising and charitable activities, to cover increasing costs and counteract anticipated pressure on public funding in the future.
- All Mayfair activities are risk assessed, reviewed and where necessary updated every six months. All staff and volunteers undertake a risk assessment when starting a new piece of work. A comprehensive set of Risk Assessments is maintained by the Central Services Manager and kept updated in line with best practice.
- Regular Health & Safety audits are conducted by management along with regular reporting including an annual report to the Board of Trustees of accidents and incidents encountered during the year and how they were resolved. (Trustees formally signed off the 2024 Health and Safety Report at their 6 March Board meeting.)
- Mayfair uses the ISO9001 quality system which is subject to an annual external audit, successfully achieved again in October 2024.
- The Charity encourages feedback from stakeholders to ensure services and operations are aligned to their needs and requirements and the purpose of the Charity.

#### **Safeguarding**

As an organisation Mayfair takes its safeguarding role very seriously. As well as keeping safeguarding policies up to date (children and adults were both reviewed) Mayfair ensured that all staff who work with vulnerable people had received the relevant safeguarding training and that all volunteers who are on the front line, such as CoCo befrienders, Beacon volunteers, receptionists, and hosts, receive safeguarding awareness training as part of their induction.

### **3 Objectives and Activities**

#### **3.1 Background**

Mayfair Community Centre was opened in June 1997. The building is leased from Connexus who also own the adjoining sheltered housing that forms Mayfair Court. The adjacent Health and Wellbeing Centre (HWC) was opened in September 2016 in a building that is leased from Shropshire Community Health NHS Trust. The Centres are run by experienced paid staff, normally assisted by a team of volunteers. Close liaison is maintained with many statutory and voluntary groups with the objective of coordinating and complementing activities.

#### **3.2 Charitable Objects**

To provide for the inhabitants of Church Stretton and the surrounding areas, in particular the elderly, the disabled, and those with learning difficulties without distinction of sex or of political, religious or other opinions by associating with the Local Authorities, Voluntary Organisations and the local inhabitants in the following ways:

- (a) To provide in the interest of social welfare for recreation and leisure time occupation with the objective of improving conditions of life of those persons.
- (b) The relief of poverty amongst such persons who are in condition of need, hardship or distress.
- (c) The relief of sickness by providing or assisting in the provision of specialist and general care facilities.

The 2024 AGM approved an updated version of Mayfair's Articles of Association, which have been lodged with Companies House and the Charity Commission. Trustees and managers consider how planned activities will enhance the aims and objectives that have been set.

#### **3.3 Mission**

Enhancing lives, enabling independence, and building a strong and healthy community through services, activities and facilities.

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

#### 3.4 Vision

A resilient community, where people live healthy, independent, fulfilling lives.

#### 3.5 Activities

**Crèche.** Crèche numbers remained stable with sessions taking place twice a week and summer holidays being the busiest when some other childcare providers are not open. Children can play in a safe, child-centred environment, choosing from a wide range of activities or toys to play with, and get a chance for gentle socialising that can help to prepare young children for nursery school. Flexible childcare this year helped parents to work, volunteer, attend craft classes, English lessons, appointments, workshops or have important time to themselves. The Crèche provides childcare support for Shropshire Domestic Abuse Service courses.

**44Bs.** This service for Adults with Learning Disabilities (ALD), funded by Shropshire Council, promotes the independence and wellbeing of adults with learning disabilities through person-centred programmes and group activities. Individuals are supported with personal development which can include work placements, shopping, cooking, socialising, exercise and wellbeing. Two new members joined the 44Bs in 2024 and others from the ALD community took part in activities and events arranged by the service. Throughout the year 44Bs participated in:

- Wolf yoga sessions - beneficial to everyone's flexibility and mobility and provides relaxation to calm and de-stress. Other day services join us for the yoga and for lunch which provides added social interaction.
- a series of online safety sessions including how to use mobile phones
- monthly craft sessions with the residents of Blackhurst Care Home
- Day trips, Drama sessions, Library visits for storytelling, Film days, Belly Dancing, Cookery, and Creative writing,

Negotiations with Shropshire Council regarding the contract took place through the year, with amendments to the service and funding starting in December.

**Beacon** helps people with care and support needs, including physical disabilities, dementia and mental health needs. It provides a stimulating, supportive and friendly environment with the opportunity to take part in many different activities. As the year progressed more people joined Beacon, and particularly the demand for baths reached an all-time high. Care and Share group offered a supportive and social space for people with dementia and their carers until September when it closed due to a change in client needs.

**CoCo** (Compassionate Communities) is a befriending scheme offering one-to-one support from a carefully matched volunteer. As well as friendship and a listening ear, volunteers can offer support to help people pursue their interests and hobbies as well as practical help with paperwork etc. 75 people benefited, with 27 new partnerships matched in the year. CoCo is part of the Wellbeing and Independence Partnership led by Age UK Shropshire, Telford and Wrekin and partly funded by Shropshire Council.

**MAYSI**, (Mayfair Supporting Independence), helps people to remain independent and encourages wellbeing through information and support on a wide range of issues. Our Coordinators dealt with 564 requests for advice and support made by 391 people, some needed help with several issues over a period of time. This included everything from information on social activities to supporting people and their families with more complex challenges arising from physical and mental health issues or social isolation. Support is also given to fill in forms and apply for Attendance Allowance and Blue Badges. A team of 5 volunteers helped 66 people apply for Attendance Allowance, 58 get a Blue Badge for car parking, 12 access personal independence payments. MAYSI works closely with the General Practice and provides the GP Care Coordinator role as well as Social Prescribing/Healthy Living Advisor. MAYSI is based in the Practice 2 days a week for Social Prescribing referrals as part of the countywide service led by Shropshire Council Public Health. During the year 99 people were supported by Social Prescribing. Care4Me Hospital Avoidance Project in conjunction with Bluebird Care and Church Stretton Medical Practice enabled 6 people to recover at home, saving the NHS over £53,000. People were identified by the GP; short term care was provided and MAYSI followed up long term issues. MAYSI also worked with many others to prevent admissions.

**Ring and Ride** provides fully wheelchair-accessible door-to-door transport for those who do not have use of a car, live in areas lacking public transport, have trouble walking moderate distances, or otherwise need support to get around. 13,303 trips were completed in the year, an increase of 10% on 2023. Membership remains at 250, those leaving balancing new members joining. The buses travelled 49,000 miles in the year, which is nearly 200 miles per member. Members access many services and activities including shops, post office and hairdressers but 30% of all trips were for health-related services and appointments. The vehicle fleet suffered more downtime than normal due to wear and tear. As a result, we developed our new vehicle strategy and plan to purchase a second-hand wheelchair accessible vehicle early in 2025. Thanks to donations the Drive Appeal increased to £20,317. We made changes in terms of our employed team as one of our Transport Co-ordinators retired in August. Currently Ring and Ride manages a team of 32 volunteer drivers and support staff. Shropshire Community Transport Consortium produced an Impact Report that led to a bid to Motability for funds to replace buses and provide resources to help increase volunteering, publicity and fundraising. This went through to stage 2 but was not successful. However, £15,000 was received from Shropshire Council as part of the Bus Service Improvement Plan (BSIP).

**Youth Activities** The Youth Club for year 6 and 7 and a Youth Drop-in for school years 8, 9, 10 and 11 meets on Tuesday evenings at Russells Meadow Pavilion. Activities include football, cooking, board games, crafts and table tennis. The sessions offer a chance for

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

young people to meet up out of school and access to SYA equipment library means there are lots of exciting things from which the young people can choose. Church Stretton Town Council funds the SYA Youth Worker while Mayfair recruits and supports the volunteer team. Links with local groups saw a trip to the local Tennis Club and a town trail. Attendance at the older session dropped off during the year.

**IT and Digital Inclusion** Mayfair's Digital Support Service offers one-to-one support from volunteers to help people get started or develop their skills to avoid being left behind in an increasingly digital world. Mayfair is part of the Shropshire Council Digital Skills Programme and receives funding for supporting individuals on a learning program or for one-off drop-in support and access to equipment. During the year Mayfair provided 6 people with SIM cards and data as part of the Good Things Foundation programme.

**Catering** Food and drink are essential for us all and a great conduit for people to get together and have a chat as well as something nourishing. The Health and Wellbeing Café continued to thrive with 16% increase in visitors. The Mayfair lunch hub was also used more with community lunches, regular Sunday lunches to accompany theatre performances and special events.

Mayfair Meals are nutritious, hot meals, delivered 365 days a year to local residents who are unable to cook their own meals. Mayfair Meals are reducing to pre-Covid levels but still average 16 each day. Church Stretton Good Neighbours and Mayfair volunteers who deliver the meals also provide regular social contact and welfare checks.

The catering team work with the Shrewsbury Food Hub to reduce food waste. Every Friday a selection of items are collected for our weekend cook to transform into meals and produce including the jams and chutneys that are sold in Mayfair. Some of these are also sent to the Food Hub for them to generate their own funds.

**Mayfair Health Walks.** These are regular social walks designed to get you moving and leading a more healthy, active lifestyle. Six different levels of weekly walks continue to draw people of all abilities with 2,579 walks undertaken during the year and lots of friendships made on route. New walk leaders were trained and a walkers' social was held in February for both walkers and leaders.

**Exercise and Dance classes.** Physical activity is good for our physical and mental health. Mayfair offers 10 different exercise and dance classes to suit a variety of interests and abilities. Numbers attending physical activities remained at over 120 a week even though the number of classes reduced due to tutor changes. Angela Ellis, long term dance teacher received a Community Award from the Town Council for her work inspiring and encouraging her class members, as well as promoting dance and Church Stretton.

**Arts and Crafts** Regular Mayfair craft groups include Cardmakers and Crafty Ladies, Merrymakers and Thursday Art Group. Weekly Craft Café has thrived, inviting people to come and explore their creative side in a relaxed, social setting. A wide variety of craft activities is on offer and volunteer facilitators encourage people to have a go and learn new skills if they wish or just sit and chat. A new art tutor started 6-week courses covering a range of topics from papier-mâché to charcoal.

**Theatre** 15 theatre screenings took place in 2024, including National Theatre shows such as *Dear England* and *Prima Facie* as well as productions from the Royal Ballet and Opera, including *Cinderella* and *The Marriage of Figaro*. The most popular show was *Carmen*, with 59 people attending. Sunday afternoon matinee screenings have been a popular way to screen longer ballet and opera shows, enhanced by pre-show Sunday lunches. We have also continued to provide Family Film screenings during school holidays. These have been priced at cost to ensure they are as affordable as possible for local families. Seven films were shown this year with an average attendance of 30. In May, we partnered with Arts Alive and Church Stretton Dementia Friends to offer a free Dementia Friendly and Accessible Screening during Dementia Awareness Week.

**Support Groups** Parkinsons, and Stroke Group continue to meet regularly at Mayfair. Cancer Care provided monthly sessions until September and a new Sight Loss Group started in November. Mayfair also hosts the Church Stretton Ukrainian Support Group for teaching English. Shropshire Domestic Abuse Service organised monthly sessions with representatives from other agencies such as Children's Services, Benefits and Housing to provide a neighbourhood drop in/hub service. Other support groups are facilitated by Mayfair. The Tuesday and Friday Friendship Groups, supported by Mayfair Friendship Volunteers, provide a lively space where up to 20 people can drop in for a coffee and a chat. Working in partnership with Shropshire Mental Health Support we provided a weekly Calmer Café for people struggling with their mental health. Volunteers were recruited and trained, and the service supported an average of 7 people each week. A monthly Carers Group provides an opportunity for carers to get together, have a bit of fun, share issues and support each other. MAYSI staff and volunteers are on hand to facilitate activities and offer support.

**Venue for local activities and services** The Community and Health and Wellbeing Centre have accessible rooms of many sizes, all centrally located in the town. Our reception, warm welcome and other facilities make us an ideal venue for many local services such as NHS clinics, private therapists, meetings for a wide range of agencies and groups, special events such as the BirdFest held this year.

### 3.4 Staffing

It was a year of change at Mayfair with 5 long-term staff retiring or moving on and the recruitment of 3 new staff. During 2024 Mayfair employed 37 staff, 5 full time and 32 part time or relief working, to cover 35 posts.

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

Staff training included: Epilepsy Awareness, Learning Disability and Dementia, Oliver McGowan ALD and Autism training stage 1, Catheter Training, Food Hygiene, Allergy, First Aid, Leadership Development and Finance. Wellbeing workshops for volunteers were provided for free by Sue Pugh, incorporating practical skills such as breathwork, mindfulness and gentle stretches.

#### 3.5 Volunteers

Volunteers continue to be the backbone of Mayfair, critical to everything we do. 56 new volunteers joined the team in 2024, making our active volunteer total 322. Whilst volunteer recruitment in 2024 was lower than the number of volunteers recruited in 2023, this echoes the national trends across the voluntary sector and is consistent with the after-effects of Covid and the impact of the cost-of-living crisis, with more people caring for grandchildren and family members due to the pressures on social care.

Other national trends, such as the move towards flexible and episodic volunteering was also noticeable at Mayfair with volunteers opting for more flexible volunteering options along with having a desire to be involved in specific volunteering projects, such as the 'Lunches for All'. However, there remains an appetite for the more traditional, regular volunteering roles essential to keep Mayfair operating.

Collaboration with Agilent, a local Company, led to two volunteering projects for their employees, resulting in the decoration of various parts of both buildings. Mayfair has also made connections with agencies such as Enable, to provide work placement opportunities for people with additional needs to gain valuable skills and experience whilst being supported by a work coach. Links with colleges and Church Stretton school encouraged younger volunteers to Mayfair whilst also helping to nurture and support students and further their career prospects.

There is a comprehensive volunteer recruitment process, induction and training, much of which is done within specific roles. Volunteers are supported on a one-to-one basis by their staff or volunteer team leader and a dedicated Volunteer Coordinator. There are monthly coffee mornings to meet up, Volunteer Week celebrations and Awards for long service. Volunteers are asked for their input on an ongoing basis and through an annual questionnaire.

#### 3.6 Members

Members of Mayfair support our work by voting on proposals, appointing Trustees and helping Mayfair to be democratic and responsive to the community. There is no membership fee, but in the event that the Strettons Mayfair Trust being wound-up with debts in excess of assets, Members commit to making a contribution not exceeding £10. Currently there are 141 Members.

#### 3.7 Buildings

Rent for the Community Centre increased in line with the Lease to £23,562 for the period April 2023 to March 2024. The rent for 2024 amounted to £23,111. An arrangement with Connexus offsets the rent in exchange for room use and services/social value provided to tenants.

Recommendations resulting from the Electric Survey of Mayfair were addressed and a major water leak repaired at the Health and Wellbeing Centre. Full Fibre Broadband was installed in the Health and Wellbeing Centre and Meraki (wi-fi access points) replaced with a more cost-effective solution to maintain good levels of wi-fi connectivity.

Solar Panels were installed on both buildings in June and research into boiler replacements in Mayfair was undertaken.

### 4. Achievements and performance

Mayfair, a community and healthy living centre, responds to community needs by providing more than 100 different services and activities, either provided by our staff and volunteers or others using our buildings as a local base. The Mayfair annual questionnaire showed our impact across all activities - 87% of participants said their wellbeing had improved through their contact with Mayfair and 69% said they had made a friend. The quality of services was rated as excellent or good by 99%.

This was a year of growth and change in our Day opportunities. Beacon saw an increase in people wanting bathing services. We replaced our main washing machine thanks to a generous donation. The 44Bs Day service embarked on a healthy lifestyles programme including monthly wolf yoga sessions, open to the wider ALD community. The block contract for 44Bs, funded by Shropshire Council, came to an end and was not renewed due the number of clients attending. Following consultation with participants and carers, who wished the service to continue, Shropshire Council and Mayfair staff relaunched the service in December, operating 3 days a week with a full programme of client focused activities to promote personal development. Sadly, one member of staff was made redundant in the process but all participants could be accommodated.

During 2024 we continued to build our out-of-hours activities for social opportunities and fundraising. There were 17 weekend events and 6 Friday night events which included National Theatre, Opera and Ballet screenings, our Spring and Frost Fayres and a Community Lunch called Lunches for All. The Frost Fayre again coincided with the Town Christmas Lights switch-on and brought many people

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

into the building for the Craft Fayre, children's activities and our star trail, in which the community was invited to make stars to be displayed throughout the Centre and in a wishing star grotto.

A weekly Games afternoon was launched in January. It is a very friendly group which welcomes new people. There are many games to choose from but the favourite is Rubicon. In October, working with the Town Council and Food Bank, we secured Shaping Places funds to address food insecurity, offering free community lunches, trips to affordable supermarkets and a series of cookery sessions are due to start in 2025. Funds came via Shropshire Council as part of the Healthier Lives programme, supported by the Health Foundation in partnership with the Local Government Association. Community Lunches were partly placed in holidays and weekends to make them accessible to families and often include a family film at low cost. The games afternoon, craft café and community meals, although all year round, were part of the Mayfair winter warm offer – encouraging people to come into our warm and bright buildings to meet others, have fun and nourishment at no cost to them.

The Mayfair Strategic Plan 2024-2029 was produced following consultation with the community and stakeholders, through a questionnaire and volunteers via Focus Groups. In August the Strategic Plan was presented to the 2024 AGM and unanimously adopted by the Membership.

The Strategic Plan focuses on three key aims:

- INCLUSION – Everyone can participate in what is important for them, in the way that they want.
- ACCESSIBILITY – Everything in the community is accessible to all.
- CONNECTION – Everyone has connection with their community, in the way that they want it.

Underpinning these aims are 4 pillars that will be the basis of Mayfair's work:

- Social Opportunities - Providing a broad range of social opportunities for all
- Physical and Mental Wellbeing - Providing and arranging activities, facilities and support to improve physical & mental wellbeing
- Enabling Independence - Enabling people with support and care needs to live independently
- Understanding and responding - Understanding, and responding to, what people in the community need

Members also agreed some amendments to modernise the Memorandum of Association and Articles seeking to use modern technology to communicate with Members and hold meetings online. Ben Hilliard, Treasurer, resigned in June after 7 years' service. Attempts to recruit a new Treasurer have yet to be successful but two new Trustees with an interest in finance and IT have been co-opted.

The commitment of our volunteers is unbelievable. This year we presented long service badges to over 71 amazing volunteers who had been with us for 10, 15, 20 or 25 years. They included 6 volunteers from the original 60 who started Mayfair back in 1997. Volunteers contribute 582 hours a week, worth just under £350,000 through the year but their impact is much more than this. It is their friendship, goodwill and warmth that creates the specialness of Mayfair and all we do. Volunteer Week in June was celebrated by a series of events that included our annual volunteer party and opportunities for volunteers to try something new, such as archery or relaxation through a mindfulness session. In September we hosted our first Annual Volunteer Meeting and more than 70 volunteers came along to share their thoughts about volunteering at Mayfair. It is good to know that volunteers get a lot from their efforts too. In our annual Mayfair survey 84% of volunteers said their wellbeing had improved as a result of their volunteering and 79% said they had made a friend.

Three staff retired during the year. This provided an opportunity to review the roles and resulted in one post not being replaced and reduced hours for the others. Mayfair continues to benefit from its GSK IMPACT Award in 2014, receiving free training from the Kings Fund which this year included the opportunity to trial a new online training resource for staff in the health and care sector. One of our Beacon staff was also part of a reference group for a study into young people's experience of working in care.

Following consultation with supporters the Lottery was relaunched with a monthly charge of £2 and higher prizes. All numbers were allocated to existing or new players resulting in an increase in funds. At the start of the year, we sent out clear messaging about the increase in costs of running Mayfair and our need for support. The community responded and this resulted in an increase in donations, including £2,500 to replace the washing machine. The news that Cardington Young Farmers were embarking on a 72-mile Cardington to Coast challenge in aid of Mayfair was heartwarming and they raised over £2,600.

As part of our work to reduce carbon emissions and save money we installed solar panels on both Mayfair and the Health and Wellbeing Centre. The panels were funded by a grant from HSBC and further funds from The Hall Garth Foundation covered some additional costs. From June to December the panels produced 36% of the Health and Wellbeing Centre energy and 26% of Mayfair energy. The young people from Church Stretton Secondary School finished their project looking at energy efficiency, part of which resulted in updated posters around the building to encourage people to switch off anything not needed.

Mayfair continues to work in an integrated way with many other local and countywide organisations to provide support for local people. This includes:

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

- our partnership with SYA and the Town Council for youth club,
- Shropshire Mental Health support for the Calmer Café for people struggling with their mental health,
- work with 5 other organisations in the countywide Wellbeing and Independence Partnership, with Shropshire Council, Church Stretton Medical Practice and the South West Shropshire PCN to deliver Social Prescribing.

Mayfair led a Shropshire Transport Consortium bid to Motability which reached stage 2 but was not successful. This year our Chief Officer was also the joint Chair of Shropshire Voluntary and Community Sector Assembly, which brings together a diverse range of groups providing a strong collective voice for the sector. Mayfair was also involved in the town dementia awareness week, the local Joint Strategic Needs Plan, NCVO workshops on the future volunteering, a Proactive Care pilot steering group, and development of the countywide prevention strategy.

#### **5. Financial Review**

The financial outturn for 2024 is set out in the Statement of Financial Activities.

Total income was £856,577, a 25.5% increase on 2023.

Total expenditure amounted to £903,199, a 9.8% increase on 2023.

Increase in income and expenditure included additional staffing costs of £38,864 to cover redundancy and additional pension payments for ex Council TUPE'd staff leaving as a result of the change in 44Bs contract and service. These costs were all covered by the contract.

Investment unrealised gain £15,285 compares with an unrealised gain of £18,559 in 2023.

Net expenditure for the year was (£31,337), a 74.2 % decrease on net expenditure of (£121,636) in 2023. Net expenditure comprises unrestricted net expenditure of (£48,580), a decrease of (£33,964) on 2023: (£82,544) and restricted net expenditure of £17,243, an increase of £56,335 on 2023: (£39,092).

After a transfer of £43,264 from restricted funds to unrestricted funds in respect of funding for fixed asset additions during 2024, (solar panels and the washing machine), the balance of funds carried forward at 31 December 2024 was £1,219,904, £31,337 less than at 31 December 2023. Funds carried forward are made up of unrestricted funds, £1,131,013, and restricted funds, £88,891.

Total income increased by £173,958 in 2024. The main increases in income came from Donations, legacies and grants (up £100,959) and Charitable Activities (up £67,521).

Most charitable activities incomes showed growth. The improvement in charitable activities income is evidence of the dedicated effort of management, staff, and volunteers in delivering excellent care and service to clients and beneficiaries and the continued support of clients and beneficiaries.

Other activities include surplus on Lottery which increased by £2,616 this year due to a relaunch. Sales of crafts, books, cards, donated items and plants together with quizzes and raffles continue to generate essential contributions to fundraising income thanks to volunteers, staff and all those involved in organising these activities.

The Investment Policy was reviewed by the Finance Committee on 30 April 2024 and adopted at the May Board meeting.

The Investment income increased by £680 (£28,400 in 2024 compared with £27,720 in 2023). The increase represents an increase in bank interest of £883 partially offset by a reduction in dividend income from the CAIF investment of £203.

The total expenditure of £903,199 was an increase of £80,385 compared with 2023. Staff costs, including management and administration costs, amounted to £597,038 (2023: £535,725) and represented 66.1% (2023: 65.1%) of total expenditure. Activity costs decreased £3,968 (or 4.2%) compared with 2023. Fuel, telephone, insurance, rent, water, waste disposal, and general maintenance and cleaning costs increased £15,856 or 17.8%, whilst depreciation of fixed assets increased by £2,343.

The financial year was another challenging year encountering high inflation and a cost-of-living crisis. Management, staff, and volunteers rose to the challenges and supported by the Board of Trustees the Charity managed through another difficult year and remains in a continuing healthy financial position, holding adequate reserves to continue to provide services to beneficiaries in the future, and enable future development when opportunities arise.

#### **Principal funding sources**

Income comes from the following principal sources:

- Grants and contracts from local, national, government bodies and partner agencies,



## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

- Donations from local groups, grants from charitable trusts and foundations,
- Fundraising,
- Donations from individuals and legacies.

**Going Concern** After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the 'going concern' basis in preparing the financial statements. Further details regarding the adoption of the 'going concern' basis can be found in the Accounting Policies.

**Reserves** The Trustees reviewed the existing reserves policy in May 2024 and concluded that retaining six to nine months operating expenditure plus redundancy costs was the appropriate way to manage reserves, setting the lower band target at six months and the higher band target at nine months. Based on budgeted operating expenditure for 2025 of £846k, adjusted to exclude Ring and Ride SLA costs of £63k, nine months operating costs plus redundancy cost amounted to a reserve level of £696k. Six months amounted to a reserve level of £499k. Our free reserves on 31 December 2024 were £682k, below the higher target by £14k but higher than the lower target by £183k. A deficit budget of £56k was agreed for 2025, still leaving the reserves £127k better than the lower target. The actual reserves will be monitored through the year to assess if action needs to be taken.

#### Investment

The Quilter Cheviot Global Income and Growth Fund for Charities (Charity Authorised Investment Fund – CAIF) increased in value by 9% after charges of 1% to £272,632 at 31 December 2024 (31.12.2023: £250,099) and compares with the Charities composite benchmark increase of 11.7% for 2024. The Charity Authorised Investment Fund (CAIF) is an actively managed fund of medium risk with an asset diversification: Fixed Interest 18.6%, Overseas Equities 48.4%, Alternatives 9.3%, and 2.2% Cash. Income generated by the fund in dividends is reinvested and not withdrawn. The CAIF investment has two restrictions, investment in tobacco and controversial weapons. Since the initial investment of £150,000 in October 2019 and a further investment of £65,000 in November 2021, the investment value has grown by £57,632 or 26.8% over the period invested. Since the financial year end the investment has increased in value.

Part of the surplus cash which forms the day to day working capital of the company is held on short term deposits on the Flagstone Cash Management Platform with various banks, distributed to ensure the deposits are guaranteed under the Financial Services Compensation Scheme (FSCS).

#### 6. Plans for the future

The world we live in is an uncertain place. There are many challenges we face and some we have little if no control over. It is more important than ever that Mayfair is here for our community through this difficult time providing a place of safety, friendship and support. The engagement work for our Strategic Plan consistently said, "Keep on doing what you are doing", so this must be our focus. To sustain the things that are important to people. At a time of rising costs this is a constant worry. The increase in the National Minimum wage and NI contributions in the Government Budget impacts heavily on an organisation like Mayfair where the main expenditure is staff salaries. We are grateful for the donations, fundraising and legacies gifted that make such a difference. Over the last 5 years legacies have paid over 10% of our costs. Without the generosity of those individuals we would have had to make some hard decisions.

In 2025 we will focus on taking forward our new strategy, making sure we do the things our community needs, ensuring we reach as many as possible and are accessible as possible and always listening to respond. As such we will:

- Raise awareness of what we do, reaching out to those who may not know and could benefit from our support.
- Provide social opportunities and activities for all generations, including at weekends.
- Provide opportunities for people at little or no cost, we are conscious that money is tight for many in our community.
- Grow Mayfair care services.
- Replace Ring and Ride vehicles to ensure Mayfair can continue to provide transport for those who need it..
- Let people know how important fundraising donations and legacies are to keeping Mayfair in action.
- Improve connectivity through full fibre broadband and phones and continue to seek ways to increase our efficiency.
- Enable others to not get left behind and make the most of the digital world through our digital skills programme.
- Work with partners to support the development and delivery of activities for wellbeing and independence.
- Listen to the needs of our community and volunteers.
- Look after our buildings so they are comfortable, warm and energy efficient.

Mayfair will look to the future and embrace the change and the challenges, being sure to always have at our heart the founding principles of kindness and care. Over the last 28 years we have become a strong community built on the actions of many. Thanks to every minute each volunteer has given and every £1 from a funder or donor we have achieved lots together. With this continued goodwill and energy, we can achieve more. Thank you all for your support.

## THE STRETTONS MAYFAIR TRUST

### Directors and Trustees Report for the Year Ended 31 December 2024

#### 7. Responsibilities of the Directors and Trustees

Company and Charity law requires the Directors and Trustees to prepare accounts, in accordance with applicable law and United Kingdom Accounting standards (United Kingdom generally accepted accounts practice), that give a true and fair view of affairs of the Charity and its income and expenditure for the financial year. In doing so the Directors and Trustees are required to:

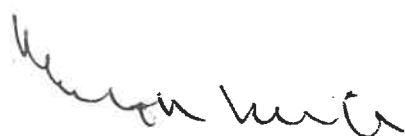
- Select suitable accounting policies and apply them consistently,
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP),
- Make judgements and estimates that are reasonable and prudent,
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statement,
- Prepare the accounts on a 'going concern' basis unless it is inappropriate to assume that the Charity will continue in operation.

The Directors and Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In accordance with company law the Directors and Trustees, who held office at the date of approval of this annual report, confirm that:

- So far as they are aware there is no relevant audit information needed by the Company's auditors in connection with preparing their report, of which the Company's auditors are unaware; and
- They have taken all the steps that they ought to have taken as Directors and Trustees in order to make themselves aware of any relevant audit information and to establish that the Company's auditors are aware of this information.

This report has been prepared in accordance with the Companies Act 2006 and '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. It was formally approved by the Board on 15 May 2025 and signed on its behalf.



Meredith Vivian OBE  
Chair on behalf of the Trustees

# THE STRETTONS MAYFAIR TRUST

(A Company Limited by Guarantee)

## Independent Auditors' Report to the members of The Strettons Mayfair Trust

### Opinion

We have audited the financial statements of The Strettons Mayfair Trust (the 'charitable company') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement 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).

### Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members 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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024, and of its incoming resources and application of resources, including its income and expenditure, for the year then 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 Companies Act 2006.

### 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 charitable company 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'

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees use of the 'going concern' basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the 'going concern' basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The Trustees are responsible for the 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. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

## THE STRETTONS MAYFAIR TRUST

(A Company Limited by Guarantee)

### Independent Auditors' Report to the members of The Strettons Mayfair Trust

#### Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report incorporating the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' report has been prepared in accordance with applicable legal requirements.

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

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemption in preparing the directors' report and from the requirement to prepare a strategic report.

#### Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 7, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

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

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

The audit team obtained an understanding of the legal and regulatory frameworks that are applicable to the Charity and determined that the most significant are those that relate to the reporting framework (FRS102, the Companies Act 2006 and the Charities Act), the relevant tax compliance regulations, employment law, Health and Safety Regulations and the EU General Data Protection Regulation (GDPR).

We understood how the Charity is complying with these frameworks by making enquiries of management and those responsible for legal and compliance procedures.

We assessed the susceptibility of the Charity's financial statements to material misstatement, including how fraud might occur by meeting with key management to understand where they considered there was a susceptibility to fraud. Based on our understanding, our procedures involved enquiries of management and those charged with governance, manual journal entry

**THE STRETTONS MAYFAIR TRUST**

**(A Company Limited by Guarantee)**

**Independent Auditors' Report  
to the members of The Strettons Mayfair Trust**

testing, cashbook and ledger reviews for large and unusual items and a review of the significant accounting estimates used in preparing the financial statements.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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.



**Robert Humphreys FCA  
Senior Statutory Auditor  
For and on behalf of  
James Holyoak & Parker Limited  
Registered Auditors  
1 Knights Court  
Archers Way  
Battlefield Enterprise Park  
Shrewsbury  
Shropshire, SY1 3GA**

**DATED: 27 MAY 2025.**

**THE STRETTONS MAYFAIR TRUST**

**(A Company Limited by Guarantee)**

**Statement of Financial Activities for the Year Ended 31 December 2024**  
**(Including Income & Expenditure Account)**

	<b>Note</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total year to 31.12.24 £</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total year to 31.12.23 £</b>
<b>Income &amp; Endowments from:</b>							
Donations, legacies & grants	3	95,348	210,195	305,543	59,678	144,906	204,584
Charitable activities	4	354,287	134,074	488,361	313,575	107,265	420,840
Other activities	5	34,273	0	34,273	29,475	0	29,475
Investment Income	5	28,400	0	28,400	27,720	0	27,720
<b>Total Income</b>		<b>512,308</b>	<b>344,269</b>	<b>856,577</b>	<b>430,448</b>	<b>252,171</b>	<b>682,619</b>
<b>Expenditure on:</b>							
Raising funds	6	769	0	769	128	0	128
Charitable activities	6	506,734	327,026	833,760	466,536	291,263	757,799
Other	6	68,670	0	68,670	64,887	0	64,887
<b>Total Expenditure</b>		<b>576,173</b>	<b>327,026</b>	<b>903,199</b>	<b>531,551</b>	<b>291,263</b>	<b>822,814</b>
Investment Gain/(Loss)	12a	15,285	0	15,285	18,559	0	18,559
<b>Net Expenditure</b>		<b>(48,580)</b>	<b>17,243</b>	<b>(31,337)</b>	<b>(82,544)</b>	<b>(39,092)</b>	<b>(121,636)</b>
Transfer between Funds		43,264	(43,264)			4,000	(4,000)
<b>Net Movement in Funds</b>		<b>(5,316)</b>	<b>(26,021)</b>	<b>(31,337)</b>	<b>(78,544)</b>	<b>(43,092)</b>	<b>(121,636)</b>
<b>Reconciliation of Funds:</b>							
Fund Balances Brought Forward	15	1,136,329	114,912	1,251,241	1,214,873	158,004	1,372,877
<b>Fund Balances Carried Forward</b>	<b>15</b>	<b>1,131,013</b>	<b>88,891</b>	<b>1,219,904</b>	<b>1,136,329</b>	<b>114,912</b>	<b>1,251,241</b>

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities. The notes on pages 16 to 25 form part of these accounts.

# THE STRETTONS MAYFAIR TRUST

(A Company Limited by Guarantee)

## Balance Sheet as at 31 December 2024

	Notes	31.12.24	31.12.23
		£	£
<b>FIXED ASSETS</b>			
Tangible Assets:	10	419,078	412,544
<b>CURRENT ASSETS</b>			
Debtors	11	93,048	90,308
Investments	12a	272,632	250,099
Cash at bank and in hand	12b	528,269	613,652
		893,949	954,059
<b>CREDITORS</b>			
Amounts falling due within one year	13	(93,123)	(115,362)
<b>Net Current Assets</b>		800,826	838,697
<b>NET ASSETS</b>		<u>1,219,904</u>	<u>1,251,241</u>
<b>FUNDS</b>			
<u>Unrestricted Funds</u>			
General Funds	15	681,455	697,115
Designated Dilapidation Fund	15	30,480	26,670
Designated Fixed Asset Fund	15	419,078	412,544
		1,131,013	1,136,329
<u>Restricted Funds</u>		88,891	114,912
		<u>1,219,904</u>	<u>1,251,241</u>

These accounts are prepared in accordance with the special provisions relating to companies subject to the small company regime within Part 15 of the Companies Act 2006.

Approved by the Trustees on May 2025 and signed on their behalf by:



M. Vivian OBE, Chair



P Richmond, Chair, Finance Committee

The notes on pages 16 to 25 form part of these accounts.

**THE STRETTONS MAYFAIR TRUST**

**(A Company Limited by Guarantee)**

**Statement of Cash Flows for the year ended 31 December 2024**

	<b>Notes</b>	<b>2024</b> <b>£</b>	<b>2023</b> <b>£</b>
<b>Cash flow from operations</b>	<b>22</b>	<b>(64,424)</b>	<b>(75,580)</b>
<b>Net cash generated by/(used in) operating activities</b>		<b>(64,424)</b>	<b>(75,580)</b>
<b>Cash flows from investing activities</b>			
Payments to acquire tangible fixed assets		(42,112)	(10,139)
Payments to acquire investments		(7,248)	(5,227)
Interest received		21,152	20,269
Dividends received		7,248	7,451
<b>Net cash generated by/(used in) investing activities</b>		<b>(20,960)</b>	<b>12,354</b>
<b>Net (decrease) in cash and cash equivalents</b>		<b>(85,382)</b>	<b>(63,226)</b>
<b>Cash and cash equivalents at 1 January</b>		<b>613,652</b>	<b>676,878</b>
<b>Cash and cash equivalents 31 December</b>	<b>12b</b>	<b>528,269</b>	<b>613,652</b>
<b>Cash and cash equivalents consists of</b>			
Cash at bank and in hand		79,874	96,683
Short term deposits		448,395	516,969
<b>Cash and cash equivalents at 31 December</b>	<b>12b</b>	<b>528,269</b>	<b>613,652</b>

The notes on pages 16 to 25 form part of these accounts.



## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024

#### 1.1 Accounting convention

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 UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Strettons Mayfair Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

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 presented in sterling, which is the functional currency of the Charity.

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

#### 1.2 Income

Voluntary income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when the Charity is entitled to the funds.

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the value of services provided by volunteers has not been included.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Grants, including grants for the purchase of fixed assets, are recognized in full in the Statement of Financial Activities in the year in which the Charity becomes entitled to the funds.

Incoming resources from the operation of the Centre and from investments are included when receivable.

#### 1.3 Expenditure

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

#### 1.4 Going concern

The financial statements have been prepared on a 'going concern' basis as the Trustees believe that no material uncertainties exist. The Trustees, having considered the financial position and projected future cash flows covering twelve months forward and the 2025 Budget, are confident the Charity has sufficient liquid unrestricted funds to continue as a 'going concern' for the foreseeable future, being twelve months from the authorisation of these financial statements.

#### 1.5 Fixed Assets

Tangible assets are stated at cost or valuation less accumulated depreciation and accumulated impairment losses.

Assets costing £1,000 or more are capitalized and are depreciated at rates calculated to write off the cost of each asset over its expected useful life as follows:

Lease Improvement	over the life of the lease
Fixtures & Fittings	over 7 to 10 years
Plant & Equipment	over 3 to 7 years
Motor Vehicles	over 7 years

## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

#### 1.6 Investments

Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value with changes recognised in 'net gains/losses on investments' in the SoFA if the shares are publicly traded or their fair value can otherwise be measured reliably.

#### 1.7 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### 1.8 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of twelve months or less from the date of acquisition or opening of the deposit or similar account.

#### 1.9 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.

#### 1.10 Leases

Rentals payable and receivable under operating leases are charged to the SoFA on a straight-line basis over the period of the lease.

#### 1.11 Retirement benefits

Payments to a defined contribution retirement scheme are charged as an expense as they fall due. Payments for employees who have TUPE'd in from Shropshire Council are paid into the defined benefit scheme.

#### 1.12 Charitable Funds

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the Charity without further specified purpose and are available as general funds.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of management and support costs.

#### 2. Critical accounting estimates and judgement

In the application of the charities accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

# THE STRETTONS MAYFAIR TRUST

## Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

### 3. Donations, Legacies and Grants

	Unrestricted Funds £	Restricted Funds £	Total Year 31.12.24 £	Unrestricted Funds £	Restricted Funds £	Total year to 31.12.23 £
Donations	66,521	0	66,521	39,548	0	39,548
Legacies	21,214	0	21,214	14,445	0	14,445
Gift Aid	7,613	0	7,613	5,685	0	5,685
Millichope Foundation	0	3,000	3,000	0	4,000	4,000
Ring and Ride Donations	0	4,655	4,655	0	6,377	6,377
Daycare Donations	0	9,844	9,844	0	1,110	1,110
Shropshire Council Environment and Economy	0	62,982	62,982	0	62,981	62,981
Church Stretton Consolidated Charities	0	1,000	1,000	0	0	0
MAYSI Donations	0	1,158	1,158	0	807	807
NHS Shropshire & Telford ICB, Care4Me	0	6,239	6,239	0	6,851	6,851
Wellbeing and Independence Partnership	0	10,633	10,633	0	10,176	10,176
Church Stretton Medical Practice Group GP Care & Community Coordinator	0	8,787	8,787	0	8,682	8,682
Winter Support Service - Shropshire Council	0	400	400	0	4,000	4,000
Social Prescribing - Shropshire Council Public Health	0	19,056	19,056	0	16,110	16,110
Digital Skills Program - Shropshire Council	0	4,645	4,645	0	4,700	4,700
Dora Wright Legacy	0			0	16,077	16,077
Shropshire Council BSIP	0	15,000	15,000	0	0	0
Hall Garth Charitable Settlement	0	4,940	4,940	0	0	0
Dementia Support fund	0	1,159	1,159	0	0	0
Wenlock Forester Trust	0	2,000	2,000	0	0	0
New Bus Appeal	0	13,743	13,743	0	1,785	1,785
Basil Houghton Fund	0	0	0	0	1,250	1,250
44Bs funds	0	70	70	0	0	0
Crèche Donations	0	120	120	0	0	0
HSBC	0	40,764	40,764	0	0	0
<b>Total</b>	<b>95,348</b>	<b>210,195</b>	<b>305,543</b>	<b>59,678</b>	<b>144,906</b>	<b>204,584</b>

## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

#### 4. Income earned from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	Total year to 31.12.24 £	Unrestricted Funds £	Restricted Funds £	Total year to 31.12.23 £
<b>Operational Income derived from:</b>						
Care & Support Services	64,472	117,947	182,419	55,556	92,441	147,997
Catering	126,548	0	126,548	107,068	0	107,068
Room Hire	108,774	0	108,774	102,148	0	102,148
Transport Schemes	0	16,127	16,127	0	14,824	14,824
Health & Wellbeing Activities	26,354	0	26,354	26,423	0	26,423
Services rendered to Connexus	23,114	0	23,114	17,217	0	17,217
Crèche	5,025	0	5,025	5,163	0	5,163
<b>Total</b>	<b>354,287</b>	<b>134,074</b>	<b>488,361</b>	<b>313,575</b>	<b>107,265</b>	<b>420,840</b>

Includes income of £1,528 from Church Stretton Town Council and Shropshire Council. For activity to address food insecurity as part of the Shaping Places for Healthier Lives programme, supported by the Health Foundation in partnership with the Local Government Association.

#### 5. Income earned from Other Activities

	Unrestricted Funds £	Restricted Funds £	Total year to 31.12.24 £	Unrestricted Funds £	Restricted Funds £	Total year to 31.12.23 £
<b>Fundraising Activities</b>						
Surplus on Lottery	7,388	0	7,388	4,772	0	4,772
General Sales	2,631	0	2,631	2,016	0	2,016
Theatre	7,860	0	7,860	7,612	0	7,612
Quizzes	1,510	0	1,510	1,238	0	1,238
Picture Sales/Raffles	2,823	0	2,823	2,540	0	2,540
Plant sales	1,380	0	1,380	1,147	0	1,147
Merrymakers Cards Sales	2,045	0	2,045	1,599	0	1,599
Book Sales	2,258	0	2,258	2,768	0	2,768
Open gardens	1,461	0	1,461	1,111	0	1,111
Other	1,120	0	1,120	1,812	0	1,812
Craft sales	3,797	0	3,797	2,860	0	2,860
<b>Total</b>	<b>34,273</b>	<b>0</b>	<b>34,273</b>	<b>29,475</b>	<b>0</b>	<b>29,475</b>
<b>Investment Income</b>						
Bank Interest	21,152	0	21,152	20,269	0	20,269
Dividends received	7,248	0	7,248	7,451	0	7,451
<b>Total</b>	<b>28,400</b>	<b>0</b>	<b>28,400</b>	<b>27,720</b>	<b>0</b>	<b>27,720</b>

## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

#### 6. Charitable Activities Expenditure

	Expenditure on Charitable Activities		Total year to 31.12.24	Expenditure on Charitable Activities		Total year to 31.12.23
	Unrestricted	Restricted		Unrestricted	Restricted	
	£	£	£	£	£	£
Staff Costs	269,246	259,122	528,368	249,529	221,309	470,838
Management & Administration	68,670	0	68,670	64,887	0	64,887
Food Costs	41,326	421	41,747	37,700	1,045	38,745
Fuel, Telephone & Insurance	63,368	0	63,368	52,341	0	52,341
Rent, Water & Waste Disposal	31,426	0	31,426	25,834	0	25,834
General Maintenance & Cleaning	10,079	0	10,079	10,842	0	10,842
Ring & Ride Costs	728	33,270	33,998	747	31,412	32,159
Activity Costs	55,753	34,213	89,966	56,437	37,497	93,934
Depreciation of Fixed Assets	35,577	0	35,577	33,234	0	33,234
	<b>576,173</b>	<b>327,026</b>	<b>903,199</b>	<b>531,551</b>	<b>291,263</b>	<b>822,814</b>

Included within the cost of management and administration of the charity are governance costs amounting to £8,000 (2023 £6,000). The Charities Unrestricted Fundraising cost in the year of £768 (2023: £128) relate to cost of staging fundraising events.

#### 6a. Net income for the Year

Net Income for the Year is stated after charging:	2024	2023
	£	£
Depreciation	35,577	33,234
Auditor's fees for audits	8,000	8,000

#### 7. Employees

##### Average number of staff posts

	2024	2023
Governance	3	3
Administration	3	3
Charitable Activities	29	28
	<b>35</b>	<b>34</b>

##### Employment Costs

	2024	2023
	£	£
Gross Salary	533,420	485,082
Employers National Insurance Contributions	40,306	33,062
Employers Pension Costs	23,312	17,581
	<b>597,038</b>	<b>535,725</b>

No employee received total employee benefits of more than £60,000

#### 8. Trustees Remuneration and Transactions Involving Trustees

During the year, the spouse of a Trustee was employed by the Charity and was remunerated accordingly. Throughout the year they also personally paid for goods on behalf of the Charity and were duly reimbursed a total of £5,219 at cost, (2023 £8,769). No other Trustee of the company, nor any other person connected with them, has received or is due to receive any remuneration for the period, directly or indirectly from the Charity's funds. No expenses have been reimbursed to any Trustee in their role as Trustees.

# THE STRETTONS MAYFAIR TRUST

## Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

### 9. Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

### 10. Tangible Fixed Assets

	Lease Improvements	Fixtures & Fittings	Plant & Machinery	Motor Vehicles	Total
	£	£	£	£	£
<b>Cost</b>					
As at 1 January 2024	1,317,394	44,370	94,436	79,270	1,535,470
Eliminations	0	0	0	0	0
Additions	0	0	42,112	0	42,112
Disposals & Adjustments	0	0	0	0	0
As at 31 December 2024	<b>1,317,394</b>	<b>44,370</b>	<b>136,548</b>	<b>79,270</b>	<b>1,577,582</b>
<b>Depreciation</b>					
As at 1 January 2024	945,404	41,019	66,743	69,760	1,122,926
Eliminations	0	0	0	0	0
Charge for the year	21,031	1,227	8,564	4,756	35,578
Disposals & Adjustments	0	0	0	0	0
As at 31 December 2024	<b>966,435</b>	<b>42,246</b>	<b>75,307</b>	<b>74,516</b>	<b>1,158,504</b>
<b>Net Book Value 31 December 2024</b>	<b>350,959</b>	<b>2,124</b>	<b>61,241</b>	<b>4,754</b>	<b>419,078</b>
<b>Net Book Value 1 January 2024</b>	<b>371,990</b>	<b>3,351</b>	<b>27,693</b>	<b>9,510</b>	<b>412,544</b>

The Community Centre building is leased from Connexus, formerly South Shropshire Housing Association. The lease was renewed in 2021 for a further 21 years. The Health and Wellbeing Centre was leased from Shropshire Community Health Trust in 2016, refurbishment costs are depreciated across the 25 years of the lease.

### 11. Debtors

	31.12.24	31.12.23
	£	£
Invoices Issued to Clients and Users	48,810	58,283
Grants Due	30,373	22,066
Income Tax Repayable	2,750	1,424
Prepayments and other debtors	11,115	8,535
	<b>93,048</b>	<b>90,308</b>

### 12a. Current asset investments

Quilter Cheviot Investments at Market value

	2024	2023
	£	£
<b>Market value as at 1 January</b>	250,099	226,313
<b>Additions</b>	7,248	5,227
<b>Increase/(Decrease) in market value</b>	15,285	18,559
<b>Market value as at 31 December</b>	<b>272,632</b>	<b>250,099</b>

## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

#### 12b. Cash at Bank and in Hand

	31.12.24	31.12.23
	£	£
Current Accounts	79,594	96,503
Deposit Accounts	448,395	516,969
Cash Account	280	180
<b>Total</b>	<b>528,269</b>	<b>613,652</b>

#### 13. Creditors: Amounts due Within One Year

	2024	2022
	£	£
Trade Creditors	10,838	18,093
Deferred Income	23,640	66,470
Lottery Members' Accounts	5,844	2,861
Accrued Expenses	38,373	8,000
Social Security and other Taxes	14,428	19,938
<b>Total</b>	<b>93,123</b>	<b>115,362</b>

#### 13a. Deferred Income

Deferred income is included in the financial statements as follows:

	2024	2023
	£	£
Deferred Income is included within:		
Current liabilities	23,041	66,470
Deferred Income at 1 January 2023	66,470	19,837
Released from previous periods in the year	(66,470)	(19,837)
Resources deferred in the year	23,041	66,470
<b>Balance as at 31 December 2024</b>	<b>23,041</b>	<b>66,470</b>

Deferred Income comprises income received under a contract which relates to work to be completed in future accounting periods and initial upfront payments, where the work has yet to be performed or completed. The Charity has no entitlement to these funds at the year end and they have therefore been deferred.

#### 14. Analysis of Net Assets between Funds

	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£
Tangible Fixed Assets	419,078	0	419,078
Current Assets	805,058	88,891	893,949
<b>Total Assets</b>	<b>1,224,136</b>	<b>88,891</b>	<b>1,313,027</b>
Less Current Liabilities	(93,123)	0	(93,123)
<b>Net Assets at 31 December 2024</b>	<b>1,131,013</b>	<b>88,891</b>	<b>1,219,904</b>

# THE STRETTONS MAYFAIR TRUST

## Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

### 15. Movement in Funds

	At Jan 1 2024	Incoming Resources	Outgoing Resources	Transfers	At 31 Dec 2024
	£	£	£	£	£
<b>Restricted Funds</b>					
1 Millichope Foundation	0	3,000	3,000	0	0
2 Ring & Ride Donations	1,193	4,655	5,250	0	598
3 Ring & Ride Sustainability	13,137	0	7,500	0	5,637
4 MAYSI /CoCo Sustainability	9,000	0	9,000	0	0
5 Shropshire Council Environment & Economy	0	62,982	62,982	0	0
6 Ring & Ride Income	0	16,127	16,127	0	0
7 Daycare/Beacon Donations	0	9,844	0	(2,500)	7,344
8 Church Stretton Medical Practice GP Care & Community Coordinator	117	8,787	8,904	0	0
9 Walking for Health Donations	1,161	0	260	0	901
10 MAYSI Donations	0	1,158	1,158	0	0
11 NHS Shropshire & Telford ICB, Care4Me	481	6,239	6,720	0	0
12 Merrymakers Fund	810	0	810	0	0
13 Crèche Donations	0	120	0	0	120
14 Carrie Antcliffe legacy	9,037	0	0	0	9,037
15a 44Bs SLA Shropshire Council Adult Social Care	0	117,947	117,947	0	0
15b 44Bs funds	4,510	70	0	0	4,580
16 Wellbeing and Independence Partnership	0	10,633	10,633	0	0
17 Wenlock Forester Trust	0	2,000	2,000	0	0
18 Garden fund	57	0	0	0	57
19 Dora Wright legacy	65,856	0	40,027	0	25,829
20 Rotary grant	479	0	479	0	0
21 Digital Skills Program -Shropshire Council	0	4,645	4,645	0	0
22 Shropshire Council BSIP	0	15,000	5,000	0	10,000
23 HSBC	0	40,764	0	(40,764)	0
24 Winter Support Service - Shropshire Council	1,300	400	1,700	0	0
25 Social Prescribing Shropshire Council Public Health	0	19,056	19,056	0	0
26 New Bus Appeal	6,574	13,743	0	0	20,317
27 Basil Houghton Fund	1,200	0	1,200	0	0
28 Hall Garth Charitable Settlement	0	4,940	1,878	0	3,062
29 Dementia Support fund	0	1,159	0	0	1,159
30 Church Stretton Consolidated Charities	0	1,000	750	0	250
<b>Total Restricted Funds</b>	<b>114,912</b>	<b>344,269</b>	<b>327,026</b>	<b>(43,264)</b>	<b>88,891</b>
<b>Unrestricted Funds</b>					
General Funds	697,115	527,593	576,173	32,920	681,455
Designated Dilapidation Fund	26,670	0	0	3,810	30,480
Designated Fixed Assets Fund	412,544	0	0	6,534	419,078
<b>Total Unrestricted Funds</b>	<b>1,136,329</b>	<b>527,593</b>	<b>576,173</b>	<b>43,264</b>	<b>1,131,013</b>
<b>Total Funds</b>	<b>1,251,241</b>	<b>871,862</b>	<b>903,199</b>	<b>0</b>	<b>1,219,904</b>

### Transfer between Funds

The transfer between Restricted Funds and the Unrestricted General Fund represents capital grants received, which when expended, discharge the restriction placed on them.



## THE STRETTONS MAYFAIR TRUST

### Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

#### 16. Purposes of Restricted Funds

1	Millichope Foundation	General	Grant towards the Centre's activities.
2	Ring & Ride Donations	R&R	Donations to secure future sustainability of Ring & Ride
3	Ring & Ride Sustainability Fund	R&R	Retained funds to sustain Ring & Ride service
4	MAYSI /CoCo Sustainability Fund	MAYSI	Retained Funds to sustain MAYSI/CoCo services
5	Shropshire Council Environment & Economy	R&R	Service level agreement to provide door to door transport
6	Ring & Ride Income	R&R	Income from membership, fares and fuel rebates
7	Daycare/Beacon Donations	Beacon	Donations for Daycare/ Beacon
8	Church Stretton Medical Practice GP Care & Community Coordinator	MAYSI	Providing GP Care and Community Coordinator for Church Stretton Medical Practice
9	Walking for Health Donation	WfH	Support for Mayfair Health walks
10	MAYSI/Donations	MAYSI	Donations for MAYSI/CoCo
11	NHS Shropshire & Telford ICB, Care4Me	MAYSI	Care4Me at home, hospital avoidance project
12	Merrymakers Fund		Donation for craft activities
13	Crèche Donations	Creche	Donations to support Crèche activities
14	Carrie Antcliffé legacy	R&R	Legacy for Ring & Ride
15a	Shropshire Council Adult Social Care	44Bs	Day Opportunities for adults with a learning disability
15a	44Bs Funds	44Bs	Funds for adults with learning disabilities
16	Wellbeing and Independence Partnership	MAYSI	Contract to provide befriending
17	Wenlock Forester Trust	Beacon	Support the bathing service
18	Garden fund	General	To set up the garden at Health & Wellbeing Centre
19	Dora Wright legacy	Beacon	Legacy for Beacon and Support groups
20	Rotary grant	General	To provide free meals and trips to affordable shops
21	Digital Skills Program - Shropshire Council	General	To provide one-to-one and group digital skills training
22	Shropshire Council BSIP	R&R	To provide Community Transport
23	HSBC	General	Solar Panels project
24	Winter Support Service - Shropshire Council	General	To provide services to support the vulnerable through the winter months
25	Social Prescribing Shropshire Council Public Health	MAYSI	To provide Social Prescribing for Church Stretton Medical Practice
26	New Bus Appeal	R&R	Raise funds for a new bus
27	Basil Houghton Memorial Fund	44Bs	To provide Health & Wellbeing sessions for Adults with Learning Disabilities
28	Hall Garth Charitable Settlement	General	Solar Panels project
29	Dementia Support fund	Beacon	Support for people with Dementia and their carers
30	Church Stretton Consolidated Charities	MAYSI	Support for Elderly and sick in the Parish

#### 17. Purpose of Designated Funds

##### Premises Dilapidation Fund

This represents money ringfenced for the payment of future dilapidation costs regarding the Connexus lease for the Mayfair building.

##### Fixed Asset Fund

This represents the net book value of the Charity's Tangible assets and is treated as a separate designated fund as it does not form part of the Charity's free reserves.

#### 18. Contingent Liabilities

There are no contingent liabilities at the accounting date.

# THE STRETTONS MAYFAIR TRUST

## Notes on the Financial Statements for the Year Ended 31 December 2024 (continued)

### 19. Operating lease commitments

At the reporting end date the Charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024	2023
	£	£
Within one year	0	2,788
Between two and five years	0	6,970
	<b>0</b>	<b>9,758</b>

### 20. Related Party Transactions

There were no disclosable related party transactions during the year (2023: none).

### 21. Remuneration of Key Management

The remuneration of key management personnel, is as follows:

	2024	2023
	£	£
<b>Total</b>	<b>116,791</b>	<b>117,405</b>

### 22. Reconciliation of net movement in funds to cash flow from operating activities

	2024	2023
	£	£
Net (Expenditure)/ Income for the year	(31,337)	(121,636)
Depreciation and loss on disposal	35,577	33,234
Investment Income	(28,400)	(27,720)
Loss/(Gain) on investment	(15,285)	(18,559)
(Increase) /Decrease in debtors	(2,740)	(13,597)
Increase/(Decrease) in creditors	(22,239)	72,698
<b>Cash Inflow/(Outflow) from operations</b>	<b>(64,424)</b>	<b>(75,580)</b>