



ANNUAL REPORT & ACCOUNTS

YEAR ENDED 31 MARCH 2025

REGISTERED COMPANY NUMBER: 3837084 (England and Wales)
REGISTERED CHARITY NUMBER: 1078496

Cooper Parry
Cubo Birmingham
Two Chamberlain Square
Birmingham
B3 3AX

WEST MERCIA WOMEN’S AID
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Trustees	M Linington-Payne (Chair) C Chima-Okereke H Smith J Sawyer E Copsey-Brandon T Boxall R Brown S Radley R Sanders L Proctor
Key management personnel	S Coleman (Chief Executive Officer) T Ashton-Jones H Richardson J Midgley C Ovel L Peplow P Brown E Simpson S Langston C Collis
Registered office	Berrows Business Centre Bath Street Hereford HR1 2HE
Registered charity number	1078496
Auditors	Cooper Parry Cubo Birmingham Two Chamberlain Square Birmingham B3 3AX
Bankers	Unity Trust Bank plc Nine Brindley Place Birmingham B1 2HB

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Chair's Summary

It is my pleasure to present the Chair's summary for the Annual Report for 2024-2025 on behalf of the Board of Trustees.

I was appointed as Chair on November 1st 2024 and have been welcomed and supported by my fellow Trustees and staff, and for that I am extremely grateful. Since taking up the role my number one impression is the dedication and passion of everybody involved with the organisation be they staff, my fellow Trustees, volunteers or supporters. Our mission to reduce the incidence and impact of domestic abuse and violence against women and girls in the West Mercia region could not happen without the commitment of all those involved. Everybody at WMWA works to fulfil our mission by providing support, protection and prevention services to empower those affected by violence and abuse to rebuild their lives and those of their children.

Since being in post, we have appointed four new Trustees to the Board and we now have a full quorate of twelve. The recruitment process was highly successful with the largest number of applications ever, all very high quality. The selection process was comprehensive and as well as having members who have lived experience of domestic abuse, we also have members who have increased the variety of skills and experience that will support the organisation going forward.

Although our resources are limited, we were able to give all staff a pay rise in April 2024. The staff at WMWA are the lifeblood of the organisation and we see their welfare as high priority. They are on the front line and deal with numerous problems and difficulties on a daily basis and always do their best to put our service users at the front of everything they do.

During this year WMWA has reached out to a variety of organisations to mutually work for the benefit of our service users. This collaborative working is positive for staff and service users, but has led to the profile of the organisation being raised, consequently leading to more work for the staff.

As Chair of Trustees, I would like to take a moment to thank the volunteers and supporters who work tirelessly to support the organisation. Just before Christmas I was visiting one of the refuges and was overwhelmed by the number of people who donated gifts to be passed on to service users and their children. It was so heartwarming to see that the work undertaken by WMWA is appreciated and that there are others who wish to support and try to make women's and children's lives better.

There are always funding constraints, but all staff are to be commended for their tireless work to achieve the best they can and other ways of fundraising are constantly being explored.

I had the pleasure of listening to a concert by the WMWA Choir, a group of staff and volunteers who come together to perform to raise the profile of the organisation. A song written specifically for them will bring tears to the eyes of all who listen. It is to be hoped that they will expand and make even more impact through the forthcoming year, helping to further raise the profile of WMWA.

I would just like to once again thank all at WMWA, the staff, volunteers, supporters and fellow Trustees for their hard work and dedication to the organisation and the service users. As a feminist organisation in West Mercia we will continue to work for the benefit of women and children in the area who have been physically and mentally abused and support them to move forward to a better future where they can be safe.



Margaret Linington-Payne
Chair of the Board of Trustees

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The Trustees, who are also Directors of the charity for the purposes of the Companies Act, present their annual report and the financial statements for the year ended 31 March 2025. In preparing the annual report and financial statements of the charity the Trustees have adopted the requirements of the Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) effected 1 January 2019. The financial statements also comply with the Charities Act 2011 and the Companies Act 2006.

Structure, governance and management

The charity is constituted as a company limited by guarantee, and is therefore governed by the articles of association.

The Trustees/Directors shown below have held office during the period and up to the date of signing this report.

M Linington-Payne (Chair) (appointed 1/11/2024)
 C Chima-Okereke (reappointed 28/5/2025)
 H Smith
 J Sawyer (reappointed 31/3/2025)
 E Copsey-Brandon
 T Boxall
 R Brown
 S Radley (appointed 25/3/2025)
 R Sanders (appointed 25/3/2025)
 L Proctor (appointed 24/6/2025)
 V Barraclough (resigned 11/12/2024)
 C de Groot (resigned 31/10/2024)
 A Dover (resigned 24/9/2024)
 K Welsh (resigned 25/6/2024)
 R Neilson (reappointed 19/2/2025, resigned 25/4/2025)
 S Bennett (appointed 25/3/2025, resigned 23/6/2025)
 C Hadley (reappointed 31/3/2025, resigned 28/8/2025)

Trustees are appointed in accordance with West Mercia Women's Aid (WMWA) 'Trustees and Board Handbook', which includes procedure for elections and co-options. Responses to advertisements for Trustees and/or individual expressions of interest are forwarded to the Clerk to the Board, who sends the applicant information about the organisation and an application form. Two references are taken on applicants together with a DBS check. Applicants are shortlisted by several Trustees at stage one, and interviewed by a panel of two Trustees and assessed against the Trustee role description at stage two. Any applicant recommended to the Board for appointment also attends the next Board meeting as an observer. The Board of Trustees makes a decision at the end of its Board meeting. Induction for new trustees takes place over the first 12 months following their appointment. There is a full induction and training programme for new Trustees.

The Board of Trustees governs the charity and aims for 12 members. The Board meets quarterly and is quorate with 3 members. Committee meetings also take place quarterly, covering employment, governance and risk, finance, and health and safety. Committees are working groups and relevant staff are invited to attend. Day to day responsibility for running the charity is executed by a team of paid staff, led by the Chief Executive Officer. The Chief Executive Officer has delegated authority, approved by the Trustees and detailed in the 'Financial Controls, Risk Assessment and Business Planning' policy, for operational matters including finance, employment and service delivery activities.

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Structure, governance and management (*continued*)

The Board of Trustees has adopted the Good Governance Code and is working toward meeting all standards. WMWA evaluates its board performance every three years by conducting a Board Performance Survey and holding a Trustee only session after every Board meeting for Trustees to discuss its performance and effectiveness.

WMWA maintains a Risk Register which is reviewed every 6 months at its Governance and Risk Committee and yearly by the full Board of Trustees. WMWA also conducts a 'deep dive' review of the identified risks. Risks are scored against likelihood and impact.

In relation to financial management, WMWA Trustees believe that maintaining reserves at a sufficient level to ensure business continuation and delivery of current services, combined with an annual review of the potential sources of funding and the controls over the key financial systems will provide sufficient reserves in the event of adverse conditions.

WMWA is an autonomous member of the Women's Aid Federation of England (WAFE), the national domestic abuse charity that supports the England-wide network of over 500 local projects. WAFE has a campaigning role, providing an 'expert view' to government on laws, policy and practice affecting abused women and children. It provides vital briefings, information, training and resources to its members, but has no impact on governance or operating policies, including those of WMWA. However, as an accredited member of WAFE, WMWA are committed to their national quality standards which are integrated in, and used to guide, the work we do as a charity.

Staff & Trustee Remuneration

Remuneration is the compensation an individual receives in exchange for work or services performed. Typically, this consists of monetary rewards in the form of a wage or salary.

WMWA Trustees are volunteers and do not receive any remuneration or receive any other benefits from employment with the charity or a related entity. Expenses incurred in fulfilling their duties are not deemed remuneration and are fully reimbursed by the charity.

WMWA Trustees acknowledge that the proper functioning of the charity requires a variety of staffed roles. It is the Trustees' intention that all remuneration levels are set fairly across all roles and that pay thresholds for each post are set after researching posts with similar requirements within the public and third sector. The remuneration of staff will be reviewed annually by the Board of Trustees.

All staff members, regardless of their position within the organisation, receive the same percentage of employer's pension contribution.

Objectives and activities

WMWA adopted new articles of association which were approved on 12 November 2019. The new articles of association brought the charity into line with the provisions of the Companies Act 2006, and expanded the charity's objects to reflect its current operational activity. The objects and principal activity are:

- (a) relieve the distress and increase the safety of women and children who have experienced or are exposed to domestic abuse by the provision of specialist support, advice, temporary accommodation, grants of money, items, facilities and any other services or activities that may relieve their circumstances;

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Objectives and activities (*Continued*)

- (b) relieve the distress and increase the safety of anyone who has experienced or is exposed to domestic abuse, on the basis that such activities ultimately benefit women and children by improved understanding and the reduction of domestic violence;
- (c) work in partnership with third sector, statutory and other relevant agencies to promote and facilitate effective responses to domestic abuse; and
- (d) inform and educate agencies, organisations and the general public through talks, training and publicity about the causes, effects and prevention of domestic abuse and about the services provided by the Charity and to undertake or contribute to research into such matters.

Public Benefit

The Trustees confirm that they have had regard to the Charity Commission's guidance on public benefit, and that its significant activities described below, undertaken to further the organisation's charitable purpose, contribute to the public benefit.

WMWA aims to work strategically with other agencies in order to:

- Improve responses to domestic abuse
- Increase perpetrator accountability
- Take preventative action to reduce tolerance of the effects of domestic abuse

WMWA strives to provide comprehensive services to women and children affected by domestic abuse throughout the counties of Herefordshire, Worcestershire, and Shropshire in order to meet their immediate needs and empower them towards a safer future.

WMWA aims to review and, when necessary, update and revise systems, structures and policies, in order to support the delivery of high quality and sustainable services, both preventative and responsive.

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Achievements and Performance

Introduction by the Chief Executive Officer

This short summary of our achievements does only limited justice to the hard work and dedication of the Board and staff at West Mercia Women's Aid (WMWA). West Mercia Women's Aid maintains a strong commitment to working both for and with women whose choices have been stolen and whose lives have been infected by the insidious and brutal reality of domestic abuse.

West Mercia Women's Aid continues to be the 'first port of call' for many reaching out for advice and support, and calls to our Helpline continue to increase to an average of nearly 1000 a month. An increasing proportion of those calls are from survivors sharing their experience for the first time, and also include those who access no other specialist service. Callers are confident in relying on the advice and support of our expert Helpline staff to give them the information and reassurance that they need at that point in time.

We provided refuge from domestic abuse for over 106 women and 152 children during the year across West Mercia. Our refuges and satellite safe houses remain full most of the time.

Positive outcomes were recorded for 90% of women who stayed in refuge during the period. Service users and practitioners agreed that improvement has been achieved in:

- Personal safety
- Health and well-being
- Stability and resilience
- Resourcefulness to parent

Our Recovery Pathway groups for women have been delivered both in person and online, at weekends and evenings as well as on weekdays. Those who live in isolated communities or whose caring responsibilities are hard to juggle now have a greater opportunity to benefit from the programmes, and from the sisterhood that our groups can promote amongst the women who participate.

Our specialist Independent Domestic Violence Advisers have provided advocacy and support to over 1400 people assessed at high risk of significant harm or homicide – acting as the independent voice of the victim with partner agencies in the Multi-Agency Risk Assessment Conference (MARAC) process. Sadly, referrals for support from this service continue to increase, year on year. The service also provides ongoing support to women partners of perpetrators that have been identified for the DRIVE and 'Men and Masculinity' Perpetrator programmes across the region.

WMWA has worked to increase its capacity wherever possible to support children and young people. WMWA works across West Mercia to provide specific support to young people at risk of harm and/or poor outcomes as a consequence of their experience of living with domestic abuse at home, or because they have been the victim of abuse in their own intimate partner relationships. We have explored ways in which to expand and increase our offer of therapeutic play for younger children, and strengthened our partnership working with both primary and secondary schools to build capacity for providing support to children of all ages.

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Achievements and Performance (*Continued*)

Partnership working with Cranstoun, Rooftop Housing Group and Worcester Community Trust has continued to be a priority, and in 2024/25 we also established formal working relationships with The Right Path and Everyone's Invited as collaborators in our preventive work with young people. Through Cranstoun and Rooftop we have been able to continue to respond to contacts from men who experience domestic with immediate advice and support, and help them to engage with their specialist services. Worcester Community Trust's DAWN project has enabled us to reach women in communities that are less often heard. Their local networks and champions ensure that information about domestic abuse services is shared through communities.

We continue to work with former service users, survivors and local supporters and partners to further develop the therapeutic offer for WMWA, and our counselling provision has now extended into Telford and Wrekin. The placement opportunities offered to counsellors is now highly valued by local universities and colleges, and at any one time we will have at least 10 counsellors offering talking therapies to WMWA service users.

The Board and staff team worked tirelessly together to ensure that services were sustained and that the best possible value was gained from every resource at our disposal. With the help of local groups and of national organisations like the Vicar's Relief Fund and Women's Aid Federation England, we were able to help women to flee to safety even when they had little or no money for the taxi fare. In 2024/25 staff raised over £28,000 for individual service users to enable them to find safety and re-build their lives. Our network of supporters has responded with immeasurable generosity when the call went out for clothing, furniture, bedlinen and toys for families who we knew had very little and who needed our support. Our partnership with local food banks offers an important lifeline important for all too many women and children.

All this was against a backdrop of increased violence against women and girls, as the misogynist narrative that has been popularised through hidden media channels has continued to grow and increasingly found ways to garner mainstream endorsement. Our work has never been more important.

The summary below charts some of our achievements in 2024/25, but we already have our sights very firmly set on the future. Ahead we see continued challenge but – hopefully – yet more opportunities to make a difference for women and children for whom 'home' is not a safe place to be. We could not do this without the support of so many people across West Mercia, and for this yet again - we thank each and every one.

Sue Coleman
Chief Executive Officer

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Achievements and Performance (*Continued*)

Strategic Priorities for 2024 – 2027

In April 2024 we published our Strategic Plan for 2024 – 2027 which built on the work we did in 2022/23 to mark our 40th year and re-affirmed our identity as a woman-led and empowering organisation.

Our Plan sets out our priorities for the three year period, and our Business Plan for the 2024/25 focussed on the key projects identified by the Board and staff team together, that would enable us to 'hit the ground running' in each of these priority areas.

1. Advocating for Trauma-informed Support and a better understanding of the trauma of domestic abuse for women and children.

We have done this by:

Using the evidence drawn from our work to build a narrative for the traumatic impact of domestic abuse to share with the wider public sector. Partnering with West Mercia Rape and Sexual Abuse Support Centre (WMRSASC) to deliver an in-depth programme of training to professionals and communities in Herefordshire that specifically includes the development of the knowledge and understanding essential for working in a trauma-informed way with survivors.

Reviewing our Helpline and out-of-hours support - making sure that every contact counts. Survivors continue to remind us of the importance of an accessible and reliable Helpline for those living in rural communities and with the isolation that comes with control and coercion. More and more are using Helpline as a source of support in its own right – not just as a way to access other services. Our Helpline is central, but the capacity to sustain and enhance this crucial service is limited. We have reviewed the way that we offer Helpline and re-shaped our staffing to make sure that we have the greatest staff cover at the busiest times. We are also using new technology to maximise the caller experience, and deploying AI to record the text of calls and thus free up Helpline staff to enable them to spend more time answering the 'phone lines.

2. Prioritising Positive Outcomes for Children and Young People

We have done this by:

Developing an 'Outcomes Framework' for our work with Children and Young People

Limited dedicated funding for this vital work has meant that a number of our services and projects are funded by small grants and fund-raising projects. Having a single, over-arching 'Outcomes Framework' draws all of this work together in a consistent and common reminder of the changes that we want our work to achieve in outcomes for children.

Building our capacity to deliver therapeutic work with children of all ages.

We secured small but significant grant funding to enable us to extend our offer of play therapy to young children in Herefordshire.

Created an online resource for children, young people and their parents/carers. This is then made available for parents/carers to use as and when there is a delay in being able to offer them a service.

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Achievements and Performance (*Continued*)

3. Coming Together to Change the Narrative - Championing prevention and shifting the emphasis from that of asking the victim to change, to one of challenging male violence against women and girls.

We have done this by:

Encouraging and supporting men to call out misogyny and male violence against women. Calling for, and supporting the active engagement of men and men's organisations in prevention projects that expose and confront misogyny and male violence against, and abuse of women and girls. From bikers to businessmen, MPs to ex-footballers – we have helped make it possible for men to stand up against domestic abuse.

Championing the rights of women from all communities to live with respect, dignity and freedom from abuse – ensuring that the women that we work with understand their rights.

Walking the walk in our own services – ensuring that the women that we work with understand their rights and are supported in exercising them as they build a future free from abuse. Enabling women to feel safe and supported by other women, knowing that their support as peers comes from a place of understanding through lived experience.

Confronting the attitudes that legitimise violence against women and girls in partnership with other organisations that share our values.

Working alongside other organisations also committed to promoting positive attitudes and a good understanding of healthy relationships, and leading a partnership to deliver the West Mercia Young People's Prevention programmes in schools and communities across the region.

4. Assertive and Persuasive Partnership Working - Supporting and challenging public services, commissioners, employers and communities to be outcome-focussed and empowering

We have done this by:

Shaping local strategy. We continue to provide data to inform the domestic abuse statutory needs assessments of West Mercia local authorities, and to assist the Police and Crime Commissioner with auditing the impact of services. We are pro-active representatives on each of the four local Domestic Abuse Partnership Boards, and on their sub-groups.

Lobbying for improved recognition of the impact of domestic abuse by the Family Courts.

Working as part of a local forum to ensure that survivors are treated fairly by the Family Courts, and that survivors feel informed and supported through this, and other formal Justice System processes.

Training and supporting GP practice staff to better recognise and respond to patients who disclose.

Working with those in General Practice using the national IRIS model of training and support for GPs and their staff with training and support staff to better recognise and respond to patients who disclose domestic abuse, or about whom there is a concern that they are being controlled and abused.

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Achievements and Performance (*Continued*)

Building on our relationship with the garrison in Hereford and the opportunity to engage with women whose partners are serving in the Armed Forces. We now offer a comprehensive service for those affected by domestic abuse who live or work at the garrison in Hereford, and at the base in Ternhill in Shropshire. This work is funded by the Armed Forces Covenant Fund Trust.

5. Amplifying the Voice of those with Lived Experience of domestic abuse - ensuring that their views are listened to and influence local plans and strategies, and that they shape service responses that best meet the needs of survivors from all communities.

We have done this by:

Enabling those with Lived Experience of domestic abuse to influence local decision-making

Expanding the participation of those with Lived Experience of domestic abuse in engagement and consultation with local Domestic Abuse Partnership Boards – making sure that their views inform local strategies and priorities. This has included in-depth work to inform the development of local Domestic Abuse strategies.

Working with survivors to develop therapeutic projects based on evidence of impact

Victim/survivors have approached us with a range of ideas on how they can work with us to assist others in their recovery journey. They have written advice in our newsletter, organised well-being workshops, and composed poems and prose for sharing at events with professionals and the wider public.

Using the evidence drawn from our work to build a narrative for the traumatic impact of domestic abuse to share with the wider public sector. Our monthly newsletter includes an article based on the real experience of one of our service users, and uses her own words to describe that experience and its impact upon her and her family. This feature is entitled 'One in 12' – reminding us that the National Police Chief's Report published on 23rd July 2024 predicted that one in twelve women or girls in the UK would experience violence and abuse over the coming year.

6. Co-production with Survivors and Communities for the continued delivery of services that make a real difference for the survivors of domestic abuse

We have done this by:

Embedded a targeted approach to the recruitment of volunteers from local communities which has seen a doubling of the number of volunteers joining WMWA and working as part of our team in a range of roles that have been specifically advertised to those who register an interest in supporting us through volunteering.

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Achievements and Performance (*Continued*)

Strengthening effective partnership with a range of groups and organisations so that survivors with protected characteristics can shape their own domestic abuse responses.

Working closely with community-based agencies like AGE UK and Action for Deafness to empower those who are felt to be under-represented in the groups that approach WMWA for advice and support in dealing with domestic abuse. By engaging with and through 'trusted professionals', we have learnt more about the service responses that would make the most difference to survivors with protected characteristics and explored how we can change to be more effective in helping them. Or indeed, how we can help and empower them to develop their own service responses.

Learning from the experience of victim/survivors and working with experts from the IT sector to better understand 'cyber-enabled' abuse and to tackle the use of online technology to harass and abuse women and girls.

Online technology is developing faster – and with greater impact – all the time and it is impossible for an organisation like WMWA to keep pace with advances in the functionality of apps, trackers and spyware which can be used as tools by abusers. We will seek to establish a partnership with those from the world of technology itself who can alert and advise us – so that we in turn can advise and support our service users and help them to protect themselves.

7. Securing the sustainability of WMWA.

We have done this by:

Exploring the potential for social investment to enhance our current safe accommodation and other services and enable us to develop new services that can self-sustain and safeguard the future of support for the survivors of domestic abuse in a climate of pressure and uncertainty for public sector funding. We are developing a strong business case for the social investment to enable us to expand our offer of safe accommodation and extend shelter to those from more marginalised communities.

Raising awareness and show-casing the social value of our work. Being pro-active in demonstrating the value of WMWA's work for local communities – for the economy, for education and skills, and for the well-being of local people. In 2024/2025 our website had 165,730 from 24,115 users and the video content produced of our choir singing 'Still Strong' which was commissioned for our anniversary has been seen by over 3,000 people and earned us 'runner-up' spot in the national 'Smiley Awards' competition for creative videos produced by charities.

Building a strong network of supporters who will promote and invest in our work to confront and defeat domestic abuse. Every year, more and more people ask us how they can help WMWA in its work. We have built a growing network of supporters who each receive a copy of our monthly newsletter and have become a part of our organisation. On average, one person a day signs up to join our supporters' network. We know that we can reach out to them when we have a specific need and they will come through for us if they can. Our future sustainability will become healthier as this network continues to grow.

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Financial Review

WMWA has achieved a net surplus of £824 (2024: £61,296). This breaks down to a net deficit of £14,108 on unrestricted funds and a net surplus of £14,932 on restricted funds.

West Mercia Women's Aid was successful in securing contracts during the year to deliver additional services. These included the development and co-ordination of a prevention programme with young people across West Mercia, and a new project offering support for those that work in the military, or are the partners of serving military personnel. Funding for the delivery of the IRIS programme in Hereford was due to conclude in 2024/25 but the local authority and the Integrated Care Board found the resources to enable this vital work with GPS to continue.

Delays in decision-making by central government departments about key areas of public expenditure meant that the latter part of 2024/25 was a time of significant uncertainty as local commissioners were uncertain about their budgets and contract discussions were held at the very last minute. However, performance in terms of the out-turn for the year gave us a sound base on which to develop plans for 2025/26.

Fundraising

This year we have continued to grow our mailing list providing those who are interested in supporting our work to sign up and receive – and then share with others - a monthly bulletin of news and articles about the work that we do. This allows us the opportunity to promote various ways to support our work including fundraising events, online donations, requests for needed items and our regular giving programme. Our regular giving programme has continued to grow and provides a means of promoting our financial sustainability at a time when public funding is under considerable pressure.

In 2024/25 23.6 % of our donations from fundraising were made by individual donors making one-off or regular donations or supporting us through their own fundraising activities: their generous support has made an enormous difference to the work that we do.

Legacies from those who wanted to support our work from their estate made up 20.1% of our total income from community-based fundraising.

Local groups that have supported us through the year include Worcester Musical Theatre Company, St Oswald Parish Church, Upton Warren Community Group, Evesham Rotary and Mitton, Wellington, Apperley and Marden Women's institutes. 14.6% of this year's income was achieved through community organised events including events where a representative from WMWA attended and spoke about our services. Donations from local businesses accounted for 9.7% of our income.

Our thanks to others who donated to support our work: these include:

- £500 was granted from Hereford City Rotary towards training for our therapy dog, Bear.
- The Eveson Trust funded play therapy and STAR training for our Children and Young People's Service.
- A grant from UK Shared Prosperity Fund (UKSPF) from the Department of Levelling Up Housing and Communities for activities in refuge.

Reserves Policy

West Mercia Women's Aid have set a target level for reserves to reflect the closure costs at the end of each year. Calculations have taken into account the financial implications of staff redundancies, where roles are unlikely to be subject to TUPE transfer in the event of the loss of contract(s) to deliver services. Calculations have also included detailed analysis of contractual obligations in relation to premises and service contracts.

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Reserves Policy (*Continued*)

Refuge expenditure is excluded on the basis that should the organisation need to be wound up, responsibility for the refuges would be transferred to another provider and therefore continue but at no further expense to WMWA.

The amount held in free reserves at 31 March 2025, being total unrestricted funds less the net book value of fixed assets held in unrestricted funds is £757,642 (2024: £700,936). Included within free reserves are designated funds of £420,000 (2024: £420,000). The designated funds (contingency funds) represent WMWA's minimum reserves level, which is set aside to meet the closure costs of the company. The Trustees regularly review the appropriateness of the reserves policy with regard to the current environment that

WMWA operates in and are satisfied that the current level of free reserves are appropriate for the charity.

Therefore a minimum reserves level of £420,000 has been set for the 2024/2025 financial year.

Investment Policy

WMWA receives funding throughout the year from a variety of sources and most of the funding is expendable within a twelve-month period. Ease of access to liquid funds is necessary to maintain cash flow and therefore the Board of Trustees does not consider long term investments to be appropriate. Surplus funds are currently placed on deposit in accordance with the Charity Commission's Guidance on Investment.

Going concern

The Trustees have a reasonable expectation that the charitable company has adequate resources to continue its operational activities for the foreseeable future, being a period of twelve months after the date on which the report and financial statements were signed. For this reason, it continues to adopt the going concern basis in the financial statements.

Tangible fixed assets

Details of the movements in the fixed assets are set out in the notes to the accounts.

Directors and Trustees

All the Directors of the company are also Trustees of the charity, and there are no other Trustees.

Trustees' responsibilities

The Trustees (who are also Directors of West Mercia Women's Aid for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards.

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Trustees' Responsibilities (*Continued*)

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company, and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business

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

Disclosure of information to the Auditors

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps they ought to have taken to make themselves aware of any relevant information and to establish that the auditor is aware of that information.

Auditors

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board of Trustees on 30 September 2025 and signed on its behalf by:



Margaret Linington-Payne
Chair of Trustees

WEST MERCIA WOMEN'S AID
REPORT OF THE INDEPENDENT AUDITORS
YEAR ENDED 31 MARCH 2025

Opinion

We have audited the financial statements of West Mercia Women's Aid (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the 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

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

WEST MERCIA WOMEN'S AID
REPORT OF THE INDEPENDENT AUDITORS
YEAR ENDED 31 MARCH 2025

Other information

The other information comprises the information included in the Report of the Trustees, other than the financial statements and our Auditor's Report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion 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 Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 Report of the Trustees.

We have nothing to report in respect of the following matters where 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 trustees' 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 from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

Responsibilities of the trustees

As explained more fully in the Statement of Trustees Responsibilities, 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.

WEST MERCIA WOMEN'S AID**REPORT OF THE INDEPENDENT AUDITORS****YEAR ENDED 31 MARCH 2025**

Responsibilities of the trustees (continued)

In preparing the financial statements, the Trustees are responsible for assessing the entity'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 entity or to cease operations, or have no realistic alternative but to do so.

Our 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 a Report of the Auditors 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:

Our assessment focussed on key laws and regulations the charitable company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, taxation legislation, data protection and anti-bribery legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the charitable company and how the charitable company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the charitable company's control environment and how the charitable company has applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining an understanding of the charitable company's risk assessment process, including the risk of fraud; and
- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

WEST MERCIA WOMEN'S AID
REPORT OF THE INDEPENDENT AUDITORS
YEAR ENDED 31 MARCH 2025

Our responsibilities for the audit of the financial statements (continued)

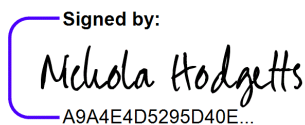
Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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 at the Financial Reporting Council's ("FRC's") website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of 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.

Signed by:

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Nichola Hodgetts (Senior Statutory Auditor)

For and on behalf of **Cooper Parry Group Limited**
Statutory Auditors
Cubo Birmingham
Two Chamberlain Square
Birmingham
B3 3AX

22 October 2025

WEST MERCIA WOMEN'S AID**STATEMENT OF FINANCIAL ACTIVITIES****YEAR ENDED 31 MARCH 2025**

	Note	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
INCOME FROM					
Donations and legacies	2	32,435	9,748	42,183	81,538
Charitable activities	3	3,791,324	29,949	3,821,273	3,336,489
Trading activities	4	-	-	-	50
Investments	5	10,025	-	10,025	9,557
TOTAL INCOME		3,833,784	39,697	3,873,481	3,427,634
EXPENDITURE ON					
Raising funds	6	1,215	-	1,215	66
Charitable activities					
- Refuge, support and advisory	7	3,846,677	24,765	3,871,442	3,366,272
TOTAL EXPENDITURE		3,847,892	24,765	3,872,657	3,366,338
NET (EXPENDITURE)/ INCOME		(14,108)	14,932	824	61,296
Transfers between funds		-	-	-	-
NET MOVEMENT IN FUNDS		(14,108)	14,932	824	61,296
FUNDS BROUGHT FORWARD	21	771,750	285	772,035	710,739
FUNDS CARRIED FORWARD	21	757,642	15,217	772,859	772,035

Continuing operations

All income and expenditure has arisen from continuing activities.

The notes on pages 22 to 33 form part of these financial statements

WEST MERCIA WOMEN'S AID**BALANCE SHEET****YEAR ENDED 31 MARCH 2025**

	Note	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
FIXED ASSETS					
Tangible fixed assets	15	60,565	-	60,565	68,107
Intangible fixed assets	16	1,655	-	1,655	2,707
		<u>62,220</u>	<u>-</u>	<u>62,220</u>	<u>70,814</u>
CURRENT ASSETS					
Debtors	17	347,062	-	347,062	242,360
Bank and cash	18	704,368	15,217	719,585	693,787
		<u>1,051,430</u>	<u>15,217</u>	<u>1,066,647</u>	<u>936,147</u>
CURRENT LIABILITIES					
Creditors	19	(356,008)	-	(356,008)	(234,926)
NET CURRENT LIABILITIES		<u>695,422</u>	<u>15,217</u>	<u>710,639</u>	<u>701,221</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>757,642</u>	<u>15,217</u>	<u>772,859</u>	<u>772,035</u>
FUNDS					
Unrestricted funds	21	757,642	-	757,642	771,750
Restricted funds	21 & 22	-	15,217	15,217	285
		<u>757,642</u>	<u>15,217</u>	<u>772,859</u>	<u>772,035</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to charitable small companies.

The financial statements were approved by the Board of Trustees on 30 September 2025 and were signed on its behalf by:



.....
Margaret Linington-Payne
Chair of Trustees

The notes on pages 22 to 33 form part of these financial statements

WEST MERCIA WOMEN'S AID**STATEMENT OF CASH FLOWS****YEAR ENDED 31 MARCH 2025**

	Note	2025 £	2024 £
CASH FLOW FROM OPERATING ACTIVITIES:			
Cash generated from operations	24	53,279	(41,756)
NET CASH GENERATED BY/(USED IN) OPERATING ACTIVITIES		53,279	(41,756)
CASH FLOW FROM INVESTING ACTIVITIES:			
Interest received		10,025	9,557
Purchase of tangible fixed assets		(37,506)	(25,925)
Purchase on intangible fixed assets		-	(2,410)
NET CASH USED IN INVESTING ACTIVITIES		(27,481)	(18,778)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE REPORTING PERIOD		25,798	(60,534)
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE REPORTING PERIOD		693,787	754,321
CASH AND CASH EQUIVALENTS AT THE END OF THE REPORTING PERIOD		719,585	693,787

The notes on pages 22 to 33 form part of these financial statements

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS****YEAR ENDED 31 MARCH 2025**

1 ACCOUNTING POLICIES**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011 and the Companies Act 2006.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Going concern

The trustees continue to adopt the going concern assumption as the basis of preparation of the charity's financial statements. In doing so, the trustees confirm they believe that no material uncertainties exist in the foreseeable future regarding the charity's ability to continue as a going concern. In forming this conclusion, the trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from the date of authorising these financial statements.

Income

All income is recognised when the charity has entitlement to the funds or is probable that the income will be received and the amount can be identified and measured reliably.

Income generated via legacies is recognised before receipt. The income is recognised once it has become probable and the value can be identified, this will usually be at point of confirmation that probate has been granted or when intention to distribute has been received.

Donated income is recognised upon receipt unless the charity has prior knowledge of the donation and is able to identify the amount reliably. West Mercia Women's Aid is supported by the involvement of several appreciated and passionate volunteers in addition to the board of trustees. Volunteer time is not recognised as donated income as per the Charities SORP (FRS 102).

Income received through contracts and grants is recognised from the point in which the charity has entitlement to the funds, contract/ grant conditions has been fully met or it is probable that the income will be received.

Interest receivable

The charity does not have any investments apart from bank deposit accounts. Interest is paid in relation to funds held in these accounts. Interest is recognised when received as up until this point it is not possible for the charity to identify and measure the income reliably. The interest received is highlighted though bank statement reconciliation.

Taxation

The charity is exempt from corporation tax on its charitable activities.

WEST MERCIA WOMEN'S AID
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 MARCH 2025

1 ACCOUNTING POLICIES (CONTINUED)

Expenditure

Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- > Costs of raising funds
- > Expenditure on charitable activities

Expenditure is accounted for on an accruals basis. Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

Allocation of support costs

Support costs are the cost of the functions that are essential to assist and support the work of the charity but do not directly undertake in the charitable activities. Support costs include salary cost for employees covering a range of back office costs including payroll, finance, human resources and governance. Non salary costs are also included again covering a range of expenditure for example rent, ICT, legal fees and audit cost.

The support costs have been allocated according to project location, where the function is shared across projects the costs have been allocated according to the number of direct hours per project.

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the costs of the fixed assets, less their residual value, over their expected useful lives on the following basis:

Office equipment	25% straight line method
Furniture and fixtures	25% straight line method

It is the Charity's policy to capitalise individual items over £500.

Intangible assets

Intangible assets acquired are recognised at cost and are subsequently measured at cost less accumulated amortisation and impairment losses.

Amortisation is recognised so as it write off the cost of the assets less their residual values over their useful lives on the following basis:

Website	25% straight line method
---------	--------------------------

Pensions

The pension scheme offered to all employees is a defined contribution scheme with Royal London. The scheme is auto-enrolment compliant and West Mercia Women's Aid staged during 2015-16. The current contributions are 5% employee and 3% employer. The total employer's contribution of £63,041 and employee's contribution of £91,774 were paid in this financial year.

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025**

1 ACCOUNTING POLICIES (CONTINUED)**Fund accounting**

The charity's funds are split into 3 categories, unrestricted, designated and restricted.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Debtors

Debtors include amounts owed to the charity for the provision of services, this includes amounts receivable relating to grants or contract funding. Debtors also include the amounts that the charity has paid in advance for goods or services they will receive past the year end date. All debtors are measured using their anticipated recoverable amounts.

Cash at bank and in hand

Cash at bank and in hand is primarily held to meet short term cash commitments as they fall due rather than for investment purposes. Currently the charity does not have any investment accounts.

Provisions and creditors

Provision for liabilities are made where the charity has a present obligation at the end of year date as a result of a past event that will probably result in the transfer of funds to a third party and the value due to settle the obligation can be measured or estimated reliably. The provision is recognised at the fairest settlement value.

Creditors include expenditure that has a legal or constructive obligation that commits the charity to make payment to a third party or it is probable that settlement will be required. This expenditure will relate to good or services provided in the past however the settlement has not taken place before the year end reporting date. Creditors also include any deferred income the charity has received for services not yet provided.

Critical accounting estimates and areas of judgement

Preparation of the financial statements has not required the Trustees to make significant judgements or estimates.

There are no key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next financial year.

Leasing commitments

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

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****2 DONATIONS AND LEGACIES**

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Herefordshire Project Donations	- 607	2,189	1,582	2,240
Worcestershire Project Donations	- 1,861	4,695	2,834	9,775
Regional Project Donations	25,547	2,864	28,411	22,445
Telford and Wrekin Donations	-	-	-	325
Legacies	9,356	-	9,356	46,753
	32,435	9,748	42,183	81,538

3 INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Refuge, support and advisory				
Herefordshire Projects	806,094	877	806,971	667,049
Gloucestershire Projects	-	-	-	-
IDVA Projects	1,370,232	325	1,370,557	1,325,983
Worcestershire Projects	1,091,344	-	1,091,344	1,041,840
Telford and Wrekin Projects	111,253	-	111,253	87,895
Regional Projects	412,401	28,747	441,148	213,722
	3,791,324	29,949	3,821,273	3,336,489

4 OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Fundraising	-	-	-	50
	-	-	-	50

West Mercia Women's Aid do not have a trading subsidiary or a charity shop however do participate in fundraising events such as local stalls and the sale of domestic abuse related literature.

5 INVESTMENT INCOME

	Unrestricted funds £	Restricted funds	Total 2025 £	Total 2024 £
Unity Trust bank interest	10,025	-	10,025	9,557

WEST MERCIA WOMEN'S AID

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 MARCH 2025

6 EXPENDITURE ON RAISING FUNDS

	Unrestricted funds	Restricted funds	Total 2025	Total 2024
	£	£	£	£
Fundraising expenditure	1,215	-	1,215	66

7 EXPENDITURE ON CHARITABLE ACTIVITIES

	Direct costs	Support costs	Total 2024	Total 2023
	£	£	£	£
Total project activities costs:				
Refuge, support and advisory	3,305,063	566,379	3,871,442	3,366,272

8 DIRECT COSTS

	Total 2025	Total 2024
	£	£
Project delivery:		
Staff costs	2,378,921	2,068,338
Other costs	926,142	667,669
	3,305,063	2,736,007

9 SUPPORT COSTS

	Total 2025	Total 2024
	£	£
Staff costs	304,057	321,377
Other staff costs	1,296	2,267
Rent	36,238	45,553
ICT costs	91,262	124,392
HR and recruitment	11,645	11,277
Health & safety	4,652	461
Subscriptions	13,818	15,194
Legal & Professional fees	7,708	7,604
Insurance	10,540	4,428
Telephone and mobile charges	12,292	19,998
Marketing costs	4,466	1,798
Depreciation	46,101	50,322
Other support costs	6,650	12,784
Governance costs (note 10)	15,654	12,810
	566,379	630,265

WEST MERCIA WOMEN'S AID
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 MARCH 2025

10 GOVERNANCE COSTS

	Total 2025 £	Total 2024 £
Audit and accountancy fees	13,495	<i>11,000</i>
Bank charges	468	<i>462</i>
Trustee travel & meeting expenses	1,691	<i>1,348</i>
	<u>15,654</u>	<i><u>12,810</u></i>

11 STAFF COSTS

	Total 2025 £	Total 2024 £
Gross wages	2,429,345	<i>2,136,082</i>
National insurance costs	195,761	<i>195,761</i>
Pension costs	57,873	<i>57,873</i>
	<u>2,682,978</u>	<i><u>2,389,715</u></i>

The number of employees who received total employee benefits (excluding employer pension costs of more than £60,000 is as follows:

	2025 No.	2024 No.
£60,001 - £70,000	1	<i>1</i>
	<u>1</u>	<i><u>1</u></i>

Staff Numbers

	2025	2024
Average monthly head count	97	<i>88</i>
FTE	83	<i>76</i>

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****12 TRUSTEES' AND KEY MANAGEMENT REMUNERATION AND EXPENSES**

The trustees neither received nor waived any remuneration or any other benefits from employment during the year (2023: £Nil).

Trustee expenses	2025	2024
Travel expenses	1,348	1,348
Number of trustees	4	4
Key Management Personnel	2024	2024
	£	£
Gross wages	452,848	421,767
National insurance costs	48,696	44,501
Pension costs	13,481	12,079
	515,025	478,347

The Charity's key management personnel comprise the management team listed on page 1.

13 NET INCOME/(EXPENDITURE)

	Total	Total
	2025	2024
	£	£
Net income/(expenditure) is stated after charging/(crediting):		
Depreciation - owned assets	45,048	49,269
Amortisation - owned assets	1,052	1,053
Auditors remuneration	9,495	7,250
Auditors remuneration - non-audit work	4,000	3,750

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****14 COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES - YEAR ENDED 31 MARCH 2024**

	Unrestricted funds £	Restricted funds £	Total 2023 £
INCOME FROM			
Donations and legacies	80,443	1,095	81,538
Charitable activities	3,336,489	-	3,336,489
Trading activities	50	-	50
Investments	9,557	-	9,557
Other activities	-	-	-
TOTAL INCOME	3,426,539	1,095	3,427,634
EXPENDITURE ON			
Raising funds	66	-	66
Charitable activities			
- Refuge, support and advisory	3,364,484	1,788	3,366,272
TOTAL EXPENDITURE	3,364,550	1,788	3,366,338
NET INCOME/(EXPENDITURE)	61,989	(693)	61,296
Transfers between funds	-	-	-
NET MOVEMENT IN FUNDS	61,989	(693)	61,296
FUNDS BROUGHT FORWARD	709,761	978	710,739
FUNDS CARRIED FORWARD	771,750	285	772,035

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****15 TANGIBLE FIXED ASSETS**

	Office Equipment £	Furniture & Fittings £	Total £
COST			
At 1 April 2024	156,960	135,426	292,386
Additions	31,581	5,925	37,506
Disposals	-	-	-
At 31 March 2025	<u>188,541</u>	<u>141,351</u>	<u>329,892</u>
DEPRECIATION			
At 1 April 2024	118,143	106,136	224,279
Charge for the year	29,724	15,324	45,048
Disposals	-	-	-
At 31 March 2025	<u>147,867</u>	<u>121,460</u>	<u>269,327</u>
At 31 March 2025	<u>40,674</u>	<u>19,891</u>	<u>60,565</u>
At 31 March 2024	<u>38,817</u>	<u>29,290</u>	<u>68,107</u>

16 INTANGIBLE FIXED ASSETS

	Website £	Total £
COST		
At 1 April 2024	4,210	4,210
Additions	-	-
At 31 March 2025	<u>4,210</u>	<u>4,210</u>
AMORTISATION		
At 1 April 2023	1,503	1,503
Charge for the year	1,052	1,052
At 31 March 2025	<u>2,555</u>	<u>2,555</u>
NET BOOK VALUE		
At 31 March 2025	<u>1,655</u>	<u>1,655</u>
At 31 March 2024	<u>2,707</u>	<u>2,707</u>

17 DEBTORS

	2025 £	2024 £
	322,292	226,007
Rents receivable	1,192	-
Prepayments	23,578	16,353
	<u>347,062</u>	<u>242,360</u>

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****18 BANK AND CASH**

	2025	2024
	£	£
Current account	338,960	323,187
Deposit account	380,625	370,600
	<u>719,585</u>	<u>693,787</u>

19 CREDITORS

	2025	2024
	£	£
Suppliers payable	177,750	85,283
Accruals	40,044	40,963
Deferred income	75,445	47,674
Taxation, social security and pensions	62,769	61,006
	<u>356,008</u>	<u>234,926</u>
Deferred income:		
At 1 April	47,674	98,420
Provided during the year	75,445	33,447
Released during the year	(47,674)	(84,193)
At 31 March	<u>75,445</u>	<u>47,674</u>

Deferred income relates to grant received in advance of service delivery. Where performance related conditions have not been fulfilled as at the year end, amounts are deferred to future periods.

20 LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2025	2024
	£	£
Within one year	4,790	19,160
Between one and five years	20,310	4,790
	<u>25,100</u>	<u>23,950</u>

WEST MERCIA WOMEN'S AID**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****YEAR ENDED 31 MARCH 2025****21 FUNDS**

	2025	2024
	£	£
Unrestricted - general	351,750	351,750
Unrestricted - contingency fund	420,000	420,000
Total unrestricted funds	771,750	771,750
Restricted funds	15,217	285
	786,967	772,035

Contingency fund

The contingency funds represent WMWA's minimum reserves level, which is set aside to meet the closure costs of the company.

22 RESTRICTED FUNDS

	Balance b/f £	Incoming resources £	Resources expended £	Transfers £	Balance c/f £
Davenport	285	-	(285)	-	-
Natwest-Circle Fund	-	4,000	(2,644)	-	1,356
Bewdley Civic Society Donation	-	3,250	(1,779)	-	1,471
The Eveson Trust	-	10,000	(8,656)	-	1,344
NRPF	-	13,747	(4,525)	-	9,222
Herefordshire Council White Ribbon	-	2,000	(2,000)	-	-
First Give Grant	-	1,000	-	-	1,000
Donations <£1,000	-	5,699	(4,875)	-	824
Total	285	39,696	(24,765)	-	15,216

Purpose of restricted fundsGlasspool, League of the Helping Hand and Davenport

Donations received to be used for repairs and renewals.

Natwest-Circle Fund

To provide financial support through grants to victims of economic abuse and to help survivors move forward and promote recovery and resilience.

Bewdley Civic Society Donation

For Kidderminster Refuges.

The Eveson Trust

Children and Young Persons' services in Herefordshire and Worcestershire.

WEST MERCIA WOMEN'S AID
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 MARCH 2025

22 RESTRICTED FUNDS (continued)

Purpose of restricted funds

NRPF (no recourse to public funds)

Fund to support victims needing refuge who are ineligible for public funding.

Herefordshire Council White Ribbon

Funding towards White Ribbon Day event.

First Give Grant

Children and Young Persons' services.

23 RELATED PARTY TRANSACTIONS

There were no related party transactions other than those disclosed in Note 12.

24 RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2025	2024
	£	£
Net income/(expenditure) for the year	824	61,296
Depreciation	45,048	49,269
Amortisation	1,052	1,053
Interest income	(10,025)	(9,557)
Decrease/(increase) in debtors	(104,702)	(75,726)
Increase/ (decrease) in creditors	121,082	(68,091)
	<u>53,279</u>	<u>(41,756)</u>

25 COMPANY LIMITED BY GUARANTEE

Every member of the company undertakes to contribute to the assets of the company in the event of its being wound up during the time that he or she is a member or within one year afterwards for payment of debts and liabilities of the company contracted before he or she ceases to be a member, and of the costs, charges and expense of winding up the same and for the adjustment of the rights of contributors amongst themselves, such amount as may be required not exceeding, in the case of any member, the sum of £10.

26 CONTINGENT LIABILITIES

There were no contingent liabilities as at 31 March 2025, nor at 31 March 2024.

27 ULTIMATE CONTROLLING PARTY

The charitable company is under the control of the board of trustees.