

## **SOUTH AND SOUTH EAST IN BLOOM**

### **NOTICE OF ANNUAL GENERAL MEETING**

Notice is given that the Annual General Meeting of South and South East in Bloom will be held at 124 Gravel Hill, Croydon CR0 5BF, at 10.30 am precisely on 4<sup>th</sup> April 2025, and also on ZOOM, for the following purposes only:

1. To receive, and, if agreed, to approve, the Annual Report and Accounts of the Trustees for 2024
2. To consider and, if agreed, elect those of the retiring Trustees who are willing to continue for a further year
3. To consider and, if agreed, elect new Trustees who have been nominated and have signified their consent
4. To consider any resolution notified to the Company Secretary in advance of the meeting.

By Order of the Council of Trustees

12<sup>th</sup> March 2025

Geoffrey R Hyde, Company Secretary

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## **SOUTH AND SOUTH EAST IN BLOOM**

South and South East in Bloom is a company limited by guarantee no 4355500 and a Registered Charity no 1092421. It was formed in 2002 to take over from the previous South East in Bloom, an unincorporated association, which was founded in 1977. In October 2003, it took over the activities of its neighbouring Britain in Bloom Region, Southern in Bloom, changing its name from South East in Bloom to South and South East in Bloom on 19 December 2003.

### **22nd ANNUAL REPORT AND ACCOUNTS**

For the year ended 31<sup>st</sup> October 2024

The original South East in Bloom organised annual competitions that the councils, schools, commercial interests, and residents, of the cities, towns and villages of Kent, East & West Sussex, and Surrey, could enter. South and South East in Bloom now cover this original area, plus Hampshire and the Isle of Wight, East Dorset, North Dorset, and East Wiltshire.

Awards are given for horticultural and gardening excellence, environmental responsibility, and community involvement. Some winners go forward into the National Finals of Britain in Bloom.

# **SOUTH AND SOUTH EAST IN BLOOM**

## **ANNUAL REPORT for the year ended 31 October 2024**

### **Legal and Administrative Details**

#### **TRUSTEES**

Peter Holman	Chairman
Jean Griffin	Deputy Chairman
Derek Beer	appointed 1 May 2024
Ruth Gowney	
Geoff Hyde	Company Secretary
Ian Hyde	Treasurer
Molly Klemova-White	
Kevin Taitt	
John Tweddle	appointed 1 May 2024
Ian White	

#### **CAMPAIGN MANAGER**

Kate Harris

#### **PRINCIPAL ADDRESS and REGISTERED OFFICE**

124 Gravel Hill  
Croydon  
CR0 5BF

#### **BANKERS**

CafCash Limited  
West Malling  
Kent

#### **REPORTING ACCOUNTANT**

W Glynne Owen & Company Limited, Chartered Accountants  
2 Caradog Villas  
Lon Glanhwfa  
Llangefni  
Anglesey LL77 7EN

# **SOUTH AND SOUTH EAST IN BLOOM**

## **TRUSTEES' REPORT for the year ended 31st October 2024**

### **Charitable Objectives**

The objectives of the charity are the promotion of floriculture and horticulture, to advance the education of the public, particularly school children, in ecological sustainability and natural resource conservation, and to enhance the lives of older adults in South and South East England.

### **Governance**

The charity is managed by its Council of Trustees/Directors. New Trustees/Directors are nominated by the other Trustees/Directors. All retire at the Annual General Meeting and are eligible for re-election. Trustee Meetings are regularly held throughout the year. The Chairman attends meetings with the Britain in Bloom organisation. Though not a legal requirement, the Trustees have appointed an Independent Reporting Accountant to report to them on the Annual Report and Accounts.

### **Aim of South and South East in Bloom for 2024**

The goals for South and South East in Bloom for 2024 were ambitious. A primary focus was securing additional funding to support the initiatives. Reviving pre-pandemic participation levels is also crucial as is fostering community and collaboration. Additionally, the plan continues to revise judging criteria to better reflect the impacts of climate change. Lastly, there's a strong emphasis on reinforcing the board's commitment to its core aims and objectives.

### **Achievements in 2024**

The charity has made limited progress in securing funding and has focused on long-term sustainability continuing to do so in 2025. Participation in its programs has returned to anticipated levels.

The charity hosted an elegant award ceremony at the Surrey Gardens of the Royal Horticultural Society in Wisley, celebrating achievements and reinforcing its commitment to excellence.

In response to climate change and social issues, the charity has updated its judging and assessment criteria to stay relevant.

## **Objectives for 2025**

The following are the main objectives of the South and South East in Bloom.

- Enhance the Trustee board by establishing a structure whereby all trustees have a full role in its management and charity development.
- Develop strategies for income generation and evaluate the fine line between achieving charitable aims and sustainability.
- Restructure the awards system to create opportunities for sponsorship, donations, and grant applications that align with the charity's key elements of work.
- Develop digital platforms for entrant seminars
- Establish a judge's training program reflecting the region size and the location of its judges & assessors
- Continue reviewing regional Bloom activities, focusing on governance, finance, and operational development, in consultation with stakeholders.
- Continue to adapt the charities programs to the changes brought about by climate change.
- Update media to better improve methods of communication and information giving.
- Engage in Britain in Bloom Federation meetings to support common objectives across the regions and ensure the program remains relevant and achievable for participants.
- Offer mentoring to participants to help them achieve a greater understanding of managing in a changing climate.
- Ensure sufficient judges and assessors are available to meet the needs of its programs and ensure judges and assessors meet the standards of a South and South East in Bloom and the expectations of its participants.

## **Public Benefit Statement**

The Region's general public, including residents and visitors, benefit from raising standards of beautification, greening, and environmental responsibility, which results from entries across the Region taking part in our campaign. Not only Councils and voluntary community groups, but businesses and individuals too present and manage their areas; recognition is given for the standards achieved, with feedback given to enable further development.

## **Financial Position**

The charity made a small deficit of £447 for the year, a reduction of £1,791 from the previous year of £2,238. Sponsors' income was lower than 2023, but this was partially compensated by higher entrants fee, and extra place sales at the Annual Awards. Altogether there was a reduction total of £1,217. Expenditure was at the absolute minimum, a reduction in total of £3,000. The reserves are no more than adequate to fund the necessary expenditure in the early part of the financial year, until entrants' fees are received. The Trustees are well aware and informed about the low state of the reserves, and the necessity of securing sponsor income. There is absolutely no scope for reducing expenditure – it is higher income which is urgently needed. The Chairman makes great personal efforts to secure funds. It is hoped that his continuing endeavours, and those of the Trustees, will secure higher funding for 2025 and thereafter.

The Statement of Financial Activities and the Balance Sheet are on the pages following.

## **Risk Management**

The Trustees have considered the risks to which the charity is exposed and are taking the appropriate action

## **Reserves Policy**

The Trustees have adopted a reserves policy that as soon as circumstances permit, the General Reserve should cover the net fixed assets, provide for a minimal Annual Award Ceremony and for essential administrative expenditure to continue for a reasonable time (at least six months) if funds were temporarily unavailable. It will take the time to build up to this level, as sponsors expect that their contribution will be spent on direct charitable expenditure rather than put to reserve.

## **Statement of Trustees Responsibilities**

Charity Law and the Charity's Deed of Trust 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 Trust and of the income and expenditure of the Trust for that period.

In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; make judgements and estimates that are reasonable and prudent and prepare the financial statements on a going concern basis unless it is inappropriate to assume that the Trust will continue.

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

On behalf of the Trustees

Peter G D Holman. Trustee & Chairman

Geoffrey R Hyde.  
Trustee/Co Secretary

10<sup>th</sup> April 2025

**Registered Number 04355500**

**SOUTH AND SOUTH EAST IN BLOOM**

**Micro-entity Accounts**

**31 October 2024**



## Micro-entity Balance Sheet as at 31 October 2024

	<i>Notes</i>	<i>2024</i>	<i>2023</i>
		£	£
<b>Fixed Assets</b>		-	-
<b>Current Assets</b>		5,388	7,985
<b>Prepayments and accrued income</b>		-	-
<b>Creditors: amounts falling due within one year</b>		(350)	(2,500)
<b>Net current assets (liabilities)</b>		<u>5,038</u>	<u>5,485</u>
<b>Total assets less current liabilities</b>		<u>5,038</u>	<u>5,485</u>
<b>Creditors: amounts falling due after more than one year</b>		0	0
<b>Provisions for liabilities</b>		0	0
<b>Accruals and deferred income</b>		0	0
<b>Total net assets (liabilities)</b>		<u><u>5,038</u></u>	<u><u>5,485</u></u>
<b>Reserves</b>		<u><u>5,038</u></u>	<u><u>5,485</u></u>

- For the year ending 31 October 2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.
- The accounts have been prepared in accordance with the micro-entity provisions and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 24 January 2025

And signed on their behalf by:

**Peter GD Holman, Director**

**Geoffrey R Hyde, Director**

**Notes to the Micro-entity Accounts for the period ended 31 October 2024****1 Employees**

	<i>2024</i>	<i>2023</i>
Average number of employees during the period	0	0

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.



## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SOUTH AND SOUTH EAST IN BLOOM**

I report on the accounts of the Charity for the year ended 31<sup>st</sup> October 2024 which are set out on the attached pages.

### **RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND EXAMINER**

The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider an audit is not required for this year (under section 43(2) of the Charities Act 1933 (the 1993 Act as amended by S28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:-

Examine the accounts (under section 43(3)(a) of the 1993 Act as amended):- Follow the procedures specified in the General Directions given by the Charity Commission (under Section 43(7)(b) of the 1993 Act, as amended), and to state whether particular matters have come to my attention.

### **BASIS OF INDEPENDENT EXAMINER'S REPORT**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts,

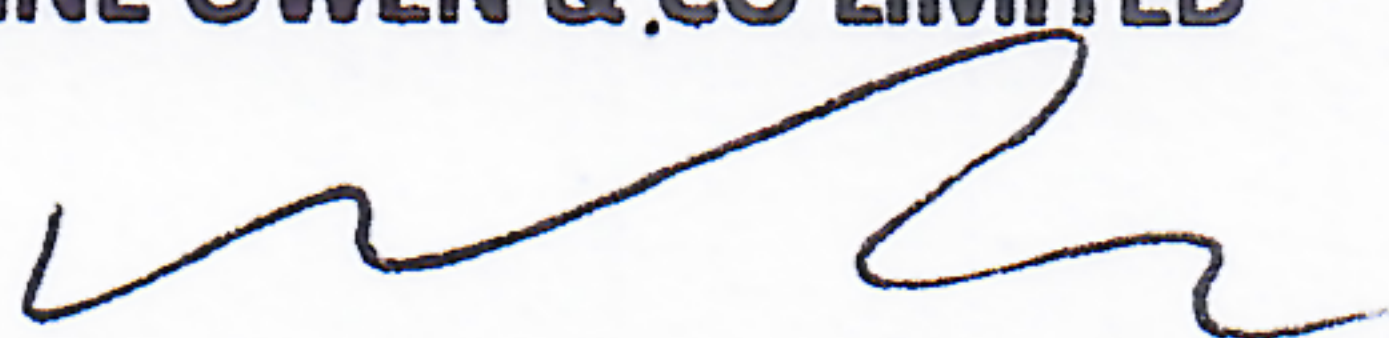
and seeking explanations from you as trustees concerning any such matters. The procedure undertaken do not provided all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

### **INDEPENDENT EXAMINER'S STATEMENT**

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

1. Which gives me reasonable cause to believe that in any material aspect the requirements to keep accounting record in accordance with Section 386 of the Companies Act 2006; and  
to prepare accounts which accord with the accounting records and to comply with the accounting requirements of Section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice;  
Accounting and Reporting by Charities  
have not been met ; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**W.GLYNNE OWEN & CO LIMITED**



Signed

**CHARTERED ACCOUNTANTS  
2 CARADOG VILLAS  
GLANHWFA ROAD  
LLANGFNI, ANGLESEY LL77 7ED**