SECRET WORLD WILDLIFE RESCUE

England & Wales · Charity number 1097119

Details

Status	Registered
Legal form	Charitable company
Company number	04672215
Registered	2003-04-17
Register	View on the Charity Commission register

Contact

Address	Secret World Wildlife Rescue New Road East Huntspill Highbridge Somerset TA9 3PZ
Phone	01278783250
Email	info@secretworld.org
Website	www.secretworld.org

Activities

Objects: TO UNDERTAKE THE CARE AND REHABILITATION OF ORPHANED, INJURED OR OTHERWISE DISTRESSED WILDLIFE AND TO EDUCATE THE PUBLIC GENERALLY REGARDING WILDLIFE WITH THE AIM OF ENCOURAGING TOLERANCE, APPRECIATION AND RESPECT FOR ALL WILDLIFE IN PARTICULAR BY DISSEMINATING RESEARCH GAINED FROM CARING FOR WILDLIFE TO OTHER BODIES NATIONALLY WITH THE AIM OF FURTHERING THE PUBLIC'S UNDERSTANDING OF WILDLIFE.

Activities: Secret World Wildlife Rescue (SWWR) exists to relieve the suffering of British wildlife, to encourage respect and tolerance for wildlife and to further its conservation. We do this by: Providing a public rescue, rehabilitation and release service for injured, sick and orphaned wildlife; educating the public, delivering conservation projects, disseminating data and delivering professional training.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** Education/training, Animals, Environment/conservation/heritage
- **Who:** Children/young People, The General Public/mankind

Geography

- **Area of benefit:** NOT DEFINED. IN PRACTICE SOMERSET
- Bath And North East Somerset
- Bristol City
- Devon
- Dorset
- Somerset
- South Gloucestershire

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£1,299,264	£1,591,696	£2,313,489	52
2023-12-31	£1,604,389	£1,351,545	£2,652,563	35
2022-12-31	£1,165,764	£1,218,181	£2,399,719	29
2021-12-31	£1,375,837	£920,208	£2,452,136	26
2020-12-31	£1,043,908	£798,014	£1,996,507	23

Trustees

Name	Role	Appointed
Richard Andrew Hockey	Chair	2023-05-04
Dr Dominic Simon Markham Phillips		2022-06-09
Gail Teresa Burfitt		2024-09-17
Hilary Loveday Bloor		2023-12-07
Sarah Jane Jarrett		2025-11-16
Wendy Jane Goodwin		2021-08-12

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Linked charities

- BLUEBELL SETT (1097119-1)
- THE BLUEBELL SETT CHARITABLE TRUST (1097119-2)

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SECRET WORLD WILDLIFE RESCUE

England & Wales - Charity number 1097119

Accounts

Annual Report 2024

Registered Company Number: 04672215 (England and Wales)
Registered Charity Numbers: 1097119, 1097119-1, 1097119-2 (England and Wales)

Report of the Board of Trustees and Audited Consolidated Financial Statements For the Year Ended 31st December 2024

This annual report presents the audited consolidated financial statements and performance review of Secret World Wildlife Rescue, incorporating:

Secret World Limited (Company No. 03658761)

The Bluebell Sett Charitable Trust

Bluebell Sett

Regulatory Affiliations:

- Registered with the Fundraising Regulator
- Supported by the National Lottery Heritage Fund

Patrons:

Rose Buck, Lloyd Buck, Jilly Cooper CBE, Mike Dilger, Sarah Fisher, Anthony Head, Billy Heaney, Martin Hughes-Games, Simon King OBE, Desmond Morris, Chris Packham CBE, Rhianna Pratchett, Valerie Singleton OBE, Chris Sperring MBE, Hannah Stitfall, Michaela Strachan

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Legal and Administrative Details

The Trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report and the audited financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with:

- The Charities Act 2011 (amended 2022)
- The Companies Act 2006
- The Statement of Recommended Practice (SORP): Accounting and Reporting by Charities applicable to charities preparing accounts in accordance with UK Generally Accepted Accounting Practices, including FRS 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Legal Status

- Registered Company Number: 04672215 (England and Wales)
- Registered Charity Number: 1097119 (England and Wales)

Linked Charities:

- The Bluebell Sett Charitable Trust – Charity Number: 1097119-2 (formerly 1078691)
- Bluebell Sett – Charity Number: 1097119-1 (formerly 1048323)

Linked Trading Company:

- Secret World Limited – Company Number: 03658761 (England and Wales)

Registered Office and Operational Address

New Road, East Huntspill, Highbridge, Somerset, TA9 3PZ

Trustees:

- Richard Hockey – Chair
- Chris Stenlake – Treasurer & Company Secretary (resigned 04/03/2025)
- Wendy Goodwin – Vice Chair
- Hilary Bloor – Trustee
- Gail Burfitt – Trustee (appointed 17/09/2024)
- Chris Pawson – Trustee (resigned 21/11/2024)
- Dominic Phillips – Trustee

Senior Leadership:

- Chief Executive Officer: Jackie Palmer
- Company Secretary: Chris Stenlake (resigned 04/03/2025)
- Founder & Advisor: Pauline Kidner
- External Advisor: Dr Elizabeth Mullineaux BVM&S, DVM&S, CertSHP, FRCVS
  RCVS Recognised Specialist in Wildlife Medicine (Mammalian)

Acknowledgements

Patrons:

Rose Buck · Lloyd Buck · Jilly Cooper CBE · Mike Dilger · Sarah Fisher · Anthony Head · Billy Heaney · Martin Hughes-Games · Simon King OBE · Desmond Morris · Chris Packham CBE · Rhianna Pratchett · Valerie Singleton OBE · Chris Sperring MBE · Hannah Stitfall · Michaela Strachan

Bankers:

- CAF Bank Ltd (Charities Aid Foundation)
  25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
- HSBC Bank Plc (Hongkong and Shanghai Banking corporation)
  23 Fore Street, Bridgwater, Somerset, TA6 3LE

Auditor:

Prentis & Co LLP
115c Milton Road, Cambridge, CB4 1XE
(Appointed from 01 January 2020)

Fundraising Regulator

Secret World Wildlife Rescue is proudly registered with the Fundraising Regulator and is committed to upholding the highest standards of good practice in all our fundraising activities.

We adhere to the Code of Fundraising Practice, which sets the standards for ethical and transparent fundraising across the UK. This ensures that all our efforts—whether carried out by staff, volunteers, or third-party partners—are legal, open, honest, and respectful.

By following these standards, we aim to build trust and confidence with our supporters and the wider public, ensuring that every donation is used responsibly to help wildlife in need.

What We Do:

At **Secret World Wildlife Rescue**, our mission is:

To prevent wildlife suffering needlessly and to inspire in everyone a love and understanding of wildlife and the countryside.

We are dedicated to the rescue, rehabilitation, and release of British wildlife, while inspiring greater understanding and respect for the natural world.

Our Core Aims

- **Rescue**
  We provide a responsive rescue service for sick, injured, and orphaned wildlife across the Southwest. Our dedicated team is here for wildlife all year round.

- **Rehabilitate and Release**
  We offer expert care to all wildlife admitted to our centre, working to return them to the wild as healthy and self-sufficient animals wherever possible.
- **Expertise and Excellence**
  We aim to be a respected source of knowledge, advise and a centre of excellence for British wildlife care, continuously improving standards and sharing best practice.
- **Inspire and Educate**
  We deliver engaging education programmes and outreach to inspire people of all ages to better understand and value British wildlife.
- **Sharing Knowledge**
  We champion the sharing of our expertise and enthusiasm—both with the public and with professionals in the field.
  By engaging people in learning about British wildlife, we help them reconnect with nature and foster a sense of responsibility for protecting its future.

Our Values

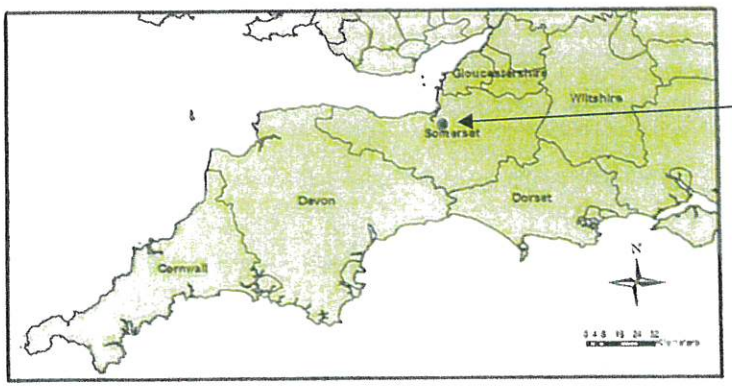
- **Respecting**
  We use our resources wisely and value the commitment of our supporters, volunteers, and Employees — everyone plays a vital role.
- **Acting Responsibly**
  We uphold high standards in everything we do, ensuring our actions are ethical, sustainable, and accountable.

Where We Work:

Secret World Wildlife Rescue operates across the Southwest of England, with most of our rescue and rehabilitation work focused in **Somerset, Bath, and Bristol**. We also regularly receive animals from **Cornwall, Devon, Dorset, South Gloucestershire**, and **Wiltshire**.

Due to our specialist expertise—particularly in the care and rehabilitation of badgers—we occasionally receive wildlife from much further afield, including **Yorkshire** and beyond.

In addition to hands-on care, we provide **telephone and email advice** to thousands of individuals each year. This includes support for **members of the public, veterinary professionals, and other wildlife rehabilitators** across the UK and internationally.



Map of the southwest of England and location of secret world wildlife rescue.

Public Benefit

Secret World Wildlife Rescue (SWWR) exists to care for and rehabilitate orphaned, injured, or distressed British wildlife and to educate the public to foster tolerance, understanding and respect for wild animals.

In line with the Charity Commission's guidance, the Trustees confirm that SWWR delivers clear public benefit through the following core activities:

- **Wildlife Rescue and Rehabilitation:** We provide a free service to the public by rescuing and caring for sick, injured, or orphaned wildlife. Where recovery is not possible, we work with veterinary professionals to ensure animals receive a swift and humane end to prevent further suffering.
- **Trusted Wildlife Expertise:** SWWR is a recognised centre of excellence for wildlife care. We share our knowledge widely through free advice by phone, email, social media, and printed resources to the public, veterinary professionals, and other wildlife rehabilitators across the UK.
- **Volunteering and Community Engagement:** We offer meaningful volunteering opportunities to hundreds of individuals each year—including students, people with disabilities or special educational needs, those out of work, and retirees—helping them to gain skills, confidence, and social connection while supporting our mission.

Together, these activities ensure we deliver both direct care for wildlife and valuable educational and community benefits across the UK.



Our wildlife ambulance with some friends.



Volunteer response drivers learn to handle some 'wild' animals'.

Inspiring Learning and Supporting Public Services

We inspire learning about British wildlife and encourage people of all ages to discover how they can help protect it—contributing to the conservation of our natural environment for both current and future generations.

We achieve this through our educational work, including wildlife courses, workshops, school visits, and our annual conference. We also reach a broad audience through local and national media—television, radio, newspapers—as well as digital platforms including our website and social media channels.

In addition, we support national emergency services, such as the police and fire brigade, in responding to wildlife incidents in public spaces. By assisting in the safe rescue of trapped or injured wild animals, we help protect both wildlife and public safety.

Achievements and Performance in 2024

The Trustees are pleased to present their report, along with the financial statements, for the year ended 31st December 2024. Throughout the year, Secret World Wildlife Rescue has continued to make significant progress towards fulfilling its charitable objectives, overcoming challenges, and expanding its impact across the southwest and beyond.

This section highlights key achievements, operational performance, and the positive outcomes delivered by the Charity during 2024.

STRUCTURE, GOVERNANCE AND MANAGEMENT

LEGAL STRUCTURE

Secret World Wildlife Rescue (SWWR) is controlled by its governing document, the Memorandum and Articles of Association dated 20th February 2003 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

SWWR Charity (registered in England and Wales, number: 1097119) was created to unite the existing charitable organisations, Bluebell Sett and The Bluebell Sett Charitable Trust. By uniting the organisations in this way, SWWR has become more efficient in the administration of the Charity and in the conduct of its operations. Bluebell Sett and The Bluebell Sett Charitable Trust have been retained only to receive legacies and regular donations. The results of these unincorporated entities are included in these financial statements. Audited accounts have been produced under the Uniting Direction Order.

GROUP STRUCTURE

SWWR controls two unincorporated charitable trusts, Bluebell Sett and Bluebell Sett Charitable Trust. In addition, SWWR also controls Secret World Limited, a wholly owned trading subsidiary which operates the Charity shops, rental of the Bluebell Barn for weddings and external meetings, and other commercial activities which raise funds for the main Charity.

ORGANISATIONAL STRUCTURE

SWWR is the main operational Charity. It is governed by a Board of Trustees / Directors comprising a minimum of three and maximum of ten, responsible for the strategic governance, direction and management of the Charity. Trustees are actively engaged in developing SWWR's policies, processes and capabilities across all functions.

A total of eight trustees served during the period of this report. The Trustees meet for twelve board meetings, all of which were in person with Trustees having the option to attend virtually via zoom if necessary.

BOARD OF TRUSTEE GOVERNANCE AND RECRUITMENT

The AGMs for SWWR and its trading company, Secret World Limited, were held in person in August 2024.

Two trustees stepped down during 2024. Dr Chris Pawson left the board, partially due to work commitments and Kelly Rickards, who was co-opted to the board, reluctantly had to step down due to a change in her work structure.

Chris had a significant impact on the charity assisting with developing and supporting educational programmes and undertaking statistical analysis.

Kelly, with a background in Finance, was co-opted to the board to help look at our financial structure and processes. It was hoped that Kelly would join the board as a full trustee but unfortunately a change in her personal work circumstances meant that she could not accept the offer.

The Trustees, employees and volunteers would like to offer their sincere thanks and gratitude to Chris and Kelly for their time, advice, support and commitment during their time on the Board.

At the AGM in 2024 Richard Hockey was elected as Chair with Wendy Goodwin elected as Vice Chair for a second year.

During 2024, after a selective recruitment process, the Board co-opted a further person to complement the Board's existing skills matrix. Gail Burfitt brings a wealth of experience relating to Health and safety, and subsequently joined the Board as a full Trustee in September 2024.

The Board now, perhaps more than anytime previously, has a broad and diverse knowledge base. Recruitment to further strengthen this is planned for 2025. In particular the Board are seeking individuals with a professional background, knowledge and skill set based in Education, Fundraising and Retail.

Appointment of Trustees

SWWR has developed and maintained a strong process for the recruitment and appointment of its Trustees. Detailed job descriptions have been formulated and used when advertising vacancies which are advertised publicly. Prospective candidates are required to provide up-to-date CVs, complete a skills audit and attend an interview with a Board panel of at least two Trustees to ensure they have the skills needed.

If selected from interview two suitable references are also sought and Disclosure and Barring Service (DBS) checks are undertaken if appropriate for their role.

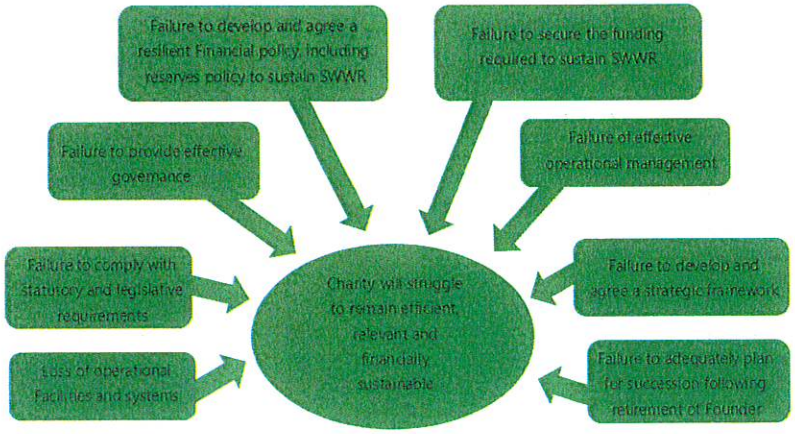
Trustee Induction and Training

All prospective Trustees are required to have individually designed induction training. This involves them spending at least one day meeting senior management and other key employees and volunteers, as well as being briefed about key operational areas, including animal care, retail, educational provision and fundraising. Trustees are then encouraged to start using their specific strengths and experience to contribute to discussions and meetings and begin supporting and advising on specific initiatives that play to their strengths.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the Charity is exposed and ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

The ongoing operational, business, financial and reputational risks faced by the Charity are identified as follows:



The Trustees confirm that they have established systems to mitigate significant risks and have prioritised efforts regarding risks with highest probability and significant potential impact. A robust set of mitigating actions are in place with relevant managers, together with the Board of Trustees and the Chief Executive Officer (CEO) taking ownership of their risks. This will give greater control over risks and enable the Board and senior managers to plan preventative action before anything untoward occurs.

PEOPLE AND CULTURE

OUR SUPPORTERS

Secret World Wildlife Rescue continues to thrive thanks to the incredible generosity of our supporters. Their donations of time, goods, services and money are the foundation of our work, and it was a pleasure to welcome many to our events throughout the year. We are deeply grateful for their ongoing commitment.

OUR PATRONS

Our Patrons (listed on page 1) continued to offer their names, support, and advice throughout 2024. Their backing is greatly appreciated.

MANAGEMENT AND STAFFING

In 2024, Jackie Palmer was appointed CEO, continuing her strong leadership of the Charity. She is supported by a skilled Senior Management Team, including founder Pauline Kidner, Scientific Advisor Dr Elizabeth Mullineaux, Mike Still (Head of Retail), Daniel Harding (Head of Finance), Nick Davis (Head of Facilities), Ali Sawer (Head of Administration) and George Bethell, who joined us as Head of Education and Public Relations.

In response to updated veterinary regulations in 2023, Secret World became a registered veterinary premises and began employing a part-time veterinary surgeon. In 2024, we began planning to expand our on-site veterinary provision to further improve the care we can offer to wildlife in need. We also said goodbye to Laura Bennett (wildlife Care Manager) and thank her for her contributions.

OUR PEOPLE

In 2024, we employed a total of 43 people across our main site and charity shops, including full-time, part-time, and casual staff. We said farewell to 12 team members (8 full-time and 4 part-time) and welcomed 5 new employees who bring fresh skills and enthusiasm.

Casual staff provided vital support throughout the year, particularly during busy periods and staff absences.

Volunteers remain at the heart of our organisation. In 2024, we were proud to welcome 143 new volunteers—an inspiring reflection of the community's ongoing support for our mission.

A HEARTFELT THANK YOU

As we reflect on 2024, I would like to take this opportunity to express my deepest thanks to everyone who makes Secret World Wildlife Rescue what it is.

To our **Patrons** and **Trustees**, thank you for your continued guidance, support, and belief in our mission. Your involvement gives strength and credibility to everything we do.

To our **dedicated Employees and volunteers**, your loyalty, hard work, and unwavering commitment are at the heart of Secret World. Every injured animal cared for, every phone call answered, every shift covered, and every effort behind the scenes contributes to the incredible outcomes we achieve for British wildlife.

To the **public**—thank you for contacting us when wildlife is in distress, for bringing animals into our care, and for standing with us through donations, fundraising, and encouragement. You are our extended team, and your compassion keeps our work going.

Together, we are making a difference. Thank you for being part of this journey and for helping protect the wildlife that depends on us.

Jackie Palmer, Chief Executive Officer



FOUNDER'S REPORT

Pauline Kidner, Charity Founder and Advisor

2024 began with extended operational hours—now covering 6am to midnight, with an emergency advice line overnight. While this has increased costs, it ensures we offer the best care possible to wildlife casualties.

Education and Outreach

Education remains central to our mission. While I've stepped back from full-time duties, I continue giving talks, with our Head of Education, George Bethell, leading most outreach. Our February conference launched a busy year of courses, school visits, and events. I've led sessions on wildlife rescue and badger care, and it's rewarding to see our experienced staff stepping into teaching roles.

Our Wildlife Weekend was a highlight, combining talks and activities to raise awareness about how personal choices impact wildlife and the countryside.

Conservation and Habitat Work



Working with Mark Walker, we created a wildflower bed beside a laid hedge to support education and biodiversity, benefiting both plant learning and pollinators.

Badger Advocacy

I collaborated with the Badger Trust to produce seven fact sheets covering rescue, care, legal issues, and bovine TB testing.



I also joined a London march to protest continued badger culling—over 230,000 killed since 2013, now affecting two-thirds of England.



Support and Community.

We're grateful for generous support this year. The Serendipity Singers raised over £600, and the Association of Animal Artists contributed £5,000 through exhibitions and auctions. Every contribution helps us continue our work.

Animal Stories and Successes



Our seasonal cycle of orphan care, rehab, and release keeps our team busy. One amusing story: a Little Owl released on a landowner's site has taken over a Barn Owl box—a luxury home, and hopefully soon, a home for two.

Secret World remains a place of safety for all wildlife—large or small, common or rare. I'm proud to still be part of this incredible journey.

Volunteering Report

Gemma Payton, Head of Volunteering

In 2024, over 200 volunteers contributed 22,218 hours—a 42% increase on 2023—valued at £255,507 (+56%). This excludes hours from our 60+ response drivers who play a vital role in transporting injured and orphaned wildlife.

We welcomed 143 new volunteers and hosted 32 introduction tours (172 attendees) to support recruitment. All new volunteers now complete structured online and in-person training, including role-specific inductions.

Volunteer Contributions by Department (2024)

Department	Volunteers	Hours	% of Total
Wildlife Care	104	7,568	34%
Student Placements	28	5,085	23%
Maintenance	6	3,129	14%
Retail	28	3,117	14%
Reception	8	1,265	6%
Laundry	6	736	4%

In addition, 28 student placements gained valuable experience through placements lasting from 3 weeks to a year. We also welcomed 45 corporate groups, adding 320 extra volunteers for project-based tasks.

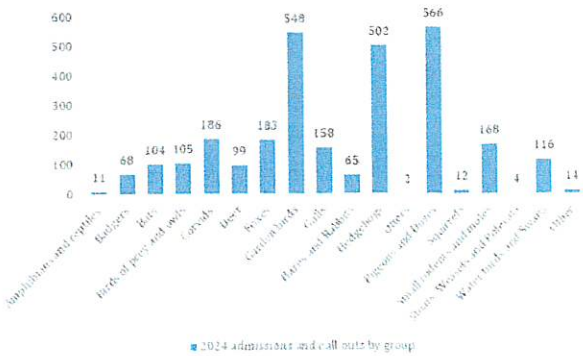
Our heartfelt thanks go to all our volunteers—you make everything we do possible

Wildlife Care Report 2024

Laura Bennett, Wildlife Care Manager

In 2024, 2,991 wildlife casualties were admitted to Secret World Wildlife Rescue (SWWR). Our team also handled 15,121 wildlife-related enquiries through telephone, Facebook, WhatsApp, and email—providing vital advice and support to the public across the UK.

We successfully released 738 animals back to the wild, including:



While these figures are based on our logbook, data accuracy may be affected due to difficulties encountered while upgrading and migrating between digital databases, which led to potential gaps in record-keeping.

Admissions were lower than in 2023, primarily due to new regulations restricting the use of certain medications by any persons other than a veterinary professional. As a result, many casualties had to be taken to local veterinary practices for assessment and euthanasia, when necessary, particularly in cases involving hedgehogs and larger mammals, which cannot be euthanised on site without a vet present. This shift also led to a decline in admission donations, as animals were often diverted before reaching our centre.

Avian influenza also continued to impact our admission numbers as, due to the high risk to Secret World from avian cases, we were unable to admit the usual volumes of avian casualties and were particularly limited in our ability to admit and rehabilitate waterfowl

Department Developments

In early 2024, the Reception Supervisor role was absorbed by the Wildlife Care team. This merger improved workflow and collaboration across departments. Receptionists received husbandry training and now assist with wildlife-related enquiries, while Wildlife Care staff have taken on reception duties when needed, particularly during busy summer months. The result is a more cohesive and flexible team structure.

A new 24-hour wildlife advice rota was also introduced, ensuring round-the-clock support for wildlife emergencies. While the system has proven effective, it was occasionally stretched due to staff sickness, requiring cover from other departments, including the Wildlife Release Co-ordinator and Reception team.





One notable success was the rehabilitation of 'Vixen', a fox rescued in November after becoming entangled in garden netting. Despite initial concerns over her recovery, intensive care and enrichment enabled a full recovery and release after four weeks in care.

Facilities & Veterinary Partnership

At the end of 2024, SWWR completed a full refurbishment of all onsite aviaries, including repainting and storm repairs. New layouts and furniture were designed by Wildlife Care Supervisors for improved functionality, particularly for woodpigeons, corvids, and birds of prey.

We also transitioned from Quantock Vet Hospital to a new veterinary partnership with Nurture Vets in Wells and Weston-Super-Mare. This new collaboration marks an exciting step forward in developing our veterinary support services.

Wildlife Releases Report 2024

Charlotte Wroe, Release Co-ordinator

In 2024, Secret World Wildlife Rescue admitted nearly 2,000 orphaned or struggling juvenile animals, many of whom required intensive care and soft stage release support before returning to the wild. Some were successfully returned to their mothers shortly after being brought in—an ideal outcome when possible.

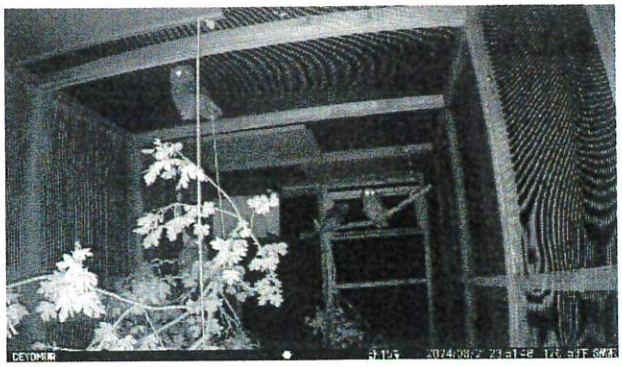
Notably, we reunited two badger cubs and a fox cub with their mothers following short stays in our care, avoiding the need for long-term rehabilitation.

We soft released ten badger cubs in two groups of five. Monitoring through RFID (remote microchip reader) technology confirmed that the cubs stayed near their artificial sett and successfully settled into the wild.



A total of seventeen fox cubs were soft released during the summer, with only three females in the group. All dispersed well, leaving the release site ready for life in the wild. One particularly meaningful release involved a rescuer who returned to assist in releasing the cub he had originally saved—highlighting the emotional connection and impact of wildlife rescue.

A milestone this year was the first successful tree return of a Tawny owlet, which was reunited with their mother. She responded immediately by feeding them —an encouraging moment for the team. An additional fourteen Tawny owlets were soft released, five of which were returned to their original areas despite not being able to be re-nested.



Hundreds of other orphaned animals—including birds, mammals, and small mammals—were released successfully after rehabilitation, making 2024 another strong year for wildlife recovery and reintegration.

Learning and Education Report 2024

George Bethell, Head of Education & Public Relations

2024 brought exciting developments, including our first fully funded education sessions: *Wild Academy – Back to Nature* and *Helping Hedgehogs*. With support from Burnham and Highbridge Men's Club, over 50 children learned about hedgehog conservation and built their own hedgehog houses to take home. Follow-up school visits helped reinforce key wildlife care messages.





Our outreach work expanded, with the delivery of sessions to over 40 groups, including schools, community organisations, and the Worldwide Veterinary Service Young Vet Club, who visited Secret World for wildlife rescue and rehabilitation workshops.

We began a new partnership with Cannington College, delivering a keynote presentation at their Environment Day to inspire future conservationists. Another major step was the development of our Learning Volunteer team, now supporting education sessions.

Our Open Weekend was rebranded as *Wild Weekend*, placing greater focus on education through talks and workshops. We also welcomed wildlife presenter and biologist Billy Heaney as a Patron, whose passion for nature education strengthens our mission.

A highlight of the year was George's promotion to Head of Education and Public Relations, recognising his role in growing our education and public engagement efforts.

Adult Learning and Events

Interest in our wildlife rescue and rehabilitation courses continued to grow, drawing participants from across the UK and beyond. Our annual Wildlife Conference was a standout success, raising £7,000 and prompting plans for a larger venue in 2025.



Looking Ahead to 2025

In 2025, we aim to expand our education programme further, with plans to secure funding for more free community sessions and develop stronger links with charities such as the RSPCA. The arrival of our new vet will also enable the return of our popular veterinary continued Professional development (CPD) courses.

With a growing team and new partnerships, Secret World's education work continues to thrive—ensuring more people gain the knowledge and passion needed to protect British wildlife for generations to come.

Retail Report 2024

Mike Still, Head of Retail

In 2024, our retail strategy focused on measured growth, ensuring new stores are opened in high-footfall, strategically beneficial locations. With rising operational costs, careful site selection is critical for future expansion.

Store Performance Overview

With limited new openings in 2024, the management and Board of Trustees opted to consolidate and strengthen existing operations, ensuring full compliance, best practice, and policy implementation before expanding further. While store turnover across the estate has been strong, particularly in Langport and Glastonbury, the Board and SWWR management are also addressing concerns around high retail overheads that could offset profitability. Measures to streamline operations and enhance cost-efficiency are underway, ensuring the retail arm continues to make a sustainable contribution to the organisation's wider mission.

Retail Hub & Merchandise

Our Retail Hub processed over 12 metric tonnes of textiles, although income was impacted by a sharp drop in rag/recycling prices. Meanwhile, our gift and merchandise lines expanded with two new Artisan makers and the launch of four exclusive SWWR merchandise items.

Trading & Events

In 2024, the Retail team has been involved in events and venue hire. This included:

- A full rebrand of our wedding and event offering
- Launch of bespoke wedding packages with a new pricing structure
- Hosting our first-ever wedding fair, resulting in bookings into 2025 and beyond
- Expansion into corporate events and end-of-life ceremonies to diversify revenue

Looking Ahead

Our focus remains on opening the right stores in the right locations in 2025 while continuing to streamline operations and strengthen our trading activities. Retail plays a key role in our wider strategy to reduce dependency on legacy income and build a sustainable financial future for the charity.









Fundraising Report 2024

Peter Holdway-Bradley, Fundraising Manager

Despite the challenges posed by the ongoing cost-of-living crisis, 2024 was a successful year for fundraising at Secret World Wildlife Rescue, thanks to the incredible generosity of our supporters, organisations, and Trusts. While we faced a setback with the departure of our Fundraising Manager, David Plant, in June—leaving the role unfilled for the remainder of the year—our fundraising efforts continued to thrive.

We launched two major appeals in 2024:



- 'Make Do and Mend' Appeal raised £14,000 to fund urgent repairs to our facilities.
- 'Tiny Things Matter' Appeal raised £15,000+, directly supporting garden bird and bat care, including essential repairs to our flight aviaries over winter.

Fundraising Highlights

- New Year's Dip (Clevedon Marine Lake): 50 participants raised £965.
- Adoption Programme: Raised just under £36,000.
- Sponsored Skydive (May): 2 participants raised £1,354.

'Friends of Secret World' Memberships: Generated over £8,000.

- Special Art Auction: Sculptures donated by Doulla Aebli.
- Tough Mudder Southwest: 4 participants raised £1,149.
- David Plant's 24-hour Line Dance: Raised £3,318—thank you David!
- Regular Giving: Our amazing regular donors contributed £64,000+.
- London Marathon: Thank you to Carolyn Hughes for her support.
- Serendipity Singers Concert: Raised £600.
- Community Events: From "Talk on the Wild Side" to the "Wild Beach Walk," Langport Charity Shop's haircut fundraiser, and many more.
- Association of Animal Artists: Chose us as Charity of the Year and raised £5,000 through their artwork auction.
- Annual Auction & Ball: Raised £7,000—thank you to all attendees and donors.
- Charlie Webb (age 8) climbed Snowdon and raised an incredible £3,812—a true Wildlife Champion!



Members of the Serendipity Singers donating funds raised from their annual concert



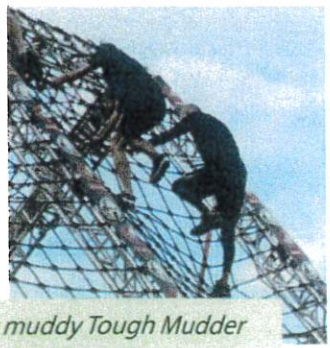
Charlie Webb
Thanks for being a Wildlife Champion!!

We were also supported by many generous schools, businesses, and community groups, including:
St. Dunstan's School, Porter Dodson, Scotts Furnishings, Polden Bower School, Spark Somerset, Coly House Dental, Curry's Bridgwater, Hurn Lane Caravan Club, and the Glastonbury Frost Fair, among others.



Action shots from David's sponsored 24-hour line dance – congratulations and thank you!





Our very tough, and very muddy Tough Mudder team raising money for Secret World.

Trust & Foundation Support

We're especially grateful for funding from:

- Animal Saviours: For Hedgehog House Workshops.

- Somerset Community Foundation: For Wild Academy Educational Workshops.
- Hare Preservation Trust: For leveret care.
- Rose Animal Welfare Trust & SPAR Community Cashback Scheme: For general support.

A Final Thank You

We extend our gratitude to David Plant, our former Fundraising Manager, for four years of outstanding service. His dedication left a lasting impact on our charity, and we wish him all the best in his next chapter.

To all our supporters, volunteers, donors, businesses, schools, and Trusts—thank you. Your kindness makes our work possible. Despite the obstacles, your belief in our mission allowed us to rescue, rehabilitate, and release thousands of wild animals in 2024.

We look forward to 2025 with renewed energy and deep appreciation for all who stand with us in protecting British wildlife.

Facilities & Maintenance Report 2024

Nick Davis, Head of Facilities

2024 was a busy and productive year for our Facilities team, with a strong focus on improving site access, zoning, and functionality. While challenges persisted, our small but dedicated group of employees, supported by fantastic volunteers—continued to deliver key upgrades across the site.

Site Development & Infrastructure

- Groundworks improved access across the site for staff and vehicles.
- Zoning of the site began with the installation of nearly 100 fence posts and feather board fencing, separating public and commercial areas.
- New storage solutions for Wildlife Care are underway to support operational efficiency.
- Two shipping containers were installed and connected with a roof to create a covered maintenance area, allowing for secure equipment storage and outdoor work.

Facility Improvements

- The Millie Block will benefit from new uPVC windows in early 2025, funded by the Make Do and Mend Appeal.
- The Bluebell Barn underwent a significant refurbishment to become a flexible event space, including:
    - Aircon/heating system installation
    - Bar and serving hatch fit out
    - Drainage and internal decoration
    - Already hosting events with positive feedback
    - Future kitchen upgrade planned

- The marquee was cleaned, re-Astroturfed, and fitted with permanent power and lighting, enhancing its use for weddings and events.

Security & Sustainability

- Maglocks and keypads were added to key gates and doors.
- Additional CCTV cameras were installed to improve site security.

- A 'Green Team' was launched to explore and implement more sustainable and eco-friendly practices across the charity.
- Steps were taken to resolve a right of way issue that has restricted our ability to fully secure the site.

Supporting Community Engagement & Fundraising

- The team contributed to numerous events and fundraising efforts, including:
  - Charity Ball setup with themed woodland entrance and lighting
  - Tough Mudder Challenge, completed by two team members, raising £1,000
  - Pop-up pizza team, cooking at events like the Fun Day, Wedding Fayre, and Frost Fayre—raising additional funds and building a great reputation

Weather Response & Ongoing Work

- The year ended with severe storms, bringing down trees and fences. The team responded quickly with chainsaws and manpower, restoring safety and order to the site.

Thank you to our volunteers and corporate groups, whose time, skills and energy made many of these projects possible. Special thanks to Gemma Payton, our Volunteer Coordinator, for her support throughout the year.

Thanks to the ongoing commitment and adaptability of the team, 2024 was another year of progress, ensuring the site remains functional, safe, and welcoming for wildlife, staff, volunteers, and visitors.

Financial Review

Summary – 2024

2024 was a challenging financial year for the charity due to the difficult national and international economic climate. Secret World Wildlife rescue saw its income decrease by 19% compared to 2023. This decline was primarily driven by a significant drop in legacy donations. However, the impact was partly offset by increased income from our trading activities, including charity shops and events.

Operational spending rose by **15%**, reflecting inflationary pressures and necessary investment in staffing and compliance. A key factor was a **25% increase in staff costs**, particularly within our Animal Care team, following changes in the national minimum wage and regulatory requirements. Additionally, **property-related expenses** rose by **27%**, contributing to the overall rise in costs.

Income

In 2024, again due to pressures previously identified, Secret World Wildlife Rescue generated a total income of **£1,299,264**, a **19% reduction** from the previous year.
Fundraising and legacy gifts accounted for **£789,672** (or **61%**) of total income, with the remainder coming from trading activities such as our charity shops and educational events.

- **Fundraising income rose** by nearly **10%**, reflecting strong support from our community and improved campaign performance.
- In contrast, **grant income dropped sharply by 88%**, due to temporary staffing gaps within our Fundraising team early in the year.

- The primary reason for the overall income decline was a **39% fall in legacy donations**, a funding source that can fluctuate significantly from year to year.

Despite this, **legacy gifts remained our largest single income stream**, bringing in **£487,604**. These generous contributions were instrumental in helping us meet rising costs and continue providing essential care to the wildlife in our care.
Close behind were our **trading activities**, which brought in **£463,044**—a vital and more stable component of our financial strategy.

Expenditure

Total expenditure rose in 2024, reflecting both inflationary trends and strategic investment in our operations.

- The **cost of raising funds** increased by **11.5%**, from **£422,777** in 2023 to **£471,574** in 2024. This was largely driven by rising **office, IT, and property costs.**
- **Charitable spending increased by 20%**—an additional £191,354. The majority of this growth was due to staff costs within our Wildlife Care team, linked to wage increases and staffing adjustments as SWWR restructured its veterinary services provision and builds in-house veterinary capabilities, the first step being becoming a registered Veterinary Practice Premises.

These changes were essential to ensure we continue to meet high standards of animal care and legal compliance.

Reserves Policy

Secret World Wildlife Rescue maintains a reserves policy to ensure we are financially resilient and prepared for unexpected challenges.

Our reserves strategy includes:

- **Free reserves:** Unrestricted funds not committed to specific projects or tied up in assets, held at a level equal to:
  - **Six months of planned expenditure**, or
  - The amount needed to responsibly wind down operations, whichever is higher.
- **Designated reserves:** Funds set aside for specific purposes, such as future capital projects or strategic investments.

Following financial uncertainty during the COVID-19 pandemic, our Trustees voted in October 2020 to raise the free reserves target from three to six months of expenditure. For 2024, the agreed target range was **£322,000 to £386,400.**

At year-end, our **free reserves stood at £417,006**, placing us **over our target range.** This provides the financial stability needed to plan for the future while continuing to deliver vital services to wildlife in need.

Conclusion

The UK charity sector is facing significant economic challenges, including rising costs, increased demand for services, and a potential decline in donations. These pressures are leading to financial instability for many organizations and impacting their ability to deliver vital services. Secret World continues to look at ways to diversify its income streams while remaining focussed on its key charity objectives.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also Directors of Secret World Wildlife Rescue for the purposes of company law) are responsible for preparing the Trustees Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these 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;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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 the group and to ensure that the financial statements comply with Charities Act 2011 and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

The Trustees confirm that as far as they are aware at the time of approving this annual report:-

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

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

Approved by the Trustees and signed on their behalf by:

R A Hockey

Richard Hockey, Chair of Trustees

Date 10/9/25

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2024, which comprise Statement of Financial Activities, Balance Sheet, 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 Standards 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 group and charity's affairs as at 31st December 2024 and of its incoming resources and application of resources for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF 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 group and charity in accordance with 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 charity's ability to continue as a going concern for a period of at lease 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.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's report therein. 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.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE .../continued

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 annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the annual report 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 group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES
As explained more fully in the trustees' responsibilities statement set out on page 36 the trustees 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 they 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 group and charity'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 group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS
We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

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 it 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.

THE EXTENT TO WHICH OUR PROCEDURES ARE CAPABLE OF DETECTING IRREGULATIES, INCLUDING FRAUD
Irregularities, including fraud, are instances of non-compliance with laws and regulations. The primary responsibility for the prevention and detection of irregularities including fraud rests with both the management and those charged with governance of the group and charity. We designed 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:

We have considered the nature of the industry and sector, control environment, laws and regulations and business performance of the group and charity, including its remuneration policies. Laws and regulations considered included, but were not limited to, the Companies Act 2006, Charities Act 2011, Charity SORP and FRS102.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud. We also enquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.

We considered the opportunities and incentives that may exist within the organisation for fraud.

Based on this understanding, we designed specific audit procedures to identify instances of non-compliance with laws and regulations, including obtaining additional corroborative evidence as required. Examples of procedures included reviewing large and unusual transactions, reviewing large and unexpected variances, reviewing journal entries and reviewing legal correspondence.

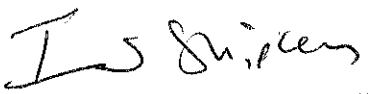
There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement in the financial statements or non-compliance with regulations. The risk of not detecting a material misstatement due to fraud is also higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, collusion, omission or intentional misrepresentation.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

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. This description forms part of our Auditor's report.

USE OF OUR REPORT

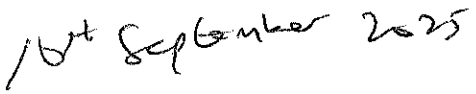
This report is made solely to the group and charity's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the group and charity's members those matters, we are required to state to them in a Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the group or charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Ian Shipley FCCA, Senior Statutory Auditor
for and on behalf of Prentis & Co LLP, Chartered Accountants and Statutory Auditors

115c Milton Road
Cambridge
CB4 1XE

Prentis & Co LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
INCOME							
Donations and legacies	2	760,068	29,604	789,672	1,215,205	6,598	1,221,803
Charitable Activities							
Education		17,430	-	17,430	10,112	-	10,112
Animal Care		-	-	-	200	-	200
Other trading activities	3	463,044	-	463,044	356,209	-	356,209
Investments	4	17,092	-	17,092	7,357	-	7,357
Other	5	12,026	-	12,026	8,708	-	8,708
TOTAL INCOME		1,269,660	29,604	1,299,264	1,597,791	6,598	1,604,389
EXPENDITURE							
Raising Funds	6	462,560	9,014	471,574	412,170	10,607	422,777
Charitable Activities:	7						
Animal Care		923,867	-	923,867	755,824	1,600	757,424
Education		189,192	-	189,192	164,462	-	164,462
Other expenditure		7,063	-	7,063	6,882	-	6,882
TOTAL EXPENDITURE		1,582,682	9,014	1,591,696	1,339,338	12,207	1,351,545
Net movement in funds		(313,022)	20,590	(292,432)	258,453	(5,609)	252,844
Reconciliation of funds:							
Total funds brought forward		2,623,857	28,706	2,652,563	2,365,404	34,315	2,399,719
Total funds carried forward		2,310,835	49,296	2,360,131	2,623,857	28,706	2,652,563

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	2024 £	2024 £	2023 £	2023 £
FIXED ASSETS					
Intangible assets	11		945		2,278
Tangible assets	12		1,893,202		1,887,795
Investments			627		627
			1,894,774		1,890,700
CURRENT ASSETS					
Stocks	15	28,651		27,280	
Debtors	16	59,671		152,253	
Cash at bank and in hand		439,898		641,932	
		528,220		821,465	
LIABILITIES					
Creditors: amounts falling due within one year	17	(62,863)		(49,602)	
NET CURRENT ASSETS			465,357		771,863
Total assets less current liabilities			2,360,131		2,662,563
Provision for liabilities	19		-		(10,000)
TOTAL NET ASSETS			2,360,131		2,652,563
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds	21		2,310,835		2,623,857
Restricted funds	21		49,296		28,706
			2,360,131		2,652,563

The financial statements were approved by the Board of Trustees on 21ST AUGUST 2025 and were signed on its behalf by:

R. A. Hockey

Richard Hockey - Chair of Trustees

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2024

	Note	2024 £	2024 £	2023 £	2023 £
FIXED ASSETS					
Tangible assets	12		1,862,229		1,858,244
Investments			30,093		30,093
			1,892,322		1,888,337
CURRENT ASSETS					
Stocks	15	10,716		15,753	
Debtors	16	61,833		148,034	
Cash at bank and in hand		406,360		597,495	
		478,909		761,282	
LIABILITIES					
Creditors: amounts falling due within one year	17	(57,742)		(33,609)	
NET CURRENT ASSETS			421,167		727,673
Total assets less current liabilities			2,313,489		2,616,010
Provision for liabilities	19		-		(10,000)
TOTAL NET ASSETS			2,313,489		2,606,010
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			2,264,193		2,577,304
Restricted funds			49,296		28,706
			2,313,489		2,606,010

These financial statements have been audited under the requirements of Section 144 of the Charities Act 2011.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1st January 2019) - (Charities SORP (FRS 102)).

For the year ended 31st December 2024 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

The financial statements were approved by the Board of Trustees on 21st August 2025 and were signed on its behalf by:

R A Hockey

Richard Hockey - Chair of Trustees

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Total Funds 2024 £	Total Funds 2023 £
Cash flows from operating activities:			
Net cash provided by /(used in) operating activities	23	(118,524)	229,865
Purchase of fixed assets		(83,510)	(39,803)
Net cash used in investing activities		(83,510)	(39,803)
Change in cash and cash equivalents in the reporting period		(202,034)	190,062
Cash and cash equivalents at the beginning of the reporting period		641,932	451,870
Cash and cash equivalents at the end of the reporting period		439,898	641,932

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) issued October 2019 (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 principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue 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 note(s).

PREPARATION OF FINANCIAL STATEMENTS ON A GOING CONCERN BASIS

These financial statements have been prepared on a going concern basis as there are no material uncertainties about the group's ability to continue.

These financial statements are prepared in pound sterling which is also the Charity's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

GROUP FINANCIAL STATEMENTS

These financial statements consolidate the results of the Charity and Secret World Ltd.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Grants receivable are recognised when all qualifying criteria have been satisfied and are stated gross within the Statement of Financial Activities, with capital and charitable activity expenditure also stated gross.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

ALLOCATION AND APPORTIONMENT COSTS

Vehicle costs, mobile and land line costs, printing, postage, stationery, office machine maintenance and wages costs have been apportioned between management support costs, animal care and overheads to show a truer representation of direct animal care costs and education costs.

Water rates have been apportioned between overheads and animal care based on estimated consumption directly attributable to care of animals including laundry.

Management, animal care and fundraising wages have been apportioned between animal care, education and management based on the time spent by each staff on each activity during the year.

All other costs are already accurately split and do not require apportioning.

INTANGIBLE FIXED ASSETS

The Charity previously capitalised the costs of creating a new website, incorporating an online shop. This has been amortised over 3 years on a straight line basis.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

Individual fixed assets costing £100 or more are capitalised at cost.

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

Freehold property	- straight line over 50 years on the cost of buildings and land is not depreciated
Improvements to property	- straight line over the lease term of either 5 or 20 years
Plant and machinery	- straight line over 4 or 10 years and 25% on reducing balance, depending on the asset use
Fixtures and fittings	- 15% on reducing balance
Motor vehicles	- straight line over 4 years and 25% on reducing balance, depending on the asset use
Computer equipment	- straight line over 4 years

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Stocks are valued on the first in first out basis.

TAXATION

The Charity is currently exempt from Corporation Tax and VAT registration on its charitable activities.

FUND ACCOUNTING

Unrestricted funds, including designated funds, can be used in accordance with the charitable objectives at the discretion of the Trustees.

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

A pension scheme for eligible employees was introduced in January 2016. Secret World employees who meet the criteria for auto enrolment were automatically enrolled into the Work Save Pension Plan with Legal and General on 1 January 2016. The scheme is funded by contributions from the employees and a contribution of 3% from Secret World in 2024 (3%: 2023); this contribution will change in future years in accordance with government legislation.

DONATED GOODS

Donated goods are recognised in the accounts as income under donations with an equivalent expense recognised under the appropriate heading in the Statement of Financial Activities e.g. Animal Care. Where assets are donated, they are again recognised as income under donations with an equivalent asset created under the appropriate heading. Donated goods are recognised on the basis of the value of the gift, being the amount the Charity would have had to spend to obtain the goods.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

2. DONATIONS AND LEGACIES - GROUP

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Donations	212,863	29,604	242,467	219,996	1,000	220,996
Gift Aid	40,461	-	40,461	39,671	-	39,671
Legacies	487,604	-	487,604	803,729	-	803,729
Grants	19,140	-	19,140	151,809	5,598	157,407
	760,068	29,604	789,672	1,215,205	6,598	1,221,803

In 2024 the Charity received an estimated £4,421 (2023: £5,788) worth of goods for use in Animal Care Services which has been recognised as a donation with the equivalent expense shown under animal care costs.

Grants received, included in the above, are as follows:

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Individuals	-	-	-	46,184	5,598	51,782
Corporate	19,140	-	19,140	105,625	-	105,625
	19,140	-	19,140	151,809	5,598	157,407

3. OTHER TRADING ACTIVITIES - GROUP

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Fundraising events	46,081	-	46,081	41,318	-	41,318
Charity shop income	376,299	-	376,299	268,481	-	268,481
Social lotteries	965	-	965	1,993	-	1,993
Animal Adoptions	35,527	-	35,527	37,774	-	37,774
Trading income	4,172	-	4,172	6,643	-	6,643
	463,044	-	463,044	356,209	-	356,209

4. INVESTMENTS - GROUP

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Deposit account interest	17,092	-	17,092	7,357	-	7,357

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

5. OTHER INCOME - GROUP

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Insurance claim	3,631	-	3,631	-	-	-
Other donations - (Friends of SW)	8,395	-	8,395	8,708	-	8,708
	12,026	-	12,026	8,708	-	8,708

6. COSTS OF RAISING FUNDS - GROUP

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Fundraising costs including for resale	19,751	-	19,751	21,707	-	21,707
Staff costs	287,876	-	287,876	268,257	-	268,257
Amortisation and depreciation	18,314	-	18,314	23,645	-	23,645
Property costs	108,452	9,014	117,466	78,157	10,607	88,764
Office and IT costs	28,167	-	28,167	20,404	-	20,404
	462,560	9,014	471,574	412,170	10,607	422,777

7. DIRECT CHARITABLE COSTS - GROUP CURRENT YEAR

	2024 Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	192,901	931	-	193,832
Staff costs	601,613	105,774	-	707,387
Amortisation and depreciation	40,738	20,383	-	61,121
Property costs	79,532	53,021	-	132,553
Office and IT costs	14,083	14,083	-	28,166
Governance	-	-	7,063	7,063
Provisions reversed	(5,000)	(5,000)	-	(10,000)
	923,867	189,192	7,063	1,120,122

DIRECT CHARITABLE COSTS - GROUP PRIOR YEAR

	2023 Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	190,010	3,911	-	193,921
Staff costs	444,847	79,020	-	523,867
Amortisation and depreciation	47,272	27,933	-	75,205
Property costs	65,093	43,396	-	108,489
Office and IT costs	10,202	10,202	-	20,404
Governance	-	-	6,882	6,882
	757,424	164,462	6,882	928,768

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

8. NET INCOMING/(OUTGOING) RESOURCES (GROUP)

	31.12.24	31.12.23
Net resources are stated after charging/(crediting):	£	£
Auditors' remuneration - current year	7,063	6,882
Depreciation - owned assets	78,103	97,050
Website amortisation	1,333	1,800
Other operating leases	77,216	65,440

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

There were no Trustees' remuneration or other benefits for the year ended 31st December 2024 nor for the year ended 31st December 2023.

TRUSTEES ' EXPENSES

Total Trustee expenses claimed were £Nil for the year ended 31 December 2024 (2023: £Nil).
Total donations received from Trustees in the year were £890 (2023: £840).

10. STAFF COSTS - GROUP AND CHARITY

	Year ended 31.12.24	Year ended 31.12.23
	£	£
Wages and salaries	910,205	727,497
Social security costs	63,980	48,696
Other pension costs	21,078	15,929
	995,263	792,122

The average monthly number of employees during the period was as follows (excluding casual workers):

	Year ended 31.12.24	Year ended 31.12.23
Shop	16	9
Fundraising and trading	4	5
Animal care services	22	13
Cleaning and maintenance	3	3
Management	2	2
Volunteer co-ordinator	1	1
Administrative and accounts	3	1
Learning	1	1
	52	35

There were no employees with benefits in excess of £60,000 for the year ended 31 December 2024 (2023: Nil).

The key management personnel of the Charity in 2024 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.
The employee benefits of the key management personnel for 2024 were £67,539 (2023: £59,262).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY

	2024 Website	2023 Website
	£	£
COST		
At 1st January and 31st December	29,438	29,438
AMORTISATION		
At 1st January	27,160	25,360
Charge for the year	1,333	1,800
At 31st December	28,493	27,160
NET BOOK VALUE AT 31ST DECEMBER 2024	945	2,278

12a. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2024

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2024	1,392,368	976,704	133,935	59,034	59,003	95,328	2,716,372
Additions	-	54,398	5,572	16,192	5,200	2,148	83,510
At 31 December 2024	1,392,368	1,031,102	139,507	75,226	64,203	97,476	2,799,882
DEPRECIATION							
At 1 January 2024	63,888	503,568	129,245	29,208	25,462	77,206	828,577
Charge for the year	24,477	27,214	1,886	8,051	8,819	7,656	78,103
At 31 December 2024	88,365	530,782	131,131	37,259	34,281	84,862	906,680
NET BOOK VALUE							
As at 31 December 2024 - Group	1,304,003	500,320	8,376	37,967	29,922	12,614	1,893,202
As at 31 December 2024 - Charity	1,304,003	500,320	3,480	24,243	24,216	5,967	1,862,229

12b. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2023

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2023	1,392,368	964,978	133,935	39,590	59,003	86,695	2,676,569
Additions	-	11,726	-	19,444	-	8,633	39,803
At 31 December 2023	1,392,368	976,704	133,935	59,034	59,003	95,328	2,716,372
DEPRECIATION							
At 1 January 2023	39,411	454,866	127,103	24,725	14,282	71,140	731,527
Charge for the year	24,477	48,702	2,142	4,483	11,180	6,066	97,050
At 31 December 2023	63,888	503,568	129,245	29,208	25,462	77,206	828,577
NET BOOK VALUE							
As at 31 December 2023 - Group	1,328,480	473,136	4,690	29,826	33,541	18,122	1,887,795
As at 31 December 2023 - Charity	1,328,480	473,136	4,690	16,555	25,933	9,450	1,858,244

Included in cost or valuation of Land and Buildings is freehold land of £167,040 (31/12/2023: £167,040)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

13. FIXED ASSETS INVESTMENTS - CHARITY

SUBSIDIARIES

Secret World Limited

Country of Incorporation: England and Wales

Nature of Business: Trading

Class of shares:	% holding	Year ended 31.12.24	Year ended 31.12.23
Ordinary	100.00		
		£	£
Ordinary share capital		29,466	29,466
Retained earnings		46,642	46,553
		76,108	76,019

The Charity was gifted 100% of the issued ordinary share capital of Secret World Ltd (Company number 03658761), a company incorporated in England and Wales. The Trustees deem the market value of these shares to be £Nil. The subsidiary undertaking is included within the consolidated accounts.

14. LINKED CHARITIES

Secret World Wildlife Rescue also controls two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust. Shown below is a summary of Statement of Financial Activities and Balance Sheet for each trust.

SUMMARY STATEMENT OF FINANCIAL ACTIVITIES

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2024	2023	2024	2023
INCOME	£	£	£	£
Donations	-	-	12,558	5,940
EXPENDITURE				
Bank charges	-	-	(60)	(60)
Transfers made	-	-	(8,000)	(5,000)
Net Income	-	-	4,498	880

SUMMARY BALANCE SHEET

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2024	2023	2024	2023
	£	£	£	£
FIXED ASSETS				
Tangible assets	-	-	-	-
CURRENT ASSETS				
Bank	3,307	3,307	8,738	4,240
Total net assets/liabilities	3,307	3,307	8,738	4,240
UNRESTRICTED FUNDS	3,307	3,307	8,738	4,240

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

15. STOCK

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Fundraising	17,935	11,527	-	-
Animal care services	10,716	15,753	10,716	15,753
	28,651	27,280	10,716	15,753

16. DEBTORS

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	4,846	2,995	2,886	2,100
Other debtors	17,218	114,077	17,218	114,078
Amounts owed from group undertakings	-	-	18,786	6,575
Prepayments and accrued income	31,982	30,074	22,943	25,281
VAT debtors	5,625	5,107	-	-
	59,671	152,253	61,833	148,034

17. CREDITORS:

Amounts falling due within one year	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade creditors	39,913	26,589	35,092	10,596
Social security and other taxes	13,813	14,302	13,813	14,302
Pension	221	300	221	300
Accruals and deferred income	8,916	8,411	8,616	8,411
	62,863	49,602	57,742	33,609

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

The following operating lease payments are committed to be paid:	2024	2023
	£	£
Within 1 year	59,000	59,000
2 - 5 years	236,000	218,500
Over 5 years	124,500	178,500
	419,500	456,000

19. PROVISIONS - GROUP AND CHARITY

	2024	2023
	£	£
Brought forward	10,000	10,000
(Released) to Statement of Comprehensive Income	(10,000)	-
Carried forward	-	10,000

20. CAPITAL COMMITMENTS - GROUP AND CHARITY

As at the balance sheet date the Charity had no capital commitments for the following year.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

21a. MOVEMENT IN FUNDS - GROUP
CURRENT YEAR

	At 1 January 2024	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2024
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	2,249,027	1,269,660	(1,592,682)	-	1,926,005
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	2,623,857	1,269,660	(1,592,682)	-	2,300,835
RESTRICTED FUNDS					
Other restricted funds	28,706	29,604	(9,014)	-	49,296
TOTAL FUNDS	2,652,563	1,299,264	(1,601,696)	-	2,350,131

21b. MOVEMENT IN FUNDS - GROUP
PRIOR YEAR

	At 1 January 2023	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2023
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,990,574	1,597,791	(1,339,338)	-	2,249,027
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	2,365,404	1,597,791	(1,339,338)	-	2,623,857
RESTRICTED FUNDS					
Other restricted funds	34,315	6,598	(12,207)	-	28,706
	34,315	6,598	(12,207)	-	28,706
TOTAL FUNDS	2,399,719	1,604,389	(1,351,545)	-	2,652,563

OTHER FUNDS
These are small funds donated for restricted purposes.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY
Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2024. Mr D Kidner is the spouse of Mrs P Kidner.

The Charity rents premises from Mr D, Mrs P and Mr S Kidner. Rents are paid at a commercial rate and amounted to £Nil (2023: £2,800) for 2024 this included additional spaces for parking and room for animal care workers.

Mr S Kidner, son of Mr D and Mrs P Kidner, is employed on a casual basis, by the Charity to fulfil various tasks, including IT, animal care and facilities work. His pay is based on the hours worked at the market rate.

Mr D Kidner is also paid at the market rate for grounds maintenance services each year.

A total of £890 was donated by Trustees to the Charity during the year (2023: £840).

The group controls the wholly owned subsidiary, Secret World Limited and two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds 2024 £	Total Funds 2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(292,432)	252,844
Adjustments for:		
Depreciation and amortisation	79,436	98,850
(Increase)/Decrease in stocks	(1,371)	(8,056)
(Increase)/Decrease in debtors	92,582	(121,819)
Increase/(Decrease) in creditors	3,261	8,046
Net cash provided by/(used in) operating activities	(118,524)	229,865

24. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

SECRET WORLD WILDLIFE RESCUE

England & Wales - Charity number 1097119

Accounts

Secret World
Wildlife Rescue

Registered company number: 04672215 (England and Wales)

Registered Charity numbers: 1097119, 1097119-1 and 1097119-2 (England and Wales)

REPORT OF THE TRUSTEES AND AUDITED CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

FOR

SECRET WORLD WILDLIFE RESCUE (SWWR)

Uniting Direction accounts incorporating:

SECRET WORLD LIMITED (company 03658761)

THE BLUEBELL SETT CHARITABLE TRUST

AND BLUEBELL SETT

Patrons: *Rose Buck, Lloyd Buck, Jilly Cooper CBE, Mike Dilger, Sarah Fisher, Anthony Head, Martin Hughes-Games, Simon King OBE, Desmond Morris, Chris Packham CBE, Rhianna Pratchett, Valerie Singleton OBE, Chris Sperring MBE, Hannah Stitfall, Michaela Strachan, Billy Heaney*

Registered with

FUNDRAISING REGULATOR

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LEGAL AND ADMINSTRATIVE DETAILS

The Trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 December 2023. The financial statements comply with the Charities Act 2011, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with United Kingdom Financial Reporting Standards (United Kingdom Generally Accepted Accounting Practices) Including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

LEGAL STATUS

Registered Company number:4672215 (England and Wales)
Registered Charity number: 1097119 (England and Wales

Linked charities:

The Bluebell Sett Charitable Trust: Charity number 1097119-2 (formerly 1078691)
Bluebell Sett: Charity number 1097119-1 (formerly 1048323)

Linked trading company:

Secret World Limited: 03658761 (England and Wales)

REGISTERED OFFICE AND OPERATIONAL ADDRESS

New Road, East Huntspill, Highbridge, Somerset, TA9 3PZ

TRUSTEES

Richard Hockey (Chair) (Appointed 04/05/2023)
Wendy Goodwin (Vice Chair)
Chris Stenlake (Treasurer)
Chris Pawson
Dominic Phillips
Hilary Bloor (Appointed 07/12/2023)
Roger Branton (Resigned 02/02/2023)
Marie Negus (Resigned 12/04/2023)

EXECUTIVE DIRECTOR	Jackie Palmer
COMPANY SECRETARY	Chris Stenlake
FOUNDER AND ADVISOR	Pauline Kidner

EXTERNAL ADVISOR	Dr Elizabeth Mullineaux BVM&S, DVM&S, CertSHP, **FRCVS,** acvs Recognised Specialist in Wildlife Medicine (Mammalian)

PATRONS

Lloyd Buck	Anthony Head	Rhianna Pratchett	Billy Heaney
Rose Buck	Martin Hughes-Games	Valerie Singleton OBE	
Jilly Cooper CBE	Simon King OBE	Chris Sperring MBE	
Mike Dilger	Desmond Morris	Hannah Stitfall	
Sarah Fisher	Chris Packham	Michaela Strachan	

BANKERS

- CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
- HSBC Bank Plc, 8 Canada Square, Canary Wharf, London E14 5AH

AUDITOR

- Prentis & Co LLP, 115c Milton Rd, Cambridge CB4 1XE (from 01 January 2020)

FUNDRAISING REGULATOR

Secret World Wildlife Rescue is registered with the Fundraising Regulator and agrees to adhere to the highest standard of good practice with their fundraising. The Charity follows The Code of Fundraising Practice which sets the standards that apply to fundraising carried out by all charitable institutions and third-party fundraisers in the UK. Registered with; Fundraising Regulator.

ACKNOWLEDGEMENTS

The Trustees and Management would like to place on record their thanks to the many people who contribute so much to enable the vital work of Secret World Wildlife Rescue to continue, particularly during the establishment of our new Wildlife Treatment Centre and further development of the New Road site:

- Our donors, friends, and supporters, to whom we remain totally indebted.
- Our volunteers, without whom we would struggle to function effectively.
- Our supportive and dependable Patrons.
- Our dedicated and loyal employees.
- All the local businesses and tradespeople and our long-standing corporate supporters for their assistance and commitment.

A sincere thank you to all who have supported Secret World Wildlife Rescue in any way.

What We Do

OUR VISION

- To prevent wildlife suffering needlessly and to inspire in everyone a love and understanding of wildlife and the countryside.

OUR MISSION

- Provide a rescue service caring for sick, injured and orphaned wildlife.
- Rehabilitate the animals in our care and return them to the wild wherever possible.
- Be a respected source of expertise and a centre of excellence where all British wildlife can receive the best care.
- Inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

Rescue, Rehabilitate and Release:

- Animal welfare is at the heart of what we do.
- Secret World Wildlife Rescue is a place of safety for wildlife.
- We are always there for wildlife.

Respecting:

- We are focused on using our resources wisely and celebrate the vital contribution of our supporters.
- We appreciate the devotion and passion of our volunteers and employees, recognising that everyone has an important role to play.

Sharing knowledge:

- We champion sharing our expertise and enthusiasm with the public and other professionals.
- By engaging the public in learning about British wildlife, we help them to reconnect with nature and encourage protection of its heritage.

WHERE WE WORK

We work across the southwest of England, predominantly in Somerset, Bath, and Bristol. Local animals also come from Cornwall, Devon, Dorset, South Gloucestershire, and Wiltshire.

Some wildlife is also brought to us from as far afield as Yorkshire because of SWWR's specialist experience in wildlife rehabilitation, particularly in rearing and rehabilitating badgers.

Telephone and email advice is also provided to thousands of members of public, veterinary professionals, and other wildlife rehabilitators, across the UK and overseas.

PUBLIC BENEFIT

Secret World Wildlife Rescue's charitable objectives are to undertake the care and rehabilitation of orphaned, injured or otherwise distressed wildlife; and to educate the public generally regarding wildlife with the aim of encouraging tolerance, appreciation, and respect for all wildlife.

In shaping our objectives and planning our activities to meet these objectives, the Trustees have considered the Charity Commission's guidance on public benefit and consider SWWR carries out its Charity purposes for the public benefit as follows:

- We support our local community, free of charge, by rescuing orphaned, sick, and injured wildlife casualties, rehabilitating these and releasing them back to the wild, whenever possible. For animals whose injuries are too severe to enable them to be returned to the wild, the Charity, working with veterinary professionals, provides a quick and humane end to their suffering. The public benefits from the knowledge that there is a centre of excellence which serves as a place of safety for wildlife casualties.
- We are a respected source of expertise about caring for wildlife casualties, and provide free help and advice by telephone, email, social media, and printed materials to members of the public, other wildlife rehabilitation centers and their staff, veterinary professionals, and others across the country.
- We provide volunteering opportunities for hundreds of local community members and companies that wish to support our work. Volunteers also come from further afield in the UK and sometimes from overseas. Many volunteers are students gaining work experience; some volunteers have special educational needs or disabilities and are gaining new social or work-based skills. Others are unemployed and working with us to learn new skills to help them regain their confidence and move forward finding jobs, while others are retired and looking to offer their skills in return for new social opportunities and the chance to contribute to a Charity that they feel passionate about.
- We inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it, so helping to protect our natural environment for current and future generations. We do this through our educational activities, including our courses and annual conference, and by communicating with the public through local and national television, radio, newspapers, the internet, and social media.
- We support other national rescue services, such as the police service and fire brigade, in rescuing trapped or injured wildlife on roads and in other public places from situations that otherwise may place members of the public at risk.

ACHIEVEMENTS AND PERFORMANCE IN 2023

The Trustees have pleasure in presenting their report, together with the financial statements for the Charity for the year ended 31st December 2023.

Here are our KEY ACHIEVEMENTS IN 2023:

- Helped over 4014 animals and given advice via the telephone, Facebook, WhatsApp and emails to over 12,629 members of the public.
- Over 15,703 hours of volunteers' time provided to the Charity across all departments including Wildlife care.
- Successfully released over 1,110 animals back into the wild.
- Over 60 educational events delivered to over 1,500 people across all ages – including our SWWR certificate course awardees.



Opened a new Charity shop in Bridgwater

ACHIEVEMENT OF OBJECTIVES

Strategic plan 2021-2023

An updated Strategic Plan for 2020-2022 was approved by the Board of Trustees in 2019. As a result of the impacts of the COVID-19 pandemic, the Board of Trustees reviewed the plan in 2020 and agreed to roll it over in its entirety to 2021-2023. The Strategic plan describes three major operational aims plus a further four 'enabling' aims which are required to achieve these. Each strategic aim is described with several key features, specific 3-year objectives and the priority objectives/activities that should have taken place in 2020. In 2022 the Charity progressed well with these aims, in particular becoming established in the new Wildlife Treatment Centre, considering plans for other areas of the site, and in the recruitment of new Trustees.

An overview of the seven aims in the current 2021-2023 strategic plan is provided below:

In order to achieve our vision and mission:

1. We will provide an appropriate **first-class animal care rescue, rehabilitation, and release service** for sick, injured and orphaned British wildlife, re-affirming our position as a centre of excellence for high quality care.
2. We will provide **first-class learning, outreach and professional development** which inspires learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.
3. We will ensure **ongoing engagement with supporters, followers, media, other stakeholders and the general public** which is appropriate to each, broad-reaching and responsive to changing communication channels.

How we will achieve our strategic aims:

1. We will be **financially stable**, operating with an annual balanced budget with diversified sources of funding less reliant upon legacies; ensuring we manage our resources efficiently; and maintaining general reserves in line with our agreed reserves policy.

2. We will have constructed a **new Wildlife Treatment Centre**, incorporating the Charity headquarters, fit to serve the Charity for the foreseeable future. (This was completed in 2021).
3. We will have **robust and dynamic Charity governance, leadership and management** which underpins the Charity and leads it forward, enabling our vision and values to be maintained, and which ensures the Charity operates in accordance with legislation and best practice.
4. We will have a **working environment** where employees and volunteers are **helped to fulfil their potential and are appreciated**; where we work within a **culture of equality and nondiscrimination**; and **where all feel welcome** and an **integral member of the SWWR team**.

The Board of Trustees and the Senior team have started working on a new 10-year Strategy focusing on 3, 5, 7 and finally 10 years, this will give us a real understanding of the needs of the Charity allowing us to focus, plan and develop the facilities on site and within our retail business.

STRUCTURE, GOVERNANCE AND MANAGEMENT

LEGAL STRUCTURE

Secret World Wildlife Rescue (SWWR) is controlled by its governing document, the Memorandum and Articles of Association dated 20 February 2003 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Secret World Wildlife Rescue (SWWR) Charity (registered in England and Wales, number: 1097119) was created to unite the existing charitable organisations, Bluebell Sett and The Bluebell Sett Charitable Trust. By uniting the organisations in this way, SWWR could become more efficient in the administration of the Charity and in the conduct of its operations. Bluebell Sett and The Bluebell Sett Charitable Trust have been retained only to receive legacies and regular donations. The results of these unincorporated entities are included in these financial statements. Audited accounts have been produced under the Uniting Direction order.

GROUP STRUCTURE

Secret World Wildlife Rescue controls two unincorporated charitable trusts, Bluebell Sett and Bluebell Sett Charitable Trust. In addition, Secret World Wildlife Rescue also controls Secret World Limited, a wholly owned trading subsidiary which operates the Charity shops, rental of the Bluebell Barn for weddings and external meetings, and other commercial activities which raise funds for the main Charity.

ORGANISATIONAL STRUCTURE

Secret World Wildlife Rescue is the main operational Charity. It is governed by a Board of Trustees / Directors comprising a minimum of three and maximum of ten, responsible for the strategic governance, direction and management of the Charity. Trustees are actively engaged in developing SWWR's policies, processes and capabilities across all functions.

A total of nine Trustees served during the period of this report. The Trustees met for twelve Board meetings, six of which were held "virtually" via zoom. The AGMs for SWWR and its trading company, Secret World Limited, were held in person in August 2023.

TRUSTEE GOVERNANCE AND RECRUITMENT

The AGMs for SWWR and its trading company, Secret World Limited, were held in person in August 2023.

A former Chair of the Board, Roger Branton, stepped down from the Board in February 2023 after many years' service as a Trustee and Chair. His contribution, experience and support of SWWR, particularly in the development of the Wildlife Hospital were significant and immeasurable.

Another Trustee, Marie Negus, stood down in August 2023 due to unforeseen family reasons. Marie made many significant contributions to the Board particularly with her professional knowledge of Fundraising.

The Trustees, employees and volunteers would like to offer their sincere thanks and gratitude to Roger and Marie for their time, advice, support and commitment during their time on the Board.

At the Board Meeting on 7th September 2023, Chris Stenlake stood down as Chair of the Board. Chris led the Charity through some very difficult times such as the COVID crisis and the departure of a previous Chief Executive. Without his hard work and dedication, the Charity would not be in the strong and stable position it is today. Secret World Wildlife Rescue's debt and grateful thanks to Chris are immeasurable.

At the same meeting Richard Hockey was elected as Chair with Wendy Goodwin elected as Vice Chair.

During 2023, after a selective recruitment process, the Board co-opted two further individuals to complement the Board's existing skills matrix. One of those co-opted, Hilary Bloor, brings a wealth of experience relating to Human Resources, joined the Board as a full Trustee in December 2023. The other individual co-opted unfortunately had to step down after a month due to work commitments and the timing of meetings. However, after these issues have been addressed, they will be co-opted back to the Board in 2024.

The Board now, perhaps more than anytime previously, has a broad and diverse knowledge base. Recruitment to further strengthen this is planned for 2024.

Appointment of Trustees

SWWR has developed and maintained a rigorous process for the recruitment and appointment of its Trustees. Detailed job descriptions have been formulated and used when advertising vacancies which are advertised publicly. Prospective candidates are required to provide up-to-date CVs, complete a skills audit and attend an interview with a Board panel of at least two Trustees to ensure they have the skills needed.

If selected from interview two suitable references are also sought and DBS checks are undertaken if appropriate for their role.

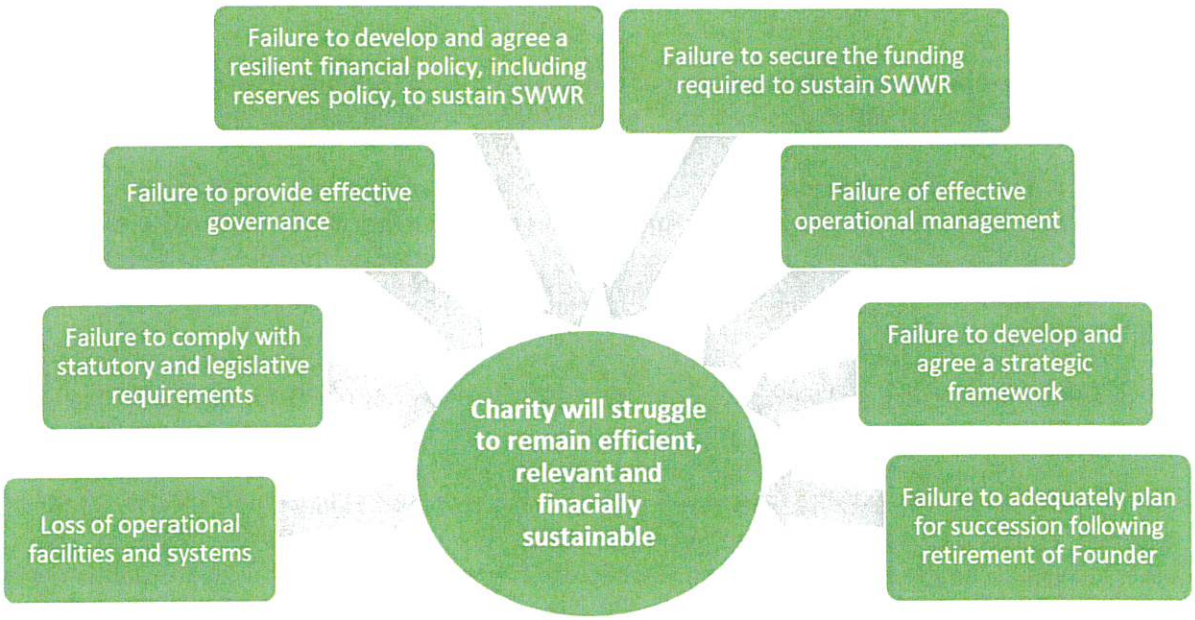
Trustee Induction and Training

All prospective Trustees are required to have individually designed induction training. This involves them spending at least one day meeting senior management and other key employees and volunteers, as well as being briefed about key operational areas, including animal care and fundraising. Trustees are then encouraged to start using their specific strengths and experience to contribute to discussions and meetings and begin supporting and advising on specific initiatives that play to their strengths.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the Charity is exposed and ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

The ongoing operational, business, financial and reputational risks faced by the Charity are identified as follows:



The Trustees confirm that they have established systems to mitigate significant risks and have prioritised efforts regarding risks with highest probability and significant potential impact. A robust set of mitigating actions are in place with relevant managers, together with the Board of Trustees and the Executive Director taking ownership of their risks. This will give greater control over risks and enable the Board and senior managers to plan preventative action before anything untoward occurs.

PEOPLE AND CULTURE

OUR SUPPORTERS

Secret World Wildlife Rescue would not exist or carry out the amazing work we are able to, without the ongoing backing of our loyal supporters. It was fantastic to see our supporters at open days and increasingly at other events as the year progressed. We are constantly in awe of their generosity in giving both their time and financial donations to the Charity.

From us all at SWWR, please accept our sincere thanks for all your support in 2023.

OUR PATRONS

Our Patrons (listed on page 1) continued to contribute to offer their name, support, and advice to the Charity.

CHARITY MANAGEMENT, LEADERSHIP AND STAFFING

In 2023 the board of trustees appointed Jackie Palmer as Executive Director, who rose to this challenge remarkably. Jackie is supported by a Senior Management Team (SMT) including the Charity Founder and Advisor Pauline Kidner (see Founder's Report p13) and Scientific Advisor, Dr Elizabeth Mullineaux, Mike Still Head of Retail and Daniel Harding Head of Finance. Sadly, Josie Nott made the decision to leave Secret World. Laura Bennett was appointed Head of Wildlife care; Laura comes to us with a wealth of knowledge and experience. New regulations for veterinary care in September meant that Secret World has had to become a veterinary practice premises and now employs a part-time vet. With the extra pressure of wildlife care the Charity is hoping to extend the reception duties from 8am – 8pm to 6am through to midnight with an advice service from midnight – 6am. This necessitated our staff being prepared to change working patterns In December 2023.

OUR EMPLOYEES AND VOLUNTEERS

Secret World Wildlife Rescue provides seven day a week, 365 days a year service for between 12-16 hours per day depending on time of year. This requires the services of a large number of employees and volunteers, especially in the busy spring and summer seasons. During 2023 Secret World Wildlife Rescue employed an average of 23 full-time and 9 part-time employees on the main site and at its Charity shops. This equated to 27.7 WTE (Whole Time Equivalents). In addition, our casual workers performed an invaluable function covering evening shifts, weekends, and employees' absences, often at short notice.

As is the case in all organisations, during 2023 we said goodbye to some employees, with 11 employees leaving us to take up new roles. When employees leave it is good to reflect on how much they have grown and their knowledge has developed during their time with us. Many employees took up exciting new posts in other parts of the UK and in some cases even new countries. Although they are no longer with us at Secret World Wildlife Rescue, many of them are still in touch and continue supporting the Charity, visiting and helping as volunteers from time to time. Thanks to all those employees who left us in 2023 and we wish them well.

We also welcomed 11 new employees, they come with a wealth of knowledge and experience that will lead Secret World from strength to strength into 2024.

Secret World Wildlife Rescue relies on the generosity of volunteer staff and in 2023 our Head of Volunteering recruited an impressive 190 new volunteers.

Founders Report - (Pauline Kidner, Founder and Advisor)
We had our first course on 'Setting Up a Wildlife Hospital' as an addition to the other courses we generally hold. A specific course on Foxes and Garden Birds was also added to list of wildlife courses as part of our educational programme.

Our 4th Conference took place on a weekend in February with one day for Conservation and the other for Wildlife Rehabilitation. The following Monday a Wildlife Hospital meeting was held at Secret World with 20 people representing 10 centres. This was a very useful day for exchanging ideas and solving problems that we all seem to share.

It was a vet leaving after the conference who saw a badger on the M5 motorway where the carriageways split. The badger was on a narrow ledge of concrete next to the fast lane and had been there all day. The vet recognised that the badger was still alive and contacted us. With help from the Traffic Police, all traffic was stopped allowing our staff to rescue it. Netted successfully despite being next to a 20 metre drop and recorded on a go-pro camera, the rescue went viral.



In early spring a letter received from the RSPCA, which had gone out to all wildlife rescue centres and vets nationally, made us all aware that they were no longer responding to wildlife casualties the size of a rabbit, hedgehog or bird. Members of the public were to be told to take the casualty to their nearest wildlife centre or vets. This was additional pressure on our staff and volunteers throughout the year.

To make matters worse, the whole year was affected by Avian Influenza and our admissions of birds were dealt with outside the building and then taken to an isolation room for several days before taking them into our bird section. Sadly, throughout the 12 months we were unable to take swans, seabirds and waders which was incredibly difficult for our staff and volunteers who just want to save animals.

Our Easter Open weekend was cancelled due to the very wet weather leading up to the holidays. Unfortunately, we were unable to use the field for parking, so we were unable to welcome the public to our centre. Our Fundraising Manager David Plant took on a sponsored walk to help with the funds and raised over £3,000 which was amazing.

Our staff and volunteers were put forward to the Pet Plan for the Charity Team Award and I'm very pleased to say that SWWR were the winners. A well-deserved award because our team had worked so hard and supported each other to overcome the extra work caused by public events and new projects through the year.



We had two main news stories through the summer. Two little owls were found under the Pyramid stage at the Glastonbury Festival and a nest of bluetits that had nested in the wing mirror of a horse box. The horse box had travelled 3 hours to Somerset without realising they were in there. Eventually the mirror was disconnected and brought to Secret World with all 8 fledglings safely removed and were soon feeding!





Training was given to the Somerset and Devon Badger Group on Badger rehabilitation and rescue. Secret World has worked through the year with the Badger Trust to help create new fact files to help badger groups throughout the country – with our involvement being veterinary advice, badger cub rearing and adult badger rescue and care.

A Secret World two-day conference in Calderdale about badgers was attended by badger group members from Derbyshire, Lancashire and Calderdale to name a few. Over 50 delegates attended. Special open days at Secret World were held for Friends of Secret World, neighbours, release site landowners and corporate companies. Talks held locally for W.I.'s, Royal British Legion, U3A and church groups. Zoom talks were held for the Scottish Badgers and Leicester Wildlife Trust.

We were sad to hear that Guernsey Rescue was closing down especially as we have worked with them in the past. Sue Vidamour, the Founder, came to visit and gave us a wonderful donation of £95,000 as she was distributing the Charity's assets. We are indebted to her for such a wonderful donation.



After 30 years of wildlife rescue, we were sent out for our first rescue of beavers! These were two yearling beavers that had become trapped in a storm drain. They recovered and were eventually returned to the wild.

It has become increasingly evident that some of our pens are reaching the end of their lives. We need to start planning replacements but need to improve utilities through the centre before any new build can take place. Extra veterinary requirements will have to be taken into consideration in future plans.



10 years after the first cull of badgers in Somerset and Gloucester, 210,000 badgers have now been culled. Secret World attended a petition outside Parliament with our costume 'Bluebell' to highlight the senselessness of killing so many badgers. Culling of badgers now covers nearly two thirds of England.

We have sadly lost several long-term volunteers this year, all became friends and are very much missed. Chris Cornell, who had supported Secret World right back in the 1990's, has left his biological collection to the Charity. Items that are indigenous have been kept to create a display in our education area and the remainder has been sold as requested. I am sure this collection will be a wonderful asset.

Our Charity is committed to becoming paperless with a new recording system that is slowly being introduced ready for next year. We aim to be more environmental in our actions and by using the right substances on site. Our wildflower hedgerow is continuing to progress with an ever-increasing number of species that we hope will become a strong seed dispersal to other enclosures and pathways across the centre.



External Relations and Fundraising Report - (David Plant, Fundraising Manager)

The cost-of-living crisis continued to bite in 2023 and we were not immune from this, with the cost of everything going up and lots of people less able to donate. However, our supporters' commitment to helping wildlife never ceases to amaze us, and despite the challenges were delighted to end the year with a healthy income.

While some areas of fundraising – appeals, events, collections, and adoptions – brought in less than we'd hoped, other areas – unsolicited donations, in-memory, collection boxes, corporate, and community – did better than expected. It's sometimes difficult to pinpoint why, but receiving a lot of publicity is likely to have been a factor, helping us reach a wider audience.

Legacy income is crucial as always, making up almost half our total income in 2023. Though unpredictable, gifts in wills are a vital source of income for us and were up 50% on 2022.Thank you so much to everyone who donated money, bought us essential items, raised money, shared our social media posts, gave us things to sell in our Charity shops, attended an event, and sent us fundraising ideas. All your collective contributions really matter and help give sick, injured and orphaned animals a second chance at life in the wild.



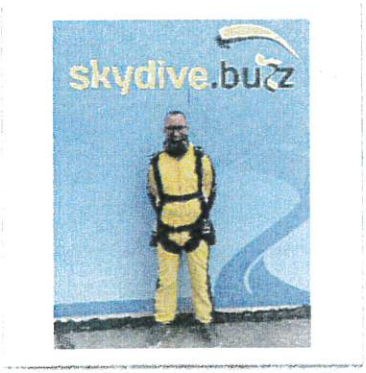
Some external relations and fundraising highlights from 2023:



- A great start to the year as SWWR was chosen at the Ritz Social Club's 2023 Charity of the Year. Thanks to a busy events calendar, including three pub quizzes, a sponsored walk and a race night, they helped raise £2,654.50. The Christmas quiz was a particular highlight, one of their busiest ever raising over £400.
- Protect the Wild kindly donated £2,500, and after visiting our centre they shared our work on their blog and social media, giving great exposure to their significant supporter base.

- Supporter Sue Perkins and a couple of friends ran a Christmas craft stall with proceeds to SWWR. Raised £479.20 in total.

- Our "Baby Shower for our Orphans" spring appeal raised just under £10,000, allowing us to purchase new incubators and feeding equipment.



- Two daredevil fundraisers took on our "Skydive for Wild Lives" challenge in April, bringing in sponsorship of £1,547.26 between them.

- We were chosen by Barratt Developments South-West for £1,500 donation after a successful application to their Barratt David Wilson Community Fund.

- Our friends at Somerset Passenger Solutions were busy fundraising with staff Christmas shopping trip and raffle which raised £316 in total.

- David, our Fundraising Manager, walked almost 30 miles between our charity shops on a warm day in May, raising a fantastic £3,386 in sponsorship.

- A kind supporter donated a specially commissioned hedgehog painting for us to raffle, which helped raise £1,231.

- Profit on sales through our Teemill store raised £112.73.

- We found ourselves in the centre of a big media story in July, after the news of "Axl and Slash", the little owls found under the Pyramid Stage at Glastonbury Festival received global coverage. The story was shared by outlets in Japan, Israel, and Canada, and got a mention on the real Slash's Instagram.



- An amazing volunteer organised a group of people to do the Tough Mudder 15K in August, including our Learning and Engagement Officer George. The seven brave fundraisers brought in £1,154 between them.

- We updated our online presence with a new events website. This has made it much easier for people to register for fundraising and education events. We also started giving donors the option to give a little extra and cover the processing fees for their donations, which had a very good take-up and generated £363.

- Lots of supporters raised money while buying and selling online, including Give as you live (£108.67), Easy Fundraising (£20.07), and eBay for Charity (£3,209.38)

- Beverley Bowe and Helen Allen raised £451 with an online craft auction.

- We were delighted to be involved with the first Highbridge and Burnham Eco Festival. The council-run event was opened by our founder Pauline and featured a talk about litter by George.



- Our Charity of the Year partnership with Radstock Cooperative Society came to an end in July and we were blown away by the level of support. Through collection pots in their stores, a store manager doing a skydive, and company donations, we received an incredible £5,514.67 through this partnership.

- Ashwicke Classic Trails Club raised £355 through their motocross event.

- Our popular wildlife adoptions brought in £38,508. These are purchased either as one-off annual gifts, or as ongoing support through a monthly donation.



- Our rebranded "Fun Day" public events were popular again, although attendance was down on last year overall. The Easter event was sadly cancelled due to very wet weather in the weeks before, a common problem at that time of year. Total attendance for our May and August events was 1,928.

- Facebook and Instagram users were generous again this year, donating £3,593.42 to fundraising pages and £998.36 to donation posts.

- It was a great pleasure to host our annual Auction and Ball at the Webbington Hotel once again. This fun evening of food and entertainment is a great opportunity for us to spend time with supporters old and new, and made just under £4,500 profit.



• Bakkavor's Highbridge factory showed their support for wildlife again in 2023. They raised £686 through on-site fundraising activities, running a hot dog sale and Halloween raffle. The company's head office very generously matched this amount, doubling the amount!

• Collection pots hosted by businesses and collections at events brought in a fabulous £6,178. All that spare change really does add up! Special mention to the Black Cat Micropub in Weston-Super-Mare who use theirs as a "swear jar;" they dropped off an incredible £341.15 from this!

- A team of volunteers, led by our Head of Volunteering Gemma, collected for Secret World at Bridgwater Carnival. It was a privilege to be involved with such an important local event and we're grateful to everyone who threw a coin in their buckets. We received a very nice £277.31 from the event.

- It was our pleasure to get involved at Glastonbury Frost Fayre, which gave us an opportunity to take over the space outside our charity shop as well as having a stall on the High Street. A long and cold day but well worth it; we raised just over £1,700 between the stalls and shop sales.

- Our "Intensive Care Kennels" autumn appeal raised just under £14,500 for some bespoke multi-use pods for our badger room. Not just for badgers, these will be used for different species based on seasonal needs.

- Several supporters took advantage of our Free Wills offer from Bequeathed, with most choosing to include a gift for wildlife.

- We welcomed new supporters to the 'Friends of Secret World' group, which gives people regular benefits and updates to say thank you for helping wildlife. Friends donations totalled £8,708 in 2023.



• The talented Ferne Creative designed and sold a hedgehog pin badge to raise money for wildlife. Sales are ongoing with a first donation of £200 made at the end of the year.

• Thank you for an unexpected £500 donation from the Music Royalty Company. We were nominated for their Christmas charity gift by their CEO and succeeded in a staff vote.

Grants, in-kind donations, and corporate support

It's not just cash donations that keep our Charity running. We are only able to keep our doors open for British wildlife due to the incredibly kind individuals, groups, and businesses who donate products and expertise in support of our work.



Donation points in local supermarkets and pet shops have given us a steady supply of pet food and cleaning products, and we have continued to use our Amazon Wishlist for more specialist and urgently needed products. We are so grateful to everyone who uses these, and for responding to appeals for blankets, towels, and newspaper. You are saving us thousands of pounds a year and helping us utilise cash donations where they are most needed.

We are incredibly grateful to the following organisations for awarding us grants throughout the year:

- The A & R Woolf Charitable Trust, Joanna Toole Foundation, Jean Sainsbury Animal Welfare Trust, The Beryl Evetts and Robert Luff Animal Welfare Trust, The Calypso Browning Trust, The Rose Animal Welfare Trust, The Treasure Charitable Trust, Hare Preservation Trust, Holbeche Corfield Charitable Settlement, and The Walker 597 Trust for support with our day-to-day wildlife care costs.
- The Ostacchini Family Charitable Trust and Marjorie Coote Animal Charity Trust for their contributions to the cost of upgrading our facilities and enclosures.
- The Audrey Emma Lamb Charitable Trust for helping with our release costs.
- Michael and Shirley Hunt Charitable Trust and Animal Saviours for providing funds to help us purchase new incubators.

With so many generous corporate and professional supporters it is obviously impossible to list them all, but in 2023 particular thanks are due to the following local and national businesses/organisations for their significant support:

Asda Highbridge
Bakkavor Desserts
The Black Cat Micropub
Churchill Inn
Cobbs Wholefoods Somerton
Cora & Co.
Crusty Cob Burnham
Diverse Fine Foods
Experience Days
Grand Pier Weston-super-Mare
Haynes Motor Museum
Holland and Barrett Street
Kingston Veterinary Group
Axe Valley Vets
Bird in Hand Bridgwater
Bridge Veterinary Surgery Highbridge
Cintra HR & Payroll Services
Coop Woolavington
Crowpill Stores
Deane Veterinary Centre
Edge Sculpture
Glenmore House Vet Surgery
Guernsey Animal Aid
Hiddel Brock Wood
Homesense Taunton
Kite Packaging

Langford Small Animal Practice
Monkton Elm Garden Centre
The Music Royalty Company
Owley Woods Glamping
Protect the Wild
Radstock Cooperative Society
Rosemary Lodge Vet Hospital
Somerset Passenger Solutions
The Tank Museum
Tesco Glastonbury, Weston-Super-Mare & Yeovil
Unity Farm Brean
Wessex Water
Wookey Hole Caves
Midsomer Veterinary Centre
Morrisons Bridgwater
Natural Pets of Wells
Pets at Home Yeovil
Puxton Park
The Ritz Social Club
Somerset County Cricket Club
Spar Cannington
Tecni LTD
Toogies Café
Vale Vets
Wildlife World
Yeo Valley

Release Report - (Charlotte Wroe, Release Co-ordinator)

11 badger cubs were soft released into the wild in 2023, unfortunately a series of storms shortly after moving made their return to the wild complicated. They were released earlier than they normally would be and dispersed from their artificial setts soon after being set free. They are returning to forage in Spring 2024 and checking out their artificial setts. One badger cub was returned to where it came from, it was an urban clan with a big park to forage in and plenty of gardens to support them. 26 fox cubs returned to the wild in 5 different groups. One group of three males attracted local foxes whilst in their soft release enclosure. We soft release orphaned wildlife so they can meet the wildlife that resides there already and it's always magical to see that happening on trail cameras. One of the males has stayed at the site and paired with a female.





Event Report (Abby Clark, Events Co-Ordinator)

Private Events

Built in 1902, the Bluebell Barn was originally used to house pigs, chickens, goats and eventually, was used as temporary accommodation for recovering hedgehogs. The barn was affectionately named after one of the first badgers reared by founder Pauline Kidner, called Bluebell, with whom she had a close relationship even after its release.

The Bluebell Barn now;



Now, with its original 100-year-old stone flooring still intact, the barn can be hired out for private functions. All of the funds from its hire go towards continuing the work of rescuing, rehabilitating and releasing injured and orphaned British wildlife. The barn can be hired for parties, wakes, corporate meetings and more. A huge focus for 2023, has been setting up the venue to grow the revenue taken from private events and from weddings specifically and becoming more prevalent within the events sector in the Southwest.

The Bluebell Barn housing goats



Weddings

In 2023, the Bluebell Barn held 3 weddings, with a total revenue of £2,290.00.



Kate and Jack's wedding at the Bluebell Barn in June 2023.

To help us in growing this method of fundraising, a few objectives were put into place:

1. Invest in the venue to ensure that it is safe and functional for private events.
2. Promote the venue as a semi separate entity to the Charity.
3. Begin to connect with other businesses within the sector and connect with the local industry as a whole.
4. Put into place wedding packages and an efficient booking process.

Investment into the barn during 2023 included:

- 50 new chairs – were purchased to ensure quality and uniformity
- Glassware
- 50 white chair covers
- Sweet cart to hire out
- Chair sashes
- 15 Branded Carafes
- Graphics for glass
- Easels

Investment into the barn will continue into 2024 to ensure it is functional and remains clean and tidy.

Promotion for the venue came in print and online. The aim of this promotion was to start to establish an identity for the Bluebell Barn. The venue needs to be seen as separate from the Charity to some degree. This will allow those looking for venues to be introduced to it even if they have no previous knowledge of the Charity. However, it is also important that the work of the Charity stays at the forefront of the Bluebell Barn as one of the main selling points. People introduced to us this way will then hopefully go on to become long term supporters.

In 2023, as well as pushing the venue regularly in SWWR publications, the main Charity social media pages and during fundraising events, the following actions were taken:

Print adverts

- Western Times
- Somerset life

Separate Facebook page set up for the Bluebell Barn

Set up in November 2023, currently has 42 followers and 17 likes.

Begin to connect with other businesses within the sector and connect with the local industry.

To help us in making connections within the industry, we have been working on creating a preferred suppliers list for our private functions. So far, we regularly recommend a florist, photographer, caterer and make-up artist. In return, our clients receive 10% off their services.

3 wedding packages have been implemented. The packages are named after British wildlife; Hedgehog, Fox and Stag packages. They are various sizes and prices, to accommodate everyone's budget. As well as packages, we have created a list of additional extras that can be added. This is essentially a list of all the services we can feasibly offer at this point. Basic rates now range from £780 - £2,230 with upselling available on top of this. A booking process has now also been implemented.

Weddings booked and forecast for 2024

With implementation of the new changes, we currently have 7 confirmed weddings booked for 2024 with an overall value of £12,677.14.

Pricing and packages for other functions such as parties and wakes need to be looked at and updated.

Fun Days

Fun Days calendar for 2023:
Unfortunately, due to bad weather the Easter weekend event had to be cancelled.

May Fun Days Attendance - Adult 634, Child 299

August Fun Days Attendance - Adult 547, Child 448

2023 marked the last year of running our traditional Fun Days for the foreseeable future. We have decided that we want to trial running events with more of an educational focus.

Auction and Ball



2023's annual Auction and Ball took place on October 21st at the Webbington Hotel and Spa with 168 attendees and included a three-course meal. The theme was 'Down under in Australia' and the entertainment was a Casino, DJ, Live Band and a Magician. The auction had 82 silent auction prizes, and 12 main auction prizes. 6 Sponsors supported us and we employed 8 staff and 11 volunteers on the night.

Expenses	**£**
Advertising	71.58
Ball Posters	100.00
Ball Programme	0.00
Casino	630.00
Disco	270.00
Band	400.00
Magician	400.00
Staff Food	84.25
Decorations	1,007.15
Expenses	69.00
Webbington	5,293.00
Staff	931.04
Stationery	129.26
Total Expenses	**9,385.28**

Financial Report-

Ball and Auction 2023

	2023
Income	**£**
Main Auction	3,280.00
Silent Auction	1,677.00
Casino	370.00
Raffle	1,145.00
Donations	0.00
Adverts in programme	1,750.00
Ball ticket income	5,635.00
Trading sales	300.00
Total Income	**14,157.00**

Improvements for 2024 –

- We would like to look into other ways in which to run the silent auction to cut down on the staff, time and resources required.
- Trialling the event without a theme to make its organising easier, more replicable, and ultimately reduce expenditure.
- We would like to receive more sponsorship to help in covering our costs.
- We would like to improve corporate interest to boost ticket sales.

Learning and Education Report - (George Bethell, Learning & Engagement Officer)

Children's and young adults' education



Our aim is to inspire a love of nature within young people and encourage them to learn more about the environment and how to protect it. 2023 presented an opportunity to continue educating local schools and community groups about British wildlife. Across the course of the year our Learning and Engagement Officer George was able to speak to over 40 community, youth and school groups, discussing the dangers faced by British wildlife and talking about what we can do to help wildlife in our local area. The southwest division of the National Fostering Agency brought a group of young people and their carers in the half terms throughout 2023, they learnt about Secret World and joined in lots of different activities such as pond dipping and nature walks.

It was promising to see that despite the retiring of our birds of prey our engagement figures remained on a par with 2022.

Despite having to cancel our Easter open weekend due to inclement weather our May and August 'Fun Days' were a success and we continued to educate the public about the work of Secret World.

We expanded on our 'Working with Wildlife' course in the summer holidays, opening it up to 14 and 15-year olds with an interest in wildlife. The 3-day course was targeted at those interested in studying animal care or ecology and considering a career in the industry. The course offered a mixture of lectures and hands on practical sessions finishing with a career session where some of our wildlife carers offered an insight of how they got into the industry and were available to answer questions.



Our Learning and Engagement Officer George is always looking at new ways of expanding our educational offering and 2023 was no different. We introduced a practical hedgehog house making workshop, this proved a hit with over 40 hedgehog houses being made throughout the summer. We were able to use these to release some of our hedgehogs and sell in our Charity shops.

Adult engagement and learning

In 2023 we continued to run our ever-popular wildlife rescue and rehabilitation courses, they have continued to grow and have a very good following online with attendees from the UK and farther afield. In the future we would like to expand these courses and invest in an online learning platform to host them all.

Plans for 2024

In 2024 we hope to be able to offer some sessions for home educator groups alongside getting some funding to offer some free education sessions in the community. It would be great if we could further develop our links with other charities such as the RSPCA and Somerset Wildlife Trust. With the hire of our new vet we will be looking to host our veterinary CPD courses again as these have proven very popular amongst vets and veterinary nurses

Volunteering Report – (Gemma Payton, Head of Volunteering)

At the beginning of 2023 we launched a new combined staff & volunteering database called Bright HR in replace of the current system Better Impact. Before the crossover we had 350 registered volunteers, however many of whom were not actively volunteering so it was not a clear reflection. In order to create a volunteer profile on the new database, volunteers had to actively re-register themselves online which gave us a true number of volunteers, approx. 150. Over the course of 2023, we have recruited over 190 new regular volunteers and now have a total of 340 active volunteers and increasing every week.

In 2023 volunteers contributed 15,703 hours of time at the main site, this equates to £163,625 (+3% on 2022). These figures do not include the hours contributed by over 70 response drivers that collect & transport injured & orphaned wildlife on our behalf, or our 30+ retail volunteers that volunteer at different locations off-site.

We heavily rely on the support of volunteers across all departments.

Department	Number of Volunteers
Wildlife Care	116
Reception	6
Maintenance	8
Retail	36
Events	34
Response Drivers	78
Ambulance Drivers	4
Student Placements	36
Education	4

Without the generosity and dedication of our volunteers, the Charity would not be able to function across all these organisational areas and achieve everything that it does.

In 2023 we had 36 volunteer Placement Students, with placements ranging from 3 weeks to 1 year. They come to us to gain work experience and training from our Wildlife Care experts, often with ambitions to move into wildlife, veterinary or other environmental careers. They are able to learn a great deal during their time with the Charity and we have always received positive feedback with many returning to volunteer or work with us when they have some time to do so.

In 2023 we had 14 corporate groups, totalling an extra 146 pairs of helping hands. Corporate volunteer days provide vital volunteer support for our manual outdoor tasking all year round, especially for specific projects.

In 2023 we hosted 23 volunteer introduction tours (totalling approx. 230 people) of the treatment centre and site for potential new volunteers. It's a way for us to invite people to learn more about what we do and how they can get involved in a volunteering capacity based on what will suit their skills and availability.

We have been busy during 2023 creating a more structured approach to the volunteer recruitment and induction process with a specific induction training PowerPoint for each department including for our response drivers who mostly volunteer independently from the main site.

Wildlife Care Report - (Laura Bennett, Wildlife Care Manager)

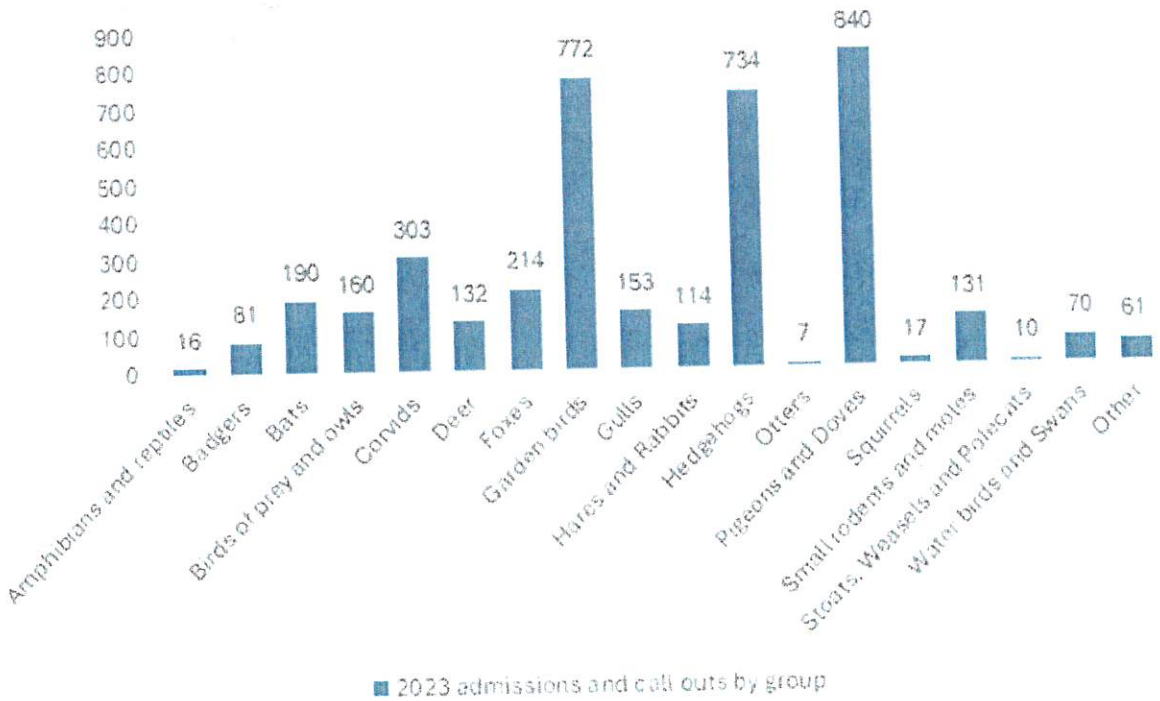


Chart showing the number of casualties admissions and call outs in 2023 by species group.

In 2023, 4014 wildlife casualties were admitted to Secret World Wildlife Rescue. 2258 (est) animals were rescued by our Secret World Wildlife Rescue Response Driver (SWRDs) volunteers, with others being brought directly to the centre by members of the public or transferred from vets. The Charity also provided advice to 12629 queries via telephone calls, Facebook, WhatsApp and email throughout 2023.

During 2023 we successfully released over 1110 animals brought into Secret World Wildlife Rescue. Successful releases included 50 foxes, 26 badgers, 63 bats, 455 birds (excluding birds of prey), 43 birds of prey, 307 hedgehogs, 39 hares and rabbits, 59 rodents, 63 corvids and 5 deer. Avian Flu remains with us and the continuing impact of this is likely to be around for some time and this is reflected in admission numbers compared to previous years.

In December Secret World became a registered vet practice and employed part time vet Felicity Whitehouse. Felicity and the Wildlife Care Team worked hard to get the correct process and facilities in place to make sure we were fully compliant. Employing a vet allowed us to provide wildlife with better veterinary provision and medical treatment without relying solely on external vet practices. This extra provision means Felicity can share her knowledge with the Wildlife Care Team and train our new wildlife carers on the triage process. In autumn new regulations were brought in by the Royal College of Veterinary Surgeons in relation to controlled drug usage, and having a vet on site meant we were better equipped to adjust and adapt to the new regulations.



Wildlife Vet Felicity carrying out microscopy and assessing a fox casualty.

October saw a first for Secret World Wildlife Rescue when we received a call about an "otter" trapped in an overflow drain. We sent our Wildlife Care Assistant Matt in our wildlife ambulance and within the hour he had located the animal in question. However, much to our surprise, it was in fact not one but two beavers! Beavers are the largest rodent found here in the UK and in recent years have been released into the wild as part of reintroduction programmes. The beavers were trapped in an overflow drain that was filled to around a metre's depth of dirty water. It was important to get them out as quickly as possible, as they were at risk of drowning if left in the storm drain. One of the beavers appeared much weaker than the other, so it is likely it had been trapped in the drain for a longer period.

After rescuing them and placing them into secure metal cages for transportation, Matt drove the beavers (suspected to be last year's young) to RSPCA West Hatch in Somerset. We work closely with other centres to ensure that wildlife receives the best possible care. The RSPCA centre had experience working with beavers in the past, so were best placed to look after them in this situation.



Beavers in cage after being rescued by Matt from a storm drain.

The end of the year saw the introduction of changes to hours, with reception staff doing less hours in the quieter months. Wildlife care took over covering reception in the evenings and receptionists began to learn aspects of wildlife care. This additional training for staff means we now have a well-rounded team who are able to help their teammates wherever needed.

Facilities and Maintenance Report - (Nick Davis, Head of Facilities)

There have been some major changes and improvements to the site in 2023 and it has been a challenging year for maintenance, but our dedicated and resourceful team continue to achieve results in difficult situations.



In January we completed the workshop move. It is a massive improvement for the maintenance team, we have much more space, and we are continuing to organise and develop the area. In due course we are looking to add a water supply for washing facilities and to enable vehicle cleaning. The storage yard adjacent to the new workshop was previously the fawn paddock so we set about erecting a new one next to the pre-release pens in readiness for new arrivals in the spring months.

New and improved workshop facility.

In March Mike Still, Head of Retail approached the empty Debenhams store in Exeter and was given permission to remove all the shop fittings he required, shelving, blue storage crates, display units, cages and any other equipment for free. We therefore made several trips in our vehicles and made it our mission to collect as much as we could in the allotted timescale. Amongst other fittings, we were able to get all the racking and blue storage crates we could possibly use and have saved thousands of pounds as a result.

It was then all hands-on deck to vacate the haybarn that we had previously used for site property and donations storage. There was plenty to do and a lot of clearing out was needed before we could hand the keys back and prepare to move into the brand-new storage facility in Highbridge.

We then started fitting out the Retail Hub, as it is known, in earnest and we were able to completely rack it out, and by utilising the acquired crates, have created an enormous amount of better organised storage.

In June we were tasked with converting a portacabin into a duckling facility. We cleared it out, added a water supply and fitted a sink unit with water heater. We also added an intermediate bulk water container outside to catch the wastewater for temporary storage until it can be safely flushed away. Unfortunately, we missed the 'window' for receiving ducklings for this year though, but the ever-resourceful Wildlife Care team were able to utilise the space through the winter months for hedgehogs and will return it to duckling use in 2024.



Mike acquired another shop, this time the former 02 shop in Bridgwater and the maintenance team commenced the refit in July. We added the now familiar corrugated metal wall sheets, sliding barn type doors and a featheredge cladded counter made from largely recycled materials. To complete the transformation, we put in display equipment obtained from Debenhams. We returned later in the year to put up the huge 'wrap around' shop front fascia. Quite imposing and makes a real statement in the high street.

New Bridgwater Shop

From the main shop we moved to the back store and completely racked it out with the surplus racking acquired from Debenhams. Due to our previous experiences and skilled maintenance team, we were able to get the shop ready for opening in record time.

Back at SWWR, we relocated a disused shed from the site to the main car park as previously, donations were being dropped in to reception which although much appreciated, at times, could be problematic due to the volume, limited space and need to get them moved. This now means that donations can be dropped directly into the shed, stored and moved when necessary.

October saw us helping with the setup of the annual Secret World Charity Ball. Two members of the team also later participated in the event as casino cashiers! The evening yet again proved to be a great success.



In November the team helped Mike to completely empty the Burnham on Sea shop for a refit and replacement storage racking. This was a major task and meant storing a huge amount of stock and fittings on site temporarily but enabled Mike to have a 'clean canvass' with which to redesign the layout in keeping with the other shops. We also had sufficient spare racking left over to enable us to create a much-needed storage area in store 4 of the main SWWR site building.

All hands on deck to clear the Burnham shop.

Plans were drawn up to 'zone off' the site in early 2024 meaning that the public areas would be separated from the site by fencing and a new animal care storage facility would be constructed adjacent to the Millie Block. This will make life a bit easier for animal care and will clear the existing area in readiness for future development.

We then set about clearing the area around the willow tree opposite the Bluebell Barn. It was totally overgrown and in a badly neglected way but, with the help of volunteer groups, we made good progress. We then moved the static caravan, which had been by the laundry for many years, to the middle of the site. This will be used for student accommodation in summer 2024.

No sooner had we completed this work than the heavy plant moved in to excavate and level the area and create a new vehicular track around the back of the Millie Block and to the west side of the Bluebell Barn. In due course we hope to extend this right down to the pre-release pens at the bottom of the site. We future proofed the works by adding ducting through which we could feed services to other areas of the site at a later date.

Finally, we had several hundred tonnes of crushed concrete and hardcore delivered, levelled and rolled to finish the job. When we complete the fencing in early 2024, the public and working areas will then be separated and the site will take on a more corporate and professional look.

It has been a real challenge to complete these projects whilst still maintaining the day to day running of the site and shops. Once again, we owe an enormous debt of gratitude to our volunteers, without whom much of this valuable work would not be possible, also a big thankyou to Gemma Payton, our Volunteer Coordinator, for organising them for us.



Some of our valued volunteers in action.

Retail Report - (Mike Still – Head of Retail)

Secret World Wildlife Rescue has a linked trading company, Secret World Limited, which manages activities outside of the charitable objects, purely to raise funds for SWWR's charitable purposes. This includes the wildlife training courses and conference, charity shops, online shop and hire of the Bluebell Barn building, garden and attached marquee which are available for weekday and weekend events such as weddings, parties and as an external meeting venue.

These activities bring commercial benefit to increase the Charity's income which in turn supports the SWWR's core activities of animal rescue, rehabilitation and release and educating the public generally regarding wildlife.

2023 saw our charity shop portfolio increase as we opened our largest store to date, Bridgwater (September 2023) and although the shop has only been trading for just shy of four months it has been positively received and supported by the local community. Initial turnover is in line with our expectations, taking £29,656 since opening on the 6th September and looks on track to turnover in excess of 100k in its first year.

The charity shop in Burnham-on-Sea has continued to perform well, generating over £132,000 of income. This is now an established retail business for us although we undertook a refit which saw the shop close for 11 days while the team refitted and re-laid the salesfloor. Since this refurbishment sales increased by 12% year on year.

Back in July 2023 we finally appointed a new manager for our Langport shop who brought with them a wealth of experience in charity shop management. This has had a positive impact on the takings of the store. Takings for 2023 were £55,131. The last few weeks of 2023 saw a 28% year on year sales growth, so we are hopeful this will continue into 2024.

Glastonbury, our smallest shop to date struggled throughout 2023. Attracting volunteers and staff cover for 7 days trading has been difficult combined with staff sickness has impacted our opening hours. We took the decision to reduce trading to 6 days a week back in September. Store income for 2023 was £38,746. We have learnt a lot trading from this very small space and with the changes in layout, ranging and store processes we believe Glastonbury will begin to deliver real growth for us.

We opened our Retail Hub back in February 2023 which has become our operation centre for the stores. We manage our main recycling activity here along with book sales, Marketplace, eBay and our online shop. During 2023 the retail hub contributed circa 10k income. Our plan is to grow this through increased sales through eBay and new ranging for our online shop.

Our new Christmas card design was well received generating sales in excess of £1,500 with our 2024 calendar delivering £2,500 of sales. We continue to look at artisan suppliers for our online shop and will be developing a range of Secret World merchandise.

Cost of Sales were £12,603 and Administrative Expenses were £252,115, leaving an operating profit of £15,036. We aim to open more stores in 2024 as part of our continued strategy to reduce our dependency on legacy income.

FINANCIAL REVIEW

Summary

2023

Total income increased by 38% from 2022 to 2023 largely due to an increase in the amount received in legacy income and from the increase in our trading income.

Operational expenditure increased by 11% between 2022 and 2023. Staff costs played a large part in this increase as they increased by 17% from 2022. Many of the direct costs reduced from 2022 to 2023, although some overheads did increase such as insurance costs and operating leases as we continue to open more charity shops to help fund the Charity.

Income

During 2023, Secret World income totalled £1,604,389, which was a 38% increase on 2022. Our fundraising efforts and legacy receipts made up £1,221,803 of this income (76%) with the remainder coming from charity shop income, education events, and other trading income. Fundraising income decreased by 20% from 2022, which is largely because of a decrease in unsolicited donations from supporters.

One significant source of income in 2023 was legacies which made up £803,729 of our total income. This was a 78% increase in the amount received in 2022 (£452,413). These gifts were vital in helping us to remain financially secure and meeting the increased costs faced by the Charity in caring for the wildlife that come through our doors. We also saw an increase in our grant income of 118% between 2022 and 2023. This increase was due to some larger grants which we were able to source to help pay for education and repair work projects.

Expenditure

The cost of raising funds increased by 38% from £305,567 in 2022 to £422,777 in 2023. This significant increase in costs relates to the increasing cost of staffing due to pay increases and the additional staffing required to manage the site and run our new charity shops. Other costs did see a decrease from 2022 to 2023 except for overheads and depreciation costs.

Charitable expenditure increased by 2% (£16,154) between 2022 and 2023. Wildlife Care direct costs increased by £23,238 because of the increased cost of food and consumables. Direct charitable staff costs decreased by £24,651 despite increases in the minimum wage as casual staff costs decreased over the year. Property costs also increased by £19,834 due to the increased cost of overheads.

Reserves Policy

Secret World Wildlife Rescue maintains a reserves policy for the following reasons:

- To maintain free reserves which are not invested in fixed assets or designated for a specific purpose at the higher of either:
- Three months of budgeted expenditure.
- The amount required to close down the Charity.
- To hold reserves which are designated for a specified purpose.

Our reserves level is monitored and reported to our management and trustees on a bi-monthly basis. The level of reserves required is then reviewed annually when the budget is written.

Given the uncertain financial situation resulting from the COVID-19 pandemic, at their Board meeting in October 2020, the Charity's Trustees voted to change the reserves policy and work towards increasing the reserves target from three months to six months. Thus, while working towards a 5–6-month reserve target range for 2024 (based on identified risks the Charity may face), it was agreed that, for 2023, the Charity should aim for a 5–6month target, with a range of £322,000 - £386,400.

At the end of 2023, Secret World Wildlife Rescue's free reserves were £360,605 which is within the target range. This is to allow the Charity time to replenish its cash levels while costs for the Charity are increasing.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also Directors of Secret World Wildlife Rescue for the purposes of company law) are responsible for preparing the Trustees Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these 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;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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 the group and to ensure that the financial statements comply with Charities Act 2011 and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are

responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

The Trustees confirm that as far as they are aware at the time of approving this annual report:-

1. There is no relevant audit information of which the charitable company and group's auditors are unaware; and

2. The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

Approved by the Trustees and signed on their behalf by:

R. A. Hockey

Richard Hockey, Chair of Trustees

Date 9/10/24

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2023, which comprise Statement of Financial Activities, Balance Sheet, 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 Standards 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 group and charity's affairs as at 31 December 2023 and of its incoming resources and application of resources for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF 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 group and charity in accordance with 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 charity's ability to continue as a going concern for a period of at lease 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.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's report therein. 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.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE .../continued

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 annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the annual report 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 group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES
As explained more fully in the trustees' responsibilities statement set out on page 36 the trustees 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 they 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 group and charity'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 group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS
We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

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 it 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.

THE EXTENT TO WHICH OUR PROCEDURES ARE CAPABLE OF DETECTING IRREGULATIES, INCLUDING FRAUD
Irregularities, including fraud, are instances of non-compliance with laws and regulations. The primary responsibility for the prevention and detection of irregularities including fraud rests with both the management and those charged with governance of the group and charity. We designed 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:

We have considered the nature of the industry and sector, control environment, laws and regulations and business performance of the group and charity, including its remuneration policies. Laws and regulations considered included, but were not limited to, the Companies Act 2006, Charities Act 2011, Charity SORP and FRS102.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud. We also enquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.

We considered the opportunities and incentives that may exist within the organisation for fraud.

Based on this understanding, we designed specific audit procedures to identify instances of non-compliance with laws and regulations, including obtaining additional corroborative evidence as required. Examples of procedures included reviewing large and unusual transactions, reviewing large and unexpected variances, reviewing journal entries and reviewing legal correspondence.

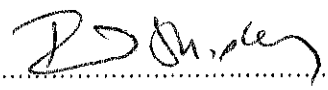
There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement in the financial statements or non-compliance with regulations. The risk of not detecting a material misstatement due to fraud is also higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, collusion, omission or intentional misrepresentation.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

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. This description forms part of our Auditor's report.

USE OF OUR REPORT

This report is made solely to the group and charity's Trustees, 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 group and charity's members those matters, we are required to state to them in a 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 group or charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Ian Shipley FCCA, Senior Statutory Auditor
for and on behalf of Prentis & Co LLP, Chartered Accountants and Statutory Auditors

115c Milton Road
Cambridge
CB4 1XE

Prentis & Co LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

11th October 2024

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
INCOME							
Donations and legacies	2	1,215,205	6,598	1,221,803	845,729	390	846,119
Charitable Activities							
Education		10,112	-	10,112	4,415	-	4,415
Animal Care		200	-	200	-	-	-
Other trading activities	3	356,209	-	356,209	303,749	-	303,749
Investments	4	7,357	-	7,357	744	-	744
Other	5	8,708	-	8,708	8,538	-	8,538
Profit on sale of fixed assets		-	-	-	2,199	-	2,199
TOTAL INCOME		1,597,791	6,598	1,604,389	1,165,374	390	1,165,764
EXPENDITURE							
Raising Funds	6	412,170	10,607	422,777	305,567	-	305,567
Charitable Activities:	7						
Animal Care		755,824	1,600	757,424	724,853	24,174	749,027
Education		164,462	-	164,462	139,460	14,501	153,961
Other expenditure		6,882	-	6,882	9,626	-	9,626
TOTAL EXPENDITURE		1,339,338	12,207	1,351,545	1,179,506	38,675	1,218,181
Net income/(expenditure)		258,453	(5,609)	252,844	(14,132)	(38,285)	(52,417)
Transfer of funds	21	-	-	-	368,975	(368,975)	-
Net movement in funds		258,453	(5,609)	252,844	354,843	(407,260)	(52,417)
Reconciliation of funds:							
Total funds brought forward		2,365,404	34,315	2,399,719	2,010,561	441,575	2,452,136
Total funds carried forward		2,623,857	28,706	2,652,563	2,365,404	34,315	2,399,719

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	2023 £	2023 £	2022 £	2022 £
FIXED ASSETS					
Intangible assets	11		2,278		4,078
Tangible assets	12		1,887,795		1,945,042
Investments			627		627
			1,890,700		1,949,747
CURRENT ASSETS					
Stocks	15	27,280		19,224	
Debtors	16	152,253		30,434	
Cash at bank and in hand		641,932		451,870	
		821,465		501,528	
LIABILITIES					
Creditors: amounts falling due within one year	17	(49,602)		(41,556)	
NET CURRENT ASSETS			771,863		459,972
Total assets less current liabilities			2,662,563		2,409,719
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,652,563		2,399,719
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds	21		2,623,857		2,365,404
Restricted funds	21		28,706		34,315
			2,652,563		2,399,719

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

R A Hockey

9/10/24

Richard Hockey - Chair of Trustees

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2023

	Note	2023 £	2023 £	2022 £	2022 £
FIXED ASSETS					
Intangible assets			-		467
Tangible assets			1,858,244		1,931,882
Investments			30,093		30,093
			1,888,337		1,962,442
CURRENT ASSETS					
Stocks	15	15,753		3,855	
Debtors	16	148,034		21,059	
Cash at bank and in hand		597,495		438,835	
		761,282		463,749	
LIABILITIES					
Creditors: amounts falling due within one year	17	(33,609)		(48,355)	
NET CURRENT ASSETS			727,673		415,394
Total assets less current liabilities			2,616,010		2,377,836
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,606,010		2,367,836
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			2,577,304		2,333,521
Restricted funds			28,706		34,315
			2,606,010		2,367,836

These financial statements have been audited under the requirements of Section 144 of the Charities Act 2011.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1st January 2019) - (Charities SORP (FRS 102)).

For the year ended 31st December 2023 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

The financial statements were approved by the Board of Trustees on 19/9/2024 and were signed on its behalf by:

R. A. Hockey

Richard Hockey - Chair of Trustees

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Total Funds 2023 £	Total Funds 2022 £
Cash flows from operating activities:			
Net cash provided by /(used in) operating activities	23	229,864	48,403
Proceeds from the sale of property, plant and equipment		-	2,709
Purchase of fixed assets		(39,802)	(179,789)
Net cash used in investing activities		(39,802)	(177,080)
Change in cash and cash equivalents in the reporting period		190,062	(128,677)
Cash and cash equivalents at the beginning of the reporting period		451,870	580,547
Cash and cash equivalents at the end of the reporting period		641,932	451,870

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) issued October 2019 (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 principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue 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 note(s).

PREPARATION OF FINANCIAL STATEMENTS ON A GOING CONCERN BASIS

These financial statements have been prepared on a going concern basis as there are no material uncertainties about the group's ability to continue.

These financial statements are prepared in pound sterling which is also the Charity's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

GROUP FINANCIAL STATEMENTS

These financial statements consolidate the results of the Charity and Secret World Ltd.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Grants receivable are recognised when all qualifying criteria have been satisfied and are stated gross within the Statement of Financial Activities, with capital and charitable activity expenditure also stated gross.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

ALLOCATION AND APPORTIONMENT COSTS

Vehicle costs, mobile and land line costs, printing, postage, stationery, office machine maintenance and wages costs have been apportioned between management support costs, animal care and overheads to show a truer representation of direct animal care costs and education costs.

Water rates have been apportioned between overheads and animal care based on estimated consumption directly attributable to care of animals including laundry.

Management, animal care and fundraising wages have been apportioned between animal care, education and management based on the time spent by each staff on each activity during the year.

All other costs are already accurately split and do not require apportioning.

INTANGIBLE FIXED ASSETS

The Charity previously capitalised the costs of creating a new website, incorporating an online shop. This has been amortised over 3 years on a straight line basis.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

Individual fixed assets costing £100 or more are capitalised at cost.

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

Freehold property	- straight line over 50 years on the cost of buildings and land is not depreciated
Improvements to propert	- straight line over the lease term of either 5 or 20 years
Plant and machinery	- straight line over 4 or 10 years and 25% on reducing balance, depending on the asset use
Fixtures and fittings	- 15% on reducing balance
Motor vehicles	- straight line over 4 years and 25% on reducing balance, depending on the asset use
Computer equipment	- straight line over 4 years

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Stocks are valued on the first in first out basis.

TAXATION

The Charity is currently exempt from Corporation Tax and VAT registration on its charitable activities.

FUND ACCOUNTING

Unrestricted funds, including designated funds, can be used in accordance with the charitable objectives at the discretion of the Trustees.

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

A pension scheme for eligible employees was introduced in January 2016. Secret World employees who meet the criteria for auto enrolment were automatically enrolled into the Work Save Pension Plan with Legal and General on 1 January 2016. The scheme is funded by contributions from the employees and a contribution of 3% from Secret World in 2023 (3%: 2022); this contribution will change in future years in accordance with government legislation.

DONATED GOODS

Donated goods are recognised in the accounts as income under donations with an equivalent expense recognised under the appropriate heading in the Statement of Financial Activities e.g. Animal Care. Where assets are donated, they are again recognised as income under donations with an equivalent asset created under the appropriate heading. Donated goods are recognised on the basis of the value of the gift, being the amount the Charity would have had to spend to obtain the goods.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

2. DONATIONS AND LEGACIES - GROUP

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Donations	219,996	1,000	220,996	274,390	390	274,780
Gift Aid	39,671	-	39,671	46,630	-	46,630
Legacies	803,729	-	803,729	452,413	-	452,413
Grants	151,809	5,598	157,407	72,296	-	72,296
	1,215,205	6,598	1,221,803	845,729	390	846,119

In 2023 the Charity received an estimated £5,788 (2022: £4,823) worth of goods for use in Animal Care Services which has been recognised as a donation with the equivalent expense shown under animal care costs.

Grants received, included in the above, are as follows:

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Individuals	46,184	5,598	51,782	66,428	-	66,428
Corporate	105,625	-	105,625	5,868	-	5,868
	151,809	5,598	157,407	72,296	-	72,296

3. OTHER TRADING ACTIVITIES - GROUP

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Fundraising events	41,318	-	41,318	57,620	-	57,620
Charity shop income	268,481	-	268,481	176,119	-	176,119
Social lotteries	1,993	-	1,993	4,184	-	4,184
Animal Adoptions	37,774	-	37,774	38,355	-	38,355
Other income	-	-	-	3,000	-	3,000
Trading income	6,643	-	6,643	24,471	-	24,471
	356,209	-	356,209	303,749	-	303,749

4. INVESTMENTS - GROUP

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Deposit account interest	7,357	-	7,357	744	-	744

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

5. OTHER INCOME - GROUP

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Other donations - (Friends of SW)	8,708	-	8,708	8,538	-	8,538

6. COSTS OF RAISING FUNDS - GROUP

	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022
	£	£	£	£	£	£
Fundraising costs including for resale	21,707	-	21,707	45,807	-	45,807
Staff costs	268,257	-	268,257	133,136	-	133,136
Amortisation and depreciation	23,645	-	23,645	20,624	-	20,624
Property costs	78,157	10,607	88,764	72,536	-	72,536
Office and IT costs	20,404	-	20,404	33,464	-	33,464
	412,170	10,607	422,777	305,567	-	305,567

7. DIRECT CHARITABLE COSTS - GROUP

CURRENT YEAR

	2023 Animal Care	Education	Other Expenditure	Total
	£	£	£	£
Direct costs	190,010	3,911	-	193,921
Staff costs	444,847	79,020	-	523,867
Amortisation and depreciation	47,272	27,933	-	75,205
Property costs	65,093	43,396	-	108,489
Office and IT costs	10,202	10,202	-	20,404
Governance	-	-	6,882	6,882
	757,424	164,462	6,882	928,768

DIRECT CHARITABLE COSTS - GROUP

PRIOR YEAR

	2022 Animal Care	Education	Other Expenditure	Total
	£	£	£	£
Direct costs	167,493	3,190	-	170,683
Staff costs	472,528	75,990	-	548,518
Amortisation and depreciation	42,123	25,630	-	67,753
Property costs	53,193	35,462	-	88,655
Office and IT costs	13,690	13,689	-	27,379
Governance	-	-	9,626	9,626
	749,027	153,961	9,626	912,614

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

8. NET INCOMING/(OUTGOING) RESOURCES (GROUP)

Net resources are stated after charging/(crediting):	31.12.23 £	31.12.22 £
Auditors' remuneration - current year	6,882	9,626
Depreciation - owned assets	97,049	87,588
Website amortisation	1,800	789
Other operating leases	65,440	35,479

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

There were no Trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

TRUSTEES ' EXPENSES

Total Trustee expenses claimed were £Nil for the year ended 31 December 2023 (2022: £2,146).
Total donations received from Trustees in the year were £840 (2022: £1,585).

10. STAFF COSTS - GROUP AND CHARITY

	Year ended 31.12.23 £	Year ended 31.12.22 £
Wages and salaries	727,497	623,071
Social security costs	48,696	42,032
Other pension costs	15,929	16,551
	792,122	681,654

The average monthly number of employees during the period was as follows (excluding casual workers):

	Year ended 31.12.23	Year ended 31.12.22
Shop	9	4
Fundraising	5	5
Animal care services	13	14
Cleaning and maintenance	3	2
Management	2	1
Volunteer co-ordinator	1	1
Administrative and accounts	1	1
Learning	1	1
	35	29

There were no employees with benefits in excess of £60,000 for the year ended 31 December 2023 (2022: Nil).

The key management personnel of the Charity in 2023 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.
The employee benefits of the key management personnel for 2023 were £59,262 (2022: £73,409).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY

	2023 Website	2022 Website
	£	£
COST		
At 1 January	29,438	25,438
Additions	-	4,000
At 31 December	29,438	29,438
AMORTISATION		
At 1 January	25,360	24,571
Charge for the year	1,800	789
At 31 December	27,160	25,360
NET BOOK VALUE AT 31 DECEMBER 2023	2,278	4,078

12a. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2023

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2023	1,392,368	964,978	133,935	39,590	59,003	86,695	2,676,569
Additions	-	11,726	-	19,444	-	8,633	39,803
At 31 December 2023	1,392,368	976,704	133,935	59,034	59,003	95,328	2,716,372
DEPRECIATION							
At 1 January 2023	39,411	454,866	127,103	24,725	14,282	71,140	731,527
Charge for the year	24,477	48,702	2,142	4,483	11,180	6,066	97,050
At 31 December 2023	63,888	503,568	129,245	29,208	25,462	77,206	828,577
NET BOOK VALUE							
As at 31 December 2023 - Group	1,328,480	473,136	4,690	29,826	33,541	18,122	1,887,795
As at 31 December 2023 - Charity	1,328,480	473,136	4,690	16,555	25,933	9,450	1,858,244

12b. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2022

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2022	1,294,545	934,116	133,935	35,807	45,383	80,483	2,524,269
Additions	97,823	30,862	-	3,783	37,109	6,212	175,789
Disposals	-	-	-	-	(23,489)	-	(23,489)
At 31 December 2022	1,392,368	964,978	133,935	39,590	59,003	86,695	2,676,569
DEPRECIATION							
At 1 January 2022	15,500	408,509	124,545	22,423	29,633	66,308	666,918
Charge for the year	23,911	46,357	2,558	2,302	7,628	4,832	87,588
Eliminated on disposal	-	-	-	-	(22,979)	-	(22,979)
At 31 December 2022	39,411	454,866	127,103	24,725	14,282	71,140	731,527
As at 31 December 2022 - Group	1,352,957	510,112	6,832	14,865	44,721	15,555	1,945,042
As at 31 December 2022 - Charity	1,352,957	510,112	6,832	14,865	34,577	12,539	1,931,882

Included in cost or valuation of Land and Buildings is freehold land of £167,040 (31/12/2022: £167,040)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

13. FIXED ASSETS INVESTMENTS - CHARITY

SUBSIDIARIES

Secret World Limited
Country of Incorporation: England and Wales
Nature of Business: Trading

Class of shares:	% holding	Year ended 31.12.23	Year ended 31.12.22
Ordinary	100.00		
		£	£
Ordinary share capital		29,466	29,466
Retained earnings		46,553	31,496
		76,019	60,962

The Charity was gifted 100% of the issued ordinary share capital of Secret World Ltd (Company number 03658761), a company incorporated in England and Wales. The Trustees deem the market value of these shares to be £Nil. The subsidiary undertaking is included within the consolidated accounts.

14. LINKED CHARITIES

Secret World Wildlife Rescue also controls two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust. Shown below is a summary of Statement of Financial Activities and Balance Sheet for each trust.

SUMMARY STATEMENT OF FINANCIAL ACTIVITIES

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2023	2022	2023	2022
INCOME	£	£	£	£
Donations	-	-	5,940	1,461
EXPENDITURE				
Bank charges	-	-	(60)	-
Transfers made	-	-	(5,000)	-
Net Income	-	-	880	1,461

SUMMARY BALANCE SHEET

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2023	2022	2023	2022
	£	£	£	£
FIXED ASSETS				
Tangible assets	-	-	-	-
CURRENT ASSETS				
Bank	3,307	3,307	4,240	3,360
Total net assets/liabilities	3,307	3,307	4,240	3,360
UNRESTRICTED FUNDS	3,307	3,307	4,240	3,360

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

15. STOCK

	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Fundraising	11,527	15,369	-	-
Animal care services	15,753	3,855	15,753	3,855
	27,280	19,224	15,753	3,855

16. DEBTORS

	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Trade debtors	2,995	3,234	2,100	2,339
Other debtors	114,077	287	114,078	287
Amounts owed from group undertakings	-	-	6,575	-
Prepayments and accrued income	30,074	23,369	25,281	18,433
VAT debtors	5,107	3,544	-	-
	152,253	30,434	148,034	21,059

17. CREDITORS:

Amounts falling due within one year	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Trade creditors	26,589	22,181	10,596	17,797
Social security and other taxes	14,302	10,894	14,302	10,894
Pension	300	300	300	300
Amounts owed to group undertakings	-	-	-	11,183
Accruals and deferred income	8,411	8,181	8,411	8,181
	49,602	41,556	33,609	48,355

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

The following operating lease payments are committed to be paid:	2023	2022
	£	£
Within 1 year	59,000	17,500
2 - 5 years	218,500	70,000
Over 5 years	178,500	-
	456,000	87,500

19. PROVISIONS - GROUP AND CHARITY

	2023	2022
	£	£
Brought forward	10,000	10,000
Charged/(released) to Statement of Comprehensive Income	-	-
Carried forward	10,000	10,000

20. CAPITAL COMMITMENTS - GROUP AND CHARITY

As at the balance sheet date the Charity had no capital commitments for the following year.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

21a. MOVEMENT IN FUNDS - GROUP
CURRENT YEAR

	At 1 January 2023	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2023
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,990,574	1,597,791	(1,339,338)	-	2,249,027
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	2,365,404	1,597,791	(1,339,338)	-	2,623,857
RESTRICTED FUNDS					
Other restricted funds	34,315	6,598	(12,207)	-	28,706
	34,315	6,598	(12,207)	-	28,706
TOTAL FUNDS	2,399,719	1,604,389	(1,351,545)	-	2,652,563

21b. MOVEMENT IN FUNDS - GROUP
PRIOR YEAR

	At 1 January 2022	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2022
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,635,731	1,165,374	(1,179,506)	368,975	1,990,574
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	2,010,561	1,165,374	(1,179,506)	368,975	2,365,404
RESTRICTED FUNDS					
Capital appeal - Education Centre	227,186	-	(14,501)	(212,685)	-
Capital appeal - Wildlife Treatment Centre	180,074	390	(24,174)	(156,290)	-
Other restricted funds	34,315	-	-	-	34,315
	441,575	390	(38,675)	(368,975)	34,315
TOTAL FUNDS	2,452,136	1,165,764	(1,218,181)	-	2,399,719

OTHER FUNDS
These are small funds donated for restricted purposes.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY

Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2023. Mr D Kidner is the spouse of Mrs P Kidner.

The Charity rents premises from Mr D, Mrs P and Mr S Kidner. Rents are paid at a commercial rate and amounted to £2,800 (2022: £5,675) for 2023 this included additional spaces for parking and room for animal care workers.

Mr S Kidner, son of Mr D and Mrs P Kidner, is employed on a casual basis, by the Charity to fulfil various tasks, including IT, animal care and facilities work. His pay is based on the hours worked at the market rate.

Mr D Kidner is also paid at the market rate for grounds maintenance services each year.

A total of £840 was donated by Trustees to the Charity during the year (2022: £1,585).

The group controls the wholly owned subsidiary, Secret World Limited and two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds 2023	Total Funds 2022
	£	£
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	252,844	(52,417)
Adjustments for:		
Depreciation and amortisation	98,849	88,377
Profit on sale of assets	-	(2,199)
(Increase)/Decrease in stocks	(8,056)	7,703
(Increase)/Decrease in debtors	(121,819)	(2,556)
Increase/(Decrease) in creditors	8,046	9,495
Net cash provided by/(used in) operating activities	229,864	48,403

24. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

SECRET WORLD WILDLIFE RESCUE

England & Wales - Charity number 1097119

Accounts

Secret World
Wildlife Rescue

Registered company number: 04672215 (England and Wales)
Registered Charity numbers: 1097119, 1097119-1 and 1097119-2 (England and Wales)

REPORT OF THE TRUSTEES AND AUDITED CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022 FOR SECRET WORLD WILDLIFE RESCUE (SWWR)

Uniting Direction accounts
incorporating:
SECRET WORLD LIMITED (company 03658761)
THE BLUEBELL SETT CHARITABLE TRUST
AND BLUEBELL SETT





***Patrons**: Rose Buck, Lloyd Buck, Jilly Cooper CBE, Mike Dilger, Sarah Fisher, Anthony Head, Martin Hughes-Games, Simon King OBE, Desmond Morris, Chris Packham CBE, Rhianna Pratchett, Valerie Singleton OBE, Chris Sperring MBE, Hannah Stitfall, Michaela Strachan*

Registered with FUNDRAISING REGULATOR

HERITAGE FUND

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LEGAL AND ADMINSTRATIVE DETAILS

The Trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 December 2022. The financial statements comply with the Charities Act 2011, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with United Kingdom Financial Reporting Standards (United Kingdom Generally Accepted Accounting Practices) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

LEGAL STATUS

Registered Company number: 4672215 (England and Wales)
Registered Charity number: 1097119 (England and Wales)

Linked charities:

The Bluebell Sett Charitable Trust: Charity number 1097119-2 (formerly 1078691)
Bluebell Sett: Charity number 1097119-1 (formerly 1048323)

Linked trading company:

Secret World Limited: 03658761 (England and Wales)

REGISTERED OFFICE AND OPERATIONAL ADDRESS

New Road, East Huntspill, Highbridge, Somerset, TA9 3PZ

TRUSTEES

Chris Stenlake (Chair and Treasurer)
Roger Branton (Trustee) (resigned 02/02/2023)
Wendy Goodwin (Trustee)
Marie Negus (Trustee) (resigned 12/04/2023)
Chris Pawson (formally appointed 09/06/2022)
Dominic Phillips (formally appointed 09/06/2022)
Liz Hughes (Trustee; resigned 01/09/2022)
Richard Hockey (co-opted 06/10/2022)

CEO Lesley Browne (resigned 30/04/2022)

COMPANY SECRETARY

Lesley Browne (resigned 07/04/2022)
Chris Stenlake (appointed 09/06/2022)

FOUNDER AND ADVISOR

Pauline Kidner

EXTERNAL ADVISOR

Dr Elizabeth Mullineaux
BVM&S, DVM&S, CertSHP, FRCVS, RCVS Recognised Specialist in Wildlife Medicine (Mammalian)

PATRONS

Lloyd Buck
Rose Buck
Jilly Cooper CBE
Mike Dilger
Sarah Fisher
Anthony Head
Martin Hughes-Games
Simon King OBE
Desmond Morris
Chris Packham CBE
Rhianna Pratchett
Valerie Singleton OBE
Chris Sperring MBE
Hannah Stitfall
Michaela Strachan

BANKERS

- CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
- HSBC Bank Plc, 23 Fore Street, Bridgwater, Somerset, TA6 3LE

AUDITOR

- Prentis & Co LLP, 115c Milton Rd, Cambridge CB4 1XE (from 01 January 2020)

SOLICITORS

- Stewart Barratt, Acorn Solicitors, Acorn House, 50 Upper High Street, Taunton, TA1 3PY
- John Shirley & Co, 24 College St, Burnham-on-Sea, TA8 1AT
- Merryweather Williams, 31 College Street, Burnham-on-Sea, TA8 1AS

FUNDRAISING REGULATOR

Secret World Wildlife Rescue is registered with the Fundraising Regulator and agrees to adhere to the highest standard of good practice with their fundraising. The Charity follows The Code of Fundraising Practice which sets the standards that apply to fundraising carried out by all charitable institutions and third-party fundraisers in the UK.

Registered with FUNDRAISING REGULATOR

ACKNOWLEDGEMENTS

The Trustees and management would like to place on record their thanks to the many people who contribute so much to enable the vital work of Secret World Wildlife Rescue to continue, particularly during the establishment of our new Wildlife Treatment Centre and further development of the New Road site:

- Our donors, friends, and supporters, to whom we remain totally indebted.
- Our volunteers, without whom we would struggle to function effectively.
- Our supportive and dependable Patrons.
- Our dedicated and loyal employees.
- All the local businesses and tradespeople and our long-standing corporate supporters for their assistance and commitment.

A sincere thank you to all who have supported Secret World Wildlife Rescue in any way.

WHAT WE DO

Our vision

- To prevent wildlife suffering needlessly and to inspire in everyone a love and understanding of wildlife and the countryside.

Our mission

- Provide a rescue service caring for sick, injured and orphaned wildlife
- Rehabilitate the animals in our care and return them to the wild wherever possible
- Be a respected source of expertise and a centre of excellence where all British wildlife can receive the best care.
- Inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it

Rescue, Rehabilitate and Release:

- Animal welfare is at the heart of what we do.
- Secret World Wildlife Rescue is a place of safety for wildlife.
- We are always there for wildlife.





Respecting:

- We are focussed on using our resources wisely and celebrate the vital contribution of our supporters.
- We appreciate the devotion and passion of our volunteers and employees, recognising that everyone has an important role to play.

Sharing knowledge:

- We champion sharing our expertise and enthusiasm with the public and other professionals.
- By engaging the public in learning about British wildlife, we help them to reconnect with nature and encourage protection of its heritage.



WHERE WE WORK

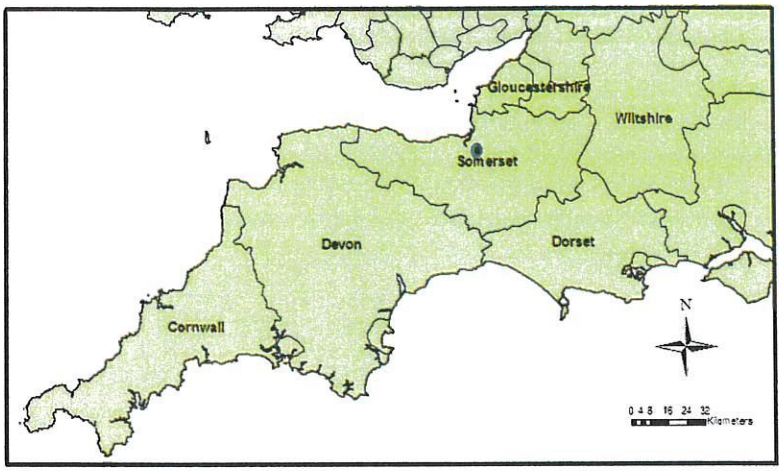
We work across the southwest of England, predominantly in Somerset, Bath, and Bristol. Local animals also come from Cornwall, Devon, Dorset, South Gloucestershire, and Wiltshire.

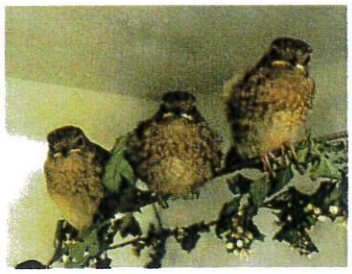
Some wildlife is also brought to us from as far afield as Yorkshire because of SWWR's specialist experience in wildlife rehabilitation, particularly in rearing and rehabilitating badgers.

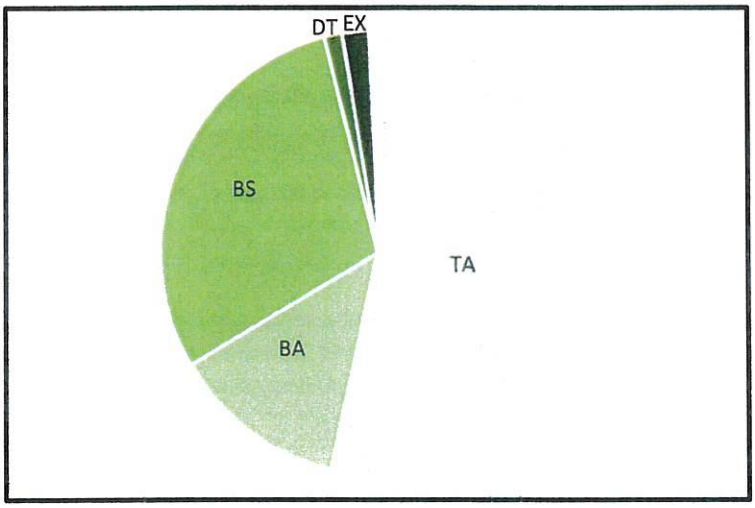
Telephone and email advice is also provided to thousands of members of public, veterinary professionals, and other wildlife rehabilitators, across the UK and overseas.

WHERE WE WORK (continued...)

Map showing the southwest of England, the location of Secret World Wildlife Rescue (dark green spot) and the main county areas in which we work.









Pie chart (left) illustrating the post code area where casualty animals admitted to SWWR in 2022 were found.

Most of our animal admissions in 2022 were from local areas with the 'TA' Taunton postcode, 'BS' Bristol postcode and 'BA' Bath postcode. We had a smaller number of animals from the 'DT' Dorchester Dorset and 'EX' Exeter postcode areas. There were also a few animals from Torquay, Plymouth, Gloucestershire, and Salisbury, as well as individual animals from across the UK.

PUBLIC BENEFIT

Secret World Wildlife Rescue's charitable objects are to undertake the care and rehabilitation of orphaned, injured or otherwise distressed wildlife; and to educate the public generally regarding wildlife with the aim of encouraging tolerance, appreciation, and respect for all wildlife.

In shaping our objectives and planning our activities to meet these objects, the Trustees have considered the Charity Commission's guidance on public benefit and consider SWWR carries out its Charity purposes for the public benefit as follows:

- We support our local community, free of charge, by rescuing orphaned, sick, and injured wildlife casualties, rehabilitating these and releasing them back to the wild, whenever

PUBLIC BENEFIT (continued...)

possible. For animals whose injuries are too severe to enable them to be returned to the wild, the Charity, working with veterinary professionals, provides a quick and humane end to their suffering. The public benefits from the knowledge that there is a centre of excellence which serves as a place of safety for wildlife casualties.

- We are a respected source of expertise about caring for wildlife casualties, and provide free help and advice by telephone, email, social media, and printed materials to members of the public, other wildlife rehabilitation centres and their staff, veterinary professionals, and others across the country.

- We provide volunteering opportunities for hundreds of local community members and companies that wish to support our work. Volunteers also come from further afield in the UK and sometimes from overseas. Many volunteers are students gaining work experience; some volunteers have special educational needs or disabilities and are gaining new social or work-based skills. Others are unemployed and working with us to learn new skills to help them regain their confidence and move forward finding jobs, while others are retired and looking to offer their skills in return for new social opportunities and the chance to contribute to a Charity that they feel passionate about.





Our wildlife ambulance with some friends (left).
Volunteer response drivers learn to handle some 'wild' animals' (right)

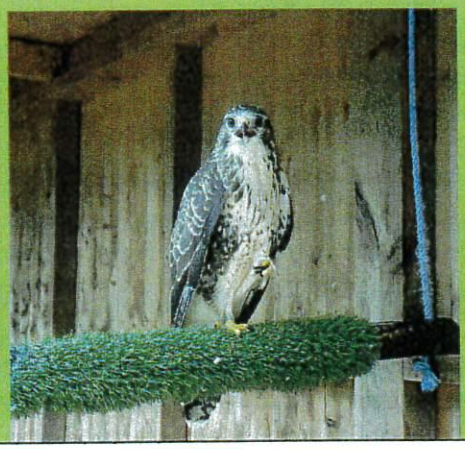
- We inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it, so helping to protect our natural environment for current and future generations. We do this through our educational activities, including our courses and annual conference, and by communicating with the public through local and national television, radio, newspapers, the internet, and social media.
- We support other national rescue services, such as the police service and fire brigade, in rescuing trapped or injured wildlife on roads and in other public places from situations that otherwise may place members of the public at risk.

ACHIEVEMENTS AND PERFORMANCE IN 2022

The Trustees have pleasure in presenting their report, together with the financial statements for the Charity for the year ended 31st December 2022.

ACHIEVEMENTS AND PERFORMANCE IN 2022 (continued...)

Here are our KEY ACHIEVEMENTS IN 2022:



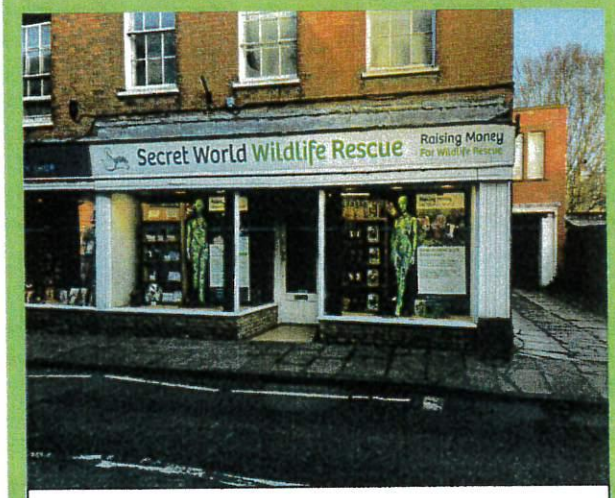
Helped over 3,800 animals, including this young buzzard, and gave advice to help over 16,000 more



1,134 animals successfully released to the wild, including this badger cub



Over 60 educational events, in person, online and hybrid, delivered to over 1,500 people across all ages - including our SWWR Certificate course awardees (above)



Opened two new Charity shops in Glastonbury and in Langport (above)



Over 15,000 hours of volunteer time provided to the Charity across all departments, including in animal care



Returned to in person fundraising events, including our annual fundraising auction and ball

ACHIEVEMENT OF OBJECTIVES

Strategic plan 2021-2023

An updated Strategic Plan for 2020-2022 was approved by the Board of Trustees in 2019. As a result of the impacts of the COVID-19 pandemic, the Board of Trustees reviewed the plan in 2020 and agreed to roll it over in its entirely to 2021-2023. The Strategic plan describes three major operational aims plus a further four 'enabling' aims which are required to achieve these. Each strategic aim is described with several key features, specific 3-year objectives and the priority objectives/activities that should have taken place in 2020. In 2022 the Charity progressed well with these aims, in particular becoming established in the new Wildlife Treatment Centre, considering plans for other areas of the site, and in the recruitment of new Trustees.

An overview of the seven aims in the current 2021-2023 strategic plan is provided below:

In order to achieve our vision and mission:

1. We will provide an appropriate first-class animal care rescue, rehabilitation, and release service for sick, injured and orphaned British wildlife, re-affirming our position as a centre of excellence for high quality care.

2. We will provide first-class learning, outreach and professional development which inspires learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

3. We will ensure ongoing engagement with supporters, followers, media, other stakeholders and the general public which is appropriate to each, broad-reaching and responsive to changing communication channels.

How we will achieve our strategic aims:

4. We will be financially stable, operating with an annual balanced budget with diversified sources of funding less reliant upon legacies; ensuring we manage our resources efficiently; and maintaining general reserves in line with our agreed reserves policy.

5. We will have constructed a new Wildlife Treatment Centre, incorporating the Charity headquarters, fit to serve the Charity for the foreseeable future. (This was completed in 2021).

6. We will have robust and dynamic Charity governance, leadership and management which underpins the Charity and leads it forward, enabling our vision and values to be maintained, and which ensures the Charity operates in accordance with legislation and best practice.

7. We will have a working environment where employees and volunteers are helped to fulfil their potential and are appreciated; where we work within a culture of equality and non-discrimination; and where all feel welcome and an integral member of the SWWR team.

STRUCTURE, GOVERNANCE AND MANAGEMENT

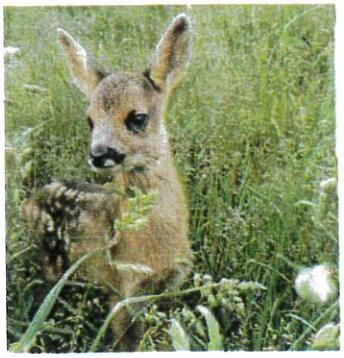
LEGAL STRUCTURE

Secret World Wildlife Rescue (SWWR) is controlled by its governing document, the Memorandum and Articles of Association dated 20 February 2003 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Secret World Wildlife Rescue (SWWR) Charity (registered in England and Wales, number: 1097119) was created to unite the existing charitable organisations, Bluebell Sett and The Bluebell Sett Charitable Trust. By uniting the organisations in this way, SWWR could become more efficient in the administration of the Charity and in the conduct of its operations. Bluebell Sett and The Bluebell Sett Charitable Trust have been retained only to receive legacies and regular donations. The results of these unincorporated entities are included in these financial statements. Audited accounts have been produced under the Uniting Direction order.

GROUP STRUCTURE

Secret World Wildlife Rescue controls two unincorporated charitable trusts, Bluebell Sett and Bluebell Sett Charitable Trust. In addition, Secret World Wildlife Rescue also controls Secret World Limited, a wholly owned trading subsidiary which operates the gift shop, Charity shops, rental of the Bluebell Barn for weddings and external meetings, and other commercial activities which raise funds for the main Charity.



ORGANISATIONAL STRUCTURE

Secret World Wildlife Rescue is the main operational Charity. It is governed by a Board of Trustees / Directors comprising a minimum of three and maximum of ten, responsible for the strategic governance, direction and management of the Charity. Trustees are actively engaged in developing SWWR's policies, processes and capabilities across all functions.

A total of eight Trustees served during the period of this report. The Trustees met for sixteen Board meetings, ten of which were held 'virtually' via Zoom communications. The AGMs for SWWR and its trading company, Secret Word Limited, were held in person in August 2022. In addition, Trustee meetings were held 'virtually' via Zoom communications during 2022, to deal with financial issues relating to the construction of the Wildlife Treatment Centre and new Charity shops.

TRUSTEE GOVERNANCE AND RECRUITMENT

After serving as a Trustee of SWWR for 13 months, Liz Hughes decided to step down in September 2022 due to unexpected family issues. Liz made significant contributions to Secret World Wildlife Rescue both at Board meetings, and also using her proof-reading skills, which she has offered to continue as a volunteer. The employees and volunteers would like to offer their sincere thanks to her for giving her advice, time, and commitment to the Charity during her time on the Board.

Following a selective recruitment process, during 2022 the Trustees co-opted a further individual to complement the Board's existing skills matrix; it is anticipated that he will be invited to join the Board as a full Trustee / Director at the Charity's AGM in August 2023.

Appointment of Trustees

SWWR has developed and maintained a rigorous process for the recruitment and appointment of its Trustees. Detailed job descriptions have been formulated and used when advertising vacancies which are advertised publicly. Prospective candidates are required to provide up-to-date CVs, complete a skills audit and attend an interview with a Board panel of at least two Trustees to ensure they have the skills needed.

Appointment of Trustees (continued...)

If selected from interview two suitable references are also sought and DBS checks are undertaken if appropriate for their role.

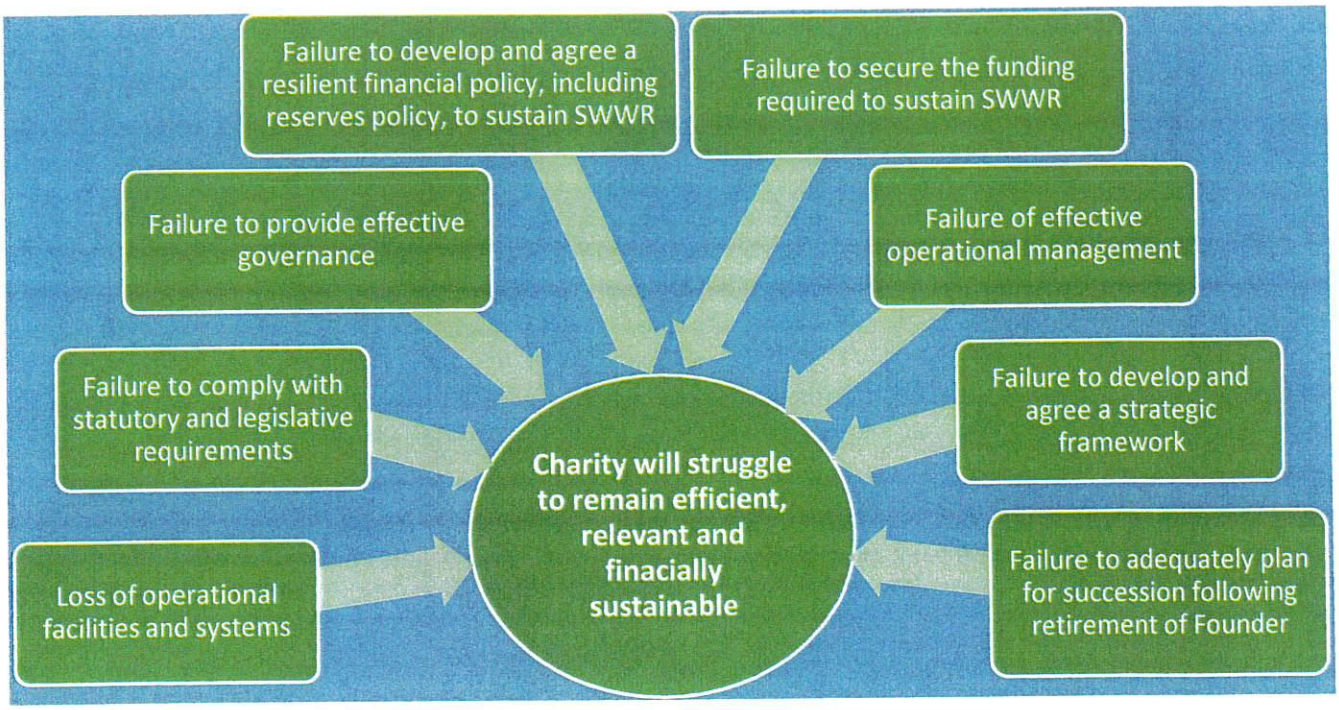
Trustee Induction and Training

All prospective Trustees are required to have individually designed induction training. This involves them spending at least one day meeting senior management and other key employees and volunteers, as well as being briefed about key operational areas, including animal care and fundraising. Trustees are then encouraged to start using their specific strengths and experience to contribute to discussions, meetings and begin supporting and advising on specific initiatives that play to their strengths.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the Charity is exposed and ensure appropriate controls are in place to provide reasonable assurance against fraud and error. Unfortunately, despite this review process, it was impossible for the Charity to predict the global COVID-19 pandemic, and the impact this would have on the world as a whole, and specific aspects of the Charity's operational and strategic processes. Fortunately, having previously considered many of the more predictable risks, and mitigating against these risks, the Charity was in a robust position and dynamic enough to continue its operations throughout the pandemic.

Aside from the COVID-19 pandemic specifically, the ongoing operational, business, financial and reputational risks faced by the Charity are identified as follows:



The Trustees confirm that they have established systems to mitigate significant risks and have prioritised efforts regarding risks with highest probability and significant potential impact. A robust set of mitigating actions are in place with relevant managers, together with the Board of Trustees and the CEO taking ownership of their risks. This will give a greater control over risks and enable the Board and senior managers to plan preventative action before anything untoward occurs.

PEOPLE AND CULTURE

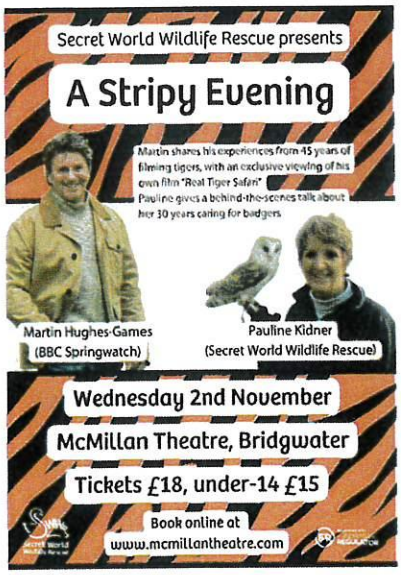
OUR SUPPORTERS

Secret World Wildlife Rescue would not exist or carry out the amazing work we are able to, without the ongoing backing of our loyal supporters. 2022 felt like a time of change for everyone as we settled into the new building and were finally able to welcome our supporters on site to see the new facility and everything that had been happening during the COVID-19 pandemic. It was fantastic to see our supporters at open days and increasingly at other events as the year progressed. We are constantly in awe of their generosity in giving both their time and financial donations to the Charity.

From us all at SWWR, please accept our sincere thanks for all your support in 2022.

OUR PATRONS

Our 15 Patrons (listed on page 3) continued to contribute to offer their name, support, and advice to the Charity. Special thanks in 2022 goes to Chris Sperring MBE from the Hawk and Owl Trust who gave a fascinating fundraising talk at the Princess Theatre in Burnham-on-Sea about birds of prey and conservation, joined by our Founder Pauline. Springwatch presenter Martin Hughes-Games also hosted a 'stripy evening' with Pauline at the MacMillan Theatre in Bridgwater, in aid of Secret World Wildlife Rescue. Thanks also to Patron Sarah Fisher for her generous contributions from her birthday appeal.





Advertisement for Patron Martin Hughes-Games and Founder Pauline Kidner's 'Stripy Evening' Left)
Patron Chris Sperring (right)

CHARITY MANAGEMENT, LEADERSHIP AND STAFFING

2022 was a strange year for the management of the Charity. CEO Lesley Browne left us early in the year and was replaced only briefly in October by Tim Woodfine. This meant that much of the day to day running of the Charity fell to newly appointed Operations Manager Jackie Palmer, who rose to this challenge remarkably (see report p15). Jackie was supported by a Senior Management Team (SMT) including the Charity Founder and Advisor Pauline Kidner (see Founder's Report p14) and Scientific Advisor, Dr Elizabeth Mullineaux. Laura Benfield returned only briefly from maternity leave leaving the Head of Animal Care Services (HoACS) role to be divided between Section Leaders Sarah Tingvoll and Dan Bryant, until new HoACS Josie Nott was appointed later in the year. Mike Still joined SMT as Head of Retail, and Finance Manager Daniel Harding made up the rest of the Senior Team. During this time of change the Trustees, in particular Chair Chris Stenlake, attended SMT meetings. The Managers are very grateful for the incredible dedication and support of Chris and all the Trustees during this difficult time.

OUR EMPLOYEES AND VOLUNTEERS

Secret World Wildlife Rescue provides seven day a week, 365 day a year service for between 12-16 hours a day depending on time of year. This requires the services a large number of employees and volunteers, especially in the busy spring and summer seasons. During 2022 Secret World Wildlife Rescue employed an average of 23 full-time and 9 part-time employees on the main site and at its Charity shops. This equated to 27.7 WTE (Whole Time Equivalents). In addition, our casual workers performed an invaluable function covering evening shifts, weekends, and employees' absences, often at short notice.

As is the case in all organisations, during 2022 we said goodbye to some employees, with 10 employees leaving us to take up new roles. When employees leave it is good to reflect on how much they have grown and their knowledge has developed during their time with us. Many employees took up exciting new posts in other parts of the UK and in some cases even new countries. Although they are no longer with us at Secret World Wildlife Rescue, many of them are still in touch and continue supporting the Charity, visiting and helping as a volunteer from time to time. Thanks to all those employees who left us in 2022 and we wish you well.



Some of our amazing employees and volunteers outside the Bluebell Barn in the summer of 2022

In 2022 we also welcomed 11 new employees. In April 2022 Jackie Palmer joined us in the newly created position of Operations Manager (see report p14). This proved to be perfect timing as Lesley Browne our CEO left the Charity at the end of that month. In April Aly Sawyer also started work with us to help with general administration, replacing Ali Cox. Towards the end of April we welcomed Mike Still into the position of Head of Retail with responsibility for developing our Charity shop network. Mike already had an amazing background in retail around the world and quickly got started on locating and developing new Charity shops for us (see report page 23). Over the summer of 2022 Andy Bull and Alex Evans left the maintenance team. They were replaced by Nick Davis who started work as Head of maintenance in July, alongside maintenance assistant Paul Hobbs. In October Tim Woodfine was appointed as CEO, but after only a few weeks it was agreed that he would leave this position and it remained vacant for the rest of the year. Head of Animal Care Laura Benfield returned from maternity leave but then sadly decided to leave us in September and was replaced by qualified Veterinary Nurse (RVN) Josie Nott in November. Animal carers Martha Hay and Sarah Tingvoll left Secret World Wildlife Rescue in October and December respectively and will be replaced in time for the new animal care season in 2023. Molly Ellis left her position as Volunteer Co-ordinator in November and was replaced by Gemma Payton later that month (see report p16). On reception Carol Grange-Harris was appointed as Head receptionist in January and Kate Ferguson as receptionist in November. Jane Woodley was appointed as a Charity shop manager in September, with Rani Cameron leaving her position as retail shop assistant in November.

Of course, Secret World Wildlife Rescue relies on the generosity of volunteer staff, as well as employing some casual employees at busy times of year. In 2022 the Charity took on 3 new casual reception employees and 3 casual retail employees. In addition, 66 new volunteers were recruited (see report page 16).

FOUNDER'S REPORT



2022 was a successful but challenging year for the Charity.

Our conference was the first event of the year and sadly we decided that it would be a virtual one because many people were still cautious about attending events. It was a great success with Dr Liz Mullineaux managing to get very good speakers, experts in their own fields of knowledge. The Saturday was on Conservation and then the Sunday concentrated more on rehabilitation.

Just before Easter our staffing structure changed with a new Operations Manager being taken on just as we sadly said goodbye to our CEO Lesley Browne. With the treatment centre going into its first year a new routine and staffing rota had to be adapted to the new facilities. I returned to work full time until the end of the year to support the Operations Manager. It was a slow start to the season and then the first Blackbird arrived, and the orphan season was suddenly in full swing.

It was the first of our open weekends at Easter and the site was quickly changed from almost a building site to an educational centre with cameras showing behind the scenes footage. There were new interactive androids with video and images of the work that goes on through the season in the new interpretation centre. It was all very popular and wonderful to see people back on site – many who had supported us so much through the pandemic enabling us to work as an essential service in that time.

We did not have a late May Open weekend as we felt it would compete with the Queens Platinum Jubilee celebrations, but our August bank holiday was a success with supporter Daphne Neville bringing her 15-year-old pet Malaysian Otter for visitors to see. We also had two new animal costumes that we were able to use which were loved by the children.

From mid-summer we were unable to take in swans, seabirds and waders because of the ongoing Avian Flu outbreak which came near to our location. Little did we know when we built our new treatment centre, how much our isolation room would be used. Strict guidelines were introduced for accepting any birds with outside assessments, we endeavoured to safeguard the birds that we had on site. This meant that our own resident birds of prey were unable to leave their aviaries for most of the year.

I gave several talks to different organisations through the year, many being booked again after cancellations due to the pandemic. I was also a speaker at the Oxford Badger Group Conference in November. Most of our local parish magazines print an article from me each month and there is a monthly article in the Somerset Life Magazine.

Sadly 'An Evening with Valerie Singleton' in September had to be cancelled due to very limited tickets sold and a theatre evening with another of our patrons Martin Hughes-Games was poorly attended. This was all because of people not feeling confident to attend events, although by October our Auction and Ball held after a two-year gap was a great success. Thanks must go to Sedgemoor County Council grant which enabled us to be helped with the set-up costs of starting events again, their support was very much valued.

Pauline Kidner (Charity Founder and Advisor)

REVIEW OF MAIN CHARITY ACTIVITIES

OVERALL OPERATIONS (Jackie Palmer, Operations Manager)



2022 has been an extremely busy year for Secret World Wildlife Rescue. We are now a year into the completion of our amazing new building. The new building has given us the opportunity to really look at what we have achieved with the help of our supporters. But also, what great things Secret World Wildlife Rescue can achieve moving forward with continued support. We have a beautiful mural in our reception/ interpretation centre and it looks really nice. I would like to thank everyone who donated to the new building, it is lovely seeing so many names I recognise and lots of new names on our mural. We also have two television monitors in reception allowing visitors to get a glimpse into our hospital areas. We also have two interactive screens, the first gives members of the public an aerial view of our site, with lots of information on species and their locations. This is also a great educational tool for our schools and visitors to the site. The second monitor links to our website, showing courses we run, information around volunteering with us at Secret World Wildlife Rescue and lots more.

We are currently focusing on our internal processes to ensure we are supporting our staff with training and guidance to be the best we can, supporting our employees and volunteers. We have now signed up for an employee assistance programme, this will be invaluable, not only for our employees, but also their family members, especially in this current economic climate, giving advice and help in all areas of life.

We have also looked at our Human Resources and Health and Safety processes and we have now signed up to Bright HR, Bright Safe and POP so people can claim back on expenses, cutting down on paper and time processing. Blip, which is our new time and attendance monitoring system, can be used for fire log in and evacuation and also gives us a good indication on the numbers of hours our volunteers give to support Secret World Wildlife Rescue. We feel that as the business grows, we must ensure we have the support and safety measures to not only look after our animals but our employees and volunteers too.

We are pleased to announce that we currently have three Charity shops now open, Burnham-on-Sea, Glastonbury and Langport, they are all doing well. In 2023 we hope to open a retail centre in Highbridge, which will allow us to centralise our donations and distribute into our shops, giving our customers more variety in the stores. We have been fortunate to have new volunteers helping us in the retail sector. Our aim for the future is to grow the number of shops to help Secret World Wildlife Rescue become more self-sufficient as an organisation. We are proud of our shops which give lots of information about Secret World Wildlife Rescue and the work we do, but also unique in their appearance, ensuring they stand out from the crowd. I feel the growth will future proof our Charity. This has only been possible due to the generosity of the public and the help from our employees and Volunteers, without their support and dedication this would not have been possible. We have new volunteers in these areas, helping in our two new shops, not forgetting our long-standing employees and volunteers in our Burnham-on-Sea shop.

We have tried to improve on our internal and external communications. We have Facebook pages for all our new shops, employees and Volunteers and our new Facebook page friends of Secret World Wildlife Rescue. We also have a new website on which we can support local artisan makers. Additionally, we are now using Slack, which is an internal messaging group, so we can better communicate internally with each other.

VOLUNTEERING REPORT (Gemma Payton, Head of Volunteering)

At the end of 2022 we had 350 volunteers registered on our online Volunteer management system *Better Impact*. This number has remained roughly consistent for the last 2 years, despite the impacts of the covid-19 pandemic and the return of some volunteers to full-time work. Volunteers contributed 15,237 hours of time at the Charity's main site in 2022, which was slightly down on the 2021 figures (17,446 hours). In monetary value this equates to £144,751 in 2022 (based on national minimum wage). These hours do not include those contributed by our 150 active response drivers who collect injured or orphaned animals and take them to the nearest veterinary surgery or bring them directly to SWWR. In addition, Charity shop volunteers collectively contributed approximately 3887 hours during 2022 at our existing shop at Burnham-on-Sea (3639), as well as at our new shops in Langport (103) and Glastonbury (146). In total this was the equivalent of £35,682 of Charity shop volunteer time.

The breadth of involvement includes - rescuing animal casualties, staffing reception, caring for orphans, supporting the Animal Care team, assisting in Charity shop activities, helping with community fundraising, volunteering at events, helping with educational events and courses, helping to maintain the SWWR facilities, gardening, administration, learning activities, and wildlife releases. Without the generosity and dedication of our volunteers, the Charity would not be able to function across all these organisational areas and achieve everything that it does.

Placement Students

We had 17 work placement students volunteer on site in 2022, with most placements lasting three to four weeks, but some lasting for several months. Placement students, who are often those with ambitions to move into wildlife, veterinary or other environmental careers, are able to learn a great deal during their time with the Charity, as well as contributing their time and enthusiasm to what we do.

Corporate volunteer days

Corporate groups continued to provide vital volunteer support, especially for specific projects. For example, one group of 20 volunteers from Somerset waste management company SUEZ came on site in December 2022 to undertake the big physical task of swapping over and re-purposing the SWWR maintenance workshop.

Head of Volunteering

Our new Head of Volunteering, Gemma Payton, started her new role in November 2022 and has already brought new skills and enthusiasm to the role. Within her first month in post Gemma had recruited 18 new volunteers. Gemma has also made a great effort to get volunteers together for social events.



Volunteers from Suez with SWWR employees in Dec 2022



Volunteers and employees at a Christmas coffee morning

We would like to extend our sincere thanks to all our amazing volunteers

ANIMAL CARE REPORT (Josie Nott, Head of Animal Care Services)

At the beginning of the year we were fully operational in the new treatment centre, but there was still a considerable amount of organisation, snagging and preparation before the new season of admissions in the spring. Some disruption to normal service also continued as the carpark was completed and other outside areas were renovated after the new build. The winter months were also used for training of employees and volunteers, including training new orphan carers.

Once the season began, we were as busy as ever and quickly adjusted to the new building being full of animals. In 2022 3,803 wildlife casualties were admitted to Secret World Wildlife Rescue. This is more than in 2021 (3,681) and 2020 (3,234), but less than 2019 (4,460), with the human impacts of Covid-19 and animal impacts of avian influenza (see below) still affecting admissions. 1,157 animals were rescued by our Secret World Wildlife Rescue Response Driver (SWRDs) volunteers, with others being brought directly to the centre by members of the public or transferred from vets. The Charity also provided advice to 16,654 queries via telephone call, Facebook, WhatsApp and email, throughout 2022.

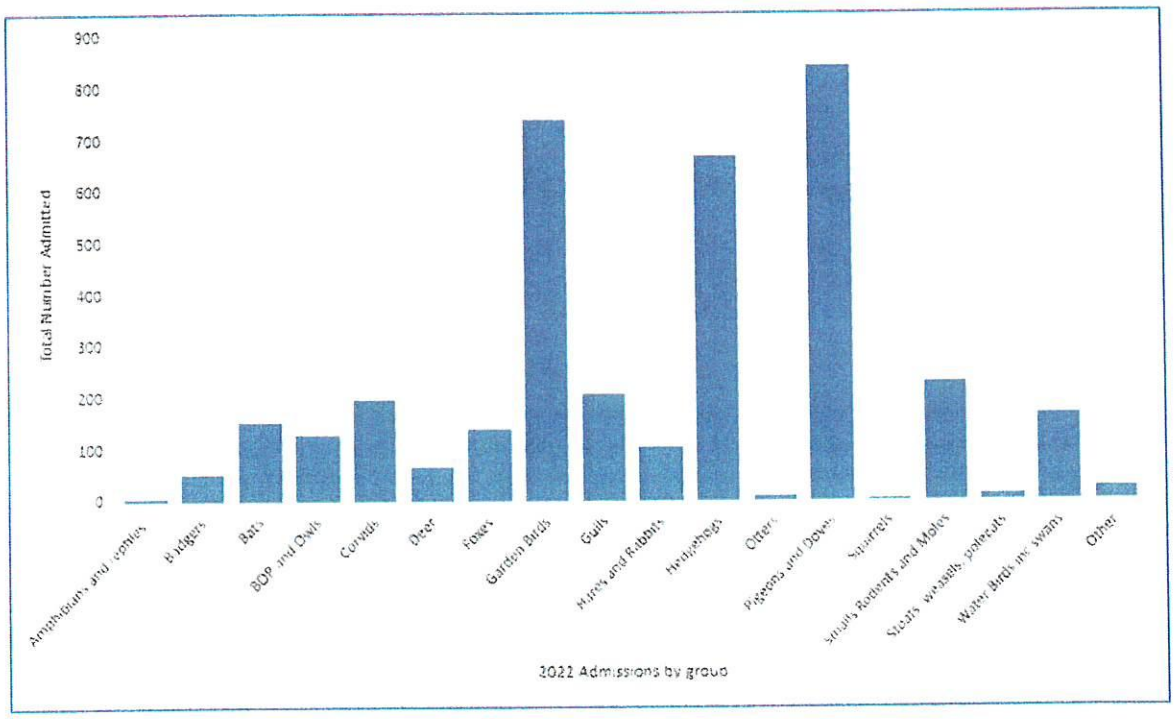


Chart showing the number of casualties admitted to SWWR in 2022 by species group ('species' was not recorded for 23 animals)



Leucistic Grey Long-eared Bat on the left compared to a Brown Long-eared bat on the right

During 2022 we successfully released 1,134 animals brought into Secret World Wildlife Rescue. This meant that almost 30% of total admissions were successfully rehabilitated and released. This figure is slightly less than previous years, with 2021 being at nearly 40%, but again this can be attributed to the impacts of avian influenza. Successfully released animals included 35 foxes, 17 badgers, 71 bats, 238 Garden Birds, 30 Birds of Prey and 328 Hedgehogs. We were busier than most years previously, with bats of ten different species admitted, including 17 serotine bats, one of the largest species in the UK. The most unusual bat admission was a very rare leucistic Grey Long-eared bat.

ANIMAL CARE REPORT (continued...)

We also had a first for Secret World Wildlife Rescue as four Greater Spotted Woodpecker chicks were admitted for care and rearing because their nesting tree was cut down. Despite being challenging birds to keep in captivity, they were successfully reared and released.

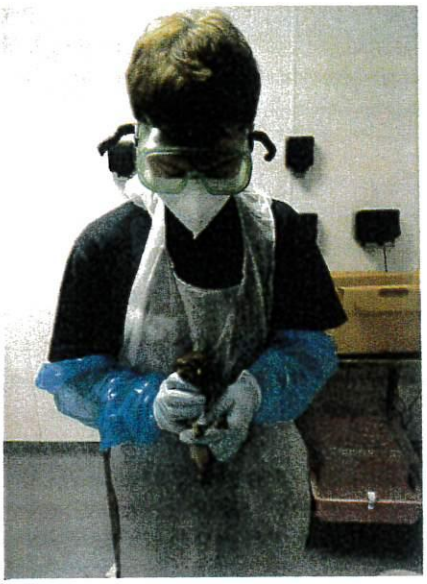




Nest of Four Greater Spotted Woodpecker fledglings (above) and one of the chicks successfully reared and ready for release (right)

Avian influenza

As was the case for all wildlife centre, the ongoing outbreak of H5N1 Highly Pathogenic Avian Influenza (HPAI) in the UK and across the world, continued to cause the Charity continued problems throughout the year. As well as limiting the species of wild birds that could be safely admitted, HPAI biosecurity limited Charity activities, required the use of footbaths and other precautions around the site and necessitated all staff dealing with bird admissions to wear large amounts of appropriate PPE. This was both practically demanding, especially in the warm summer weather, and costly. More distressing for employees were the number of birds that we were unable to admit and instead had to be euthanised on welfare grounds or re-directed veterinary practices.





Animal care employees at work in the isolation room, wearing avian influenza PPE. Examining a Little owl (left) and feeding a kestrel (right)

Wildlife releases (Charlotte Wroe, Release Co-ordinator)

The Release coordinator role is to find new sites and organise releases of juvenile animals. We had an unusual predomination of female badgers in 2022 and reared and released nine female badger cubs. These were split into two groups of six and three. The badgers were trapped in their pre-release enclosure prior to being moved to their new artificial sett at their release site back in the wild. As can be seen in the picture (right) the badgers were not at all distressed by this process.





We released 'soft released' 18 fox cubs in 2022. The fox cub groups were support fed at their release sites with the help of the landowners. The fox cubs were subsequently seen on trail cameras (see picture left) which were used to monitor them for several months after release. It is very rewarding to see them living happily in the wild. We are very grateful to the landowners who provide us with suitable release sites.

There were two deer fawns to release in 2022, a red and a roe. The roe deer fawn, named Tiny (pictured right), moved to a different centre when she was ready for release and could then be released alongside another roe fawn. The red deer fawn was released near an established red deer herd in the hope that she would be adopted into that. Since release she has not been seen with the herd but has been seen with a local flock of sheep and with an adult red doe.



Other animal care activities

The Charity's animal care team also continued to be heavily involved in the adult education at SWWR, as well as contributing to open days and other events (see below).

LEARNING AND EDUCATION REPORT (George Bethell, Learning and Engagement Officer)

Children's and young adults' education

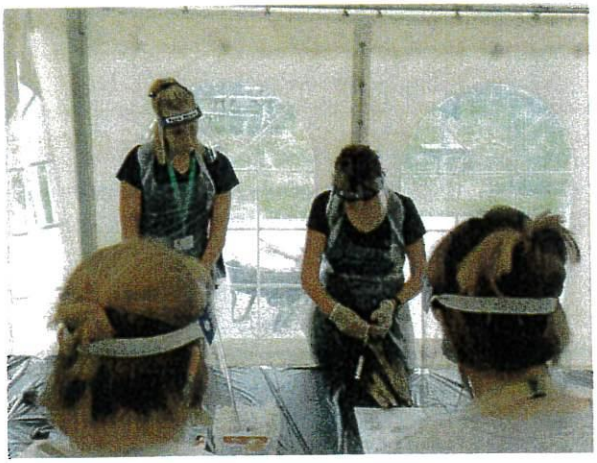
Our aim is to inspire a love of nature within young people and encourage them to learn more about the environment and how to protect it. After the difficult year of 2021, 2022 offered many more opportunities for the learning department to expand at Secret World Wildlife Rescue. We welcomed groups back on site with our brand-new Wildlife Treatment Centre offering interactive displays and live feed cameras as a resource to inspire young people and connect them with the work we do. Across the course of the year George was able to speak to 22 community and youth groups and 21 school groups, discussing the dangers faced by British wildlife and talking about what we can do to help wildlife in our local area. The most popular session focussed on hedgehogs and hibernation with a close second looking at the history of Secret World Wildlife Rescue and some of the animals we have helped in recent times.

Avian flu restrictions meant we were unable to take our resident birds of prey out on visits until May however we were able to squeeze in 11 outreach sessions with them before restrictions returned in October. Due to the age of our birds and the ongoing avian flu outbreak we did make the difficult decision in October to retire our birds from public display. Overall, in 2022 our outreach sessions reached nearly 1,000 people aged between 3 and 95.

Thanks to the dedication of employees and volunteers we were able to open two new wildlife ponds in our education centre garden. These have been a great resource and allowed pond dipping sessions to be offered to 5 different groups since the ponds were completed in July. Our pond dipping sessions were a big draw during our August open weekend alongside our talks on rescuing hedgehogs. It has also been great to be able to welcome school groups back on site, taking walks up to Millennium wood to look for tracks and signs. Our education centre hosted a variety of activities including clay seed bomb making, badge making and a bird I.D. quiz.



Pond dipping at the August open day



Practical session during the Working with wildlife course

We introduced our 'Working with Wildlife' course in the 2022 summer holidays, offering 16-19yr olds the opportunity to visit Secret World Wildlife Rescue and learn more about wildlife rehabilitation. The 3-day course was targeted at those interested in studying animal care, ecology, or veterinary sciences and considering a career in those industries. The course offered a mixture of lectures and hands on practical sessions finishing with a career session where some of our animal carers offered an insight of how they got into the industry and were available to answer questions. We are expanding this course in 2023 and opening it up to 14 and 15-year-olds.

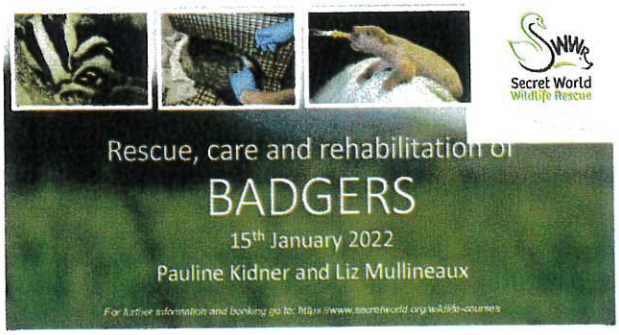
Adult Learning



Delegates at one of the two Rescue and Rehabilitation course practical days, with their certificates of achievement, alongside SWWR employees

In 2022 we continued to run our ever-popular four-part Wildlife Rescue and Rehabilitation courses online, as this gave us a wider reach and increased accessibility for delegates. These courses are for adults with a general interest in wildlife, as well as other wildlife rehabilitators and veterinary professionals. We ran each of the four courses twice across the year, making a total of 8 sessions and 318 delegates. In April delegates who had completed all four of the online courses were welcomed to SWWR for a whole day of practical courses to put the theory into practice. This proved to be a very enjoyable weekend for the employees involved as well as the 54 delegates.

Our species-specific courses were first introduced early in 2021 with 'Badgers' and 'Hedgehogs' and followed later in the year by 'Foxes' and 'Garden Birds'. These courses go into much greater detail about the care and rehabilitation of these species and are only open to experienced rehabbers or those who have attended all four of our rehabilitation and release courses. Across the year attendees for these courses totalled 163.

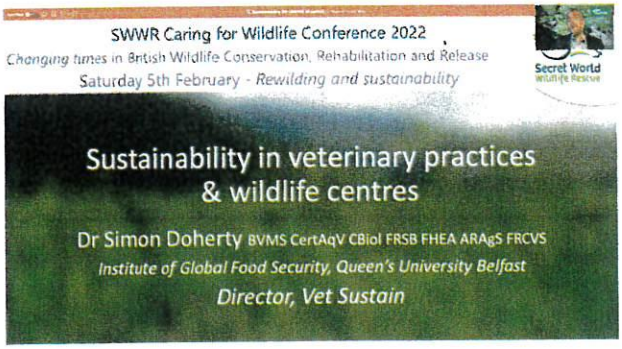


Advertising for the species-specific course on badgers

CPD for veterinary professionals

Our 'Wildlife Course for Veterinary Professionals' course was run again online in April 2022. Uptake was quite poor for this, with only 10 delegates, possibly as a result of online course fatigue in the professions. The next course will take place in person, with a practical component in April 2023.

National conference



Title slide for 2022 conference talk on sustainability

At the end of 2021 we made the difficult decision to take our 2022 conference online, as Covid-19 restrictions made it impossible for our planned in-person event to take place. The two-day conference in February 2022 featured 15 speakers from the UK, Italy and the Netherlands, and attracted over 100 international delegates. Although we missed seeing everyone in person, it was a really successful event with some great debate and discussion sessions on the Zoom platform.

Other courses and talks

- In October two members of our animal care team, Gavin and Sarah, were lucky enough to be invited to present at the first ever conference for Nordic Wildlife Rehabilitators hosted by KFV in Sweden. Our team shared their knowledge on a variety of topics including the care and rehabilitation of adult and juvenile hedgehogs, juvenile red squirrels and leverets through to release. We look forward to working with KFV in the future to share knowledge and best practice.
- Liz and Marlies continued to provide data and support to undergraduate and postgraduate student dissertation projects throughout the year.
- Pauline gave talks to several WI and community groups both in-person and via Zoom.
- Pauline spoke at the Oxford Badger Group conference.
- Liz delivered online CPD to students from the University of Nottingham veterinary school.
- Liz delivered online CPD to the University of Liverpool veterinary Zoological Society.
- Liz presented work on welfare in rodent control with Dr Sandra Baker at the BVA Animal Welfare Foundation discussion forum in London.
- Liz and Heidi Hargreaves (SWWR clinical vet) helped deliver a wildlife course to vets in Ireland.
- Liz spoke to Western Counties Veterinary Association on *Hedgehogs.*



Sarah and Gavin receive thankyou gifts in Sweden



Liz and Heidi help with practical tuition for vets in Ireland

Employees continuing professional development (CPD):

- Employee training week 24th-28th February included:
  - Employee updates and training on; Health and Safety, Fire and floor safety, Safeguarding, GDPR, COSHH, Policies and Procedures, Dementia.
  - Animal care talks on; Avian influenza, Rodent control, Sustainability, use of drip pumps, Wound care and bandaging (basic and advanced), Compassion fatigue.
- Six employees attended the Badger Trust symposium in Leamington Spa.
- Liz and Pauline attended the International *Mycobacterium bovis* conference in Galway Ireland from 6-10th June 2022.
- Pauline attended the Vincent Trust mustelid conference in September.

External scientific collaborations:

- Liz attended Defra and APHA monthly stakeholder meetings regarding the ongoing avian influenza outbreak.

EXTERNAL RELATIONS AND FUNDRAISING REPORT

Overview

2022 was something of a return to "normal", if we dare use such a word these days! Free from Covid-19 restrictions, we were able to relaunch all our major fundraising events which were last held in 2019. It has been such a pleasure to re-connect with everyone in person and show open weekend attendees how much our site has changed in recent years.

The impact of the cost-of-living crisis was felt later in the year, with some people less able to give and our own bills going up. We are fortunate to have a loyal and varied supporter base who do what they can to help wildlife, and we're very grateful for their ongoing support during these difficult times.

The year saw a few changes in our fundraising team as we adapted to the post-pandemic world. Previously working as General Support Officer, Abby is now our Events Coordinator responsible for events, weddings, and venue hire. Marlies, our former Reception Supervisor and online auction expert, now works full-time as Retail Support Executive. Pauline still provides valuable insight and help with events, appeals and press releases, and along with George gave numerous talks throughout the year. Ali is now our Administrator, and David Plant the Fundraising Manager takes care of everything else in between.

SWWR Limited (Mike Still, Head of retail)

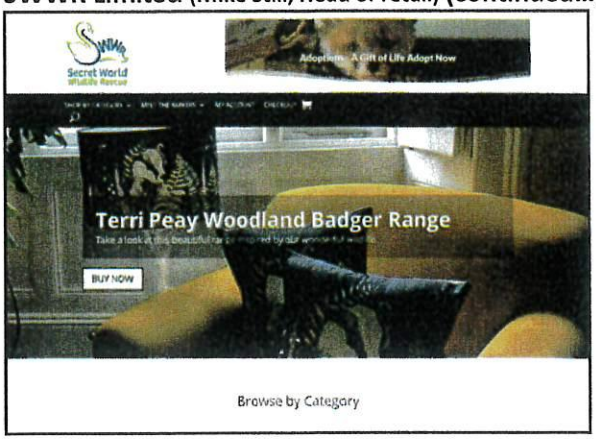
Secret World Wildlife Rescue has a linked trading company, Secret World Limited, which manages activities outside of the charitable objects, purely to raise funds for SWWR's charitable purposes. This includes the wildlife training courses and conference, Charity shops, online shop, and hire of the Bluebell Barn building, garden and attached marquee which are available for weekday and weekend events such as weddings, parties and as an external meeting venue. These activities bring commercial benefit to increase the Charity's income which in turn supports the SWWR's core activities of animal rescue, rehabilitation and release and educating the public generally regarding wildlife.

2022 saw our Charity shop portfolio increase as we opened shops in both Glastonbury (September 22) and Langport (November 22). Although early days for us, both shops have been received positively by the local communities with turn over for the few weeks they have been trading looking in line with our expectations: Glastonbury (400 sq ft) - £15,641 (13 Weeks) and Langport (715 sq ft) - £9,443 (6 Weeks) Burnham has continued to trade well for us generating £140,556 of income. We will continue to open shops in 2023, looking to open in the larger towns in Somerset, in line with our strategy to reduce our dependency on legacy income.



The new SWWR Charity shop in Glastonbury. Outside signage (left) and inside fittings (centre and right)

SWWR Limited (Mike Still, Head of retail) (continued...)



Home page for the new on-line SWWR shop

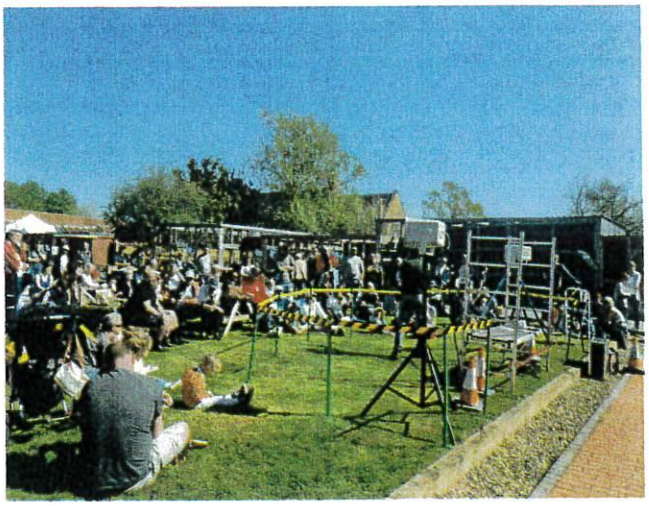
November was a busy month for us as we re-launched our on-line shop and have begun to implement our new buying policy; our desire to move away from large global suppliers and work with local artisan makers, who make great product, is showing this to be a very positive move for us; six weeks of trading saw income of circa £2k. In 2023 we plan to grow our online and gift range business further; working with up to 10 more 'artisan' makers, developing a new range of Christmas Cards and a new, year round SWWR range.

Our trading activities had a turnover of just over £173,000, with an operating profit of just over £20,000. This compares with an income of £174,559 and operating profit of over £13,527 in 2021. Any remaining profits have been donated by the trading company to the Charity (SWWR).

Events (Abby Clark, General Support Officer/Event Coordinator)

Open days

It was a real pleasure to welcome people back to our site and celebrate the return of our open weekends. Almost 4,000 people attended the two events in total and enjoyed talks, games, educational activities, market stalls, and delicious food and drink. For both open days, the treasure trail hunts were very popular. For many of the fundraising team the Easter open day was a first, with events having previously been cancelled due to Covid-19 restrictions. By the August weekend the team was up to speed and felt the benefits of early planning, as well as well as understanding the need to balance paid for and free activities.



The Easter open weekend (pictured) raised £13,841.80 and the August weekend £11,034.62.

Fundraising ball



Ready for the 'Under the Sea' themed SWWR ball

The SWWR fundraising auction and ball is our biggest fundraising event of the year and after 3 years without one it was so nice to party with our loyal supporters again. The event was another first for the majority of the fundraising team. Despite this, the event was a huge success and the team really enjoyed organising it alongside Charity Founder and Advisor Pauline Kidner. The ball, main and silent auctions, raised £16,058.15 on the night. We are very grateful to everyone who helped make our Auction and Ball a huge success, especially our amazing compere and auctioneer on the night Steve Apelt.

The Bluebell Barn at SWWR is a truly unique venue, which as well as being used for delivering our learning opportunities is also hired out for a variety of private events. Improvements on the site in 2021/22 such as the new carpark and removal of the portacabins used during the building of the new Animal Treatment Centre, have made renting the building much more appealing. Events Coordinator Abby Clark worked hard advertising the venue and at show rounds, whilst at the same time studying for an Event Management Diploma Level 3 by Association of Learning which she will complete in July 2023.
In 2022 SWWR hosted a wedding, a naming ceremony and several smaller private events and meetings. Total revenue generated was £2,540. It is hoped that this is an area of growth for SWWR with the Bluebell Barn hired for more private and corporate events in 2023.



Bluebell Barn decorated for a naming ceremony

Other external relations and fundraising highlights from 2022 **(David Plant, Fundraising Manager)**
SWWR ran a whole raft of fundraising events through 2022. Here are just some of our highlights:

- The beautiful Mural of Thanks, designed by architecture student Lucy Haggis, in our Interpretation Centre contains the names of everyone who helped build our new treatment centre. If you donated, make sure you have a look for your name next time you are attending an event.

- Our new Interpretation Centre has been valuable in showing people what happens behind the scenes. The interactive map of our site with photos and videos is perfect for describing the rehabilitation journey and shows the importance of keeping the animals away from public view.

Other external relations and fundraising highlights from 2022 (David Plant, Fundraising Manager) **(continued...)**



Mural of thanks in the reception area, designed by volunteer Lucy Haggis



Interpretation Centre in the new Animal Treatment Centre reception area

- SWWR was delighted to be chosen as Walpole Dunn's Charity of the Year. The local accountancy firm were very enthusiastic with their support, with some staff taking on our skydive challenge, attending our Auction and Ball (see above), and helping clear out our old resident fox enclosure. They raised an incredible £2,212 in total!

- In June we won a £1,000 donation from Benefact Group's Movement for Good, thanks to supporter nominations.

- More corporate support for wildlife came our way as Radstock Cooperative selected us as one of their Charities of the Year. They kicked off the partnership with a very generous donation of £1,100 and put collection pots in all their 21 stores. We are excited to work with them and raise more money in 2023.

- We had great fun at two Charity pub quizzes, with entry money and raffle ticket sales donated to us. The Ritz Social Club in Burnham-on-Sea and the Friendly Spirit in Cannington raised £195 and £329 respectively.

- 17 brave fundraisers took part in 3 skydive events at Skydive Buzz, jumping from 15,000ft to raise money for wildlife. Between them they raised a fabulous £11,188.



Radstock Cooperative donation – cooperative members with Fundraising Manager David Plant



One of the groups successful skydiving fundraisers

Other external relations and fundraising highlights from 2022 (David Plant, Fundraising Manager) **(continued...)**

- Around 70 people ventured out on a wet and windy night to join us for a night of animal tales at The McMillan Theatre in Bridgwater. Springwatch presenter and SWWR Patron Martin Hughes-Games talked about his career filming wildlife and premiered his new film, and Pauline shared stories from 30 years of rescuing badgers.

- Patron Anthony Head's fan club 'The Head Roomers' raised £1,023 inc. Gift Aid for his birthday.

- Chris Sperring MBE from the Hawk and Owl Trust gave a fascinating talk at the Princess Theatre in Burnham-on-Sea about birds of prey and conservation, joined by our Founder Pauline.

- Our project via the Aviva Community Fund to install green features (solar panels, water harvesting, etc.) on our Bluebell Barn generated a fabulous £9,395.

- Despite avian influenza restrictions preventing us from taking out our resident birds of prey, we ran successful fundraising stalls at local events including The Healing Weekend and Jubilee weekend fayres.

- Our popular wildlife adoptions brought in £38,355. These are purchased either as one-off annual gifts, or as ongoing support through a monthly donation.

- We welcomed new supporters to the 'Friends of Secret World' group, which gives people regular benefits and updates to say thank you for helping wildlife. Friends' donations totalled £8,538 in 2022.

- Thanks to a successful spring appeal, we were able to purchase a replacement for our off-road wildlife release vehicle. The appeal raised just short of £22,000 through supporter donations and grants.

- Long-time supporter Goff Welchman achieved his dream of running the London Marathon while asking for sponsorship for SWWR. 72 years old and with a metal hip, his inspirational story made local press and brought in £1,773.



4WD vehicle purchased through the Spring appeal and grants from the Marjorie Coote Animal Charity Trust, The David Family Foundation, and The Prowting Charitable Foundation.



Goff Welchman with a friend, celebrating his London Marathon achievements.

Other external relations and fundraising highlights from 2022 (David Plant, Fundraising Manager) **(continued...)**

- Profit on sales through our Teemill store raised £184.

- Working with Bequeathed, SWWR has started offering free wills to all our supporters. Several people have taken advantage of the offer so far, and we were delighted to see this lead to some leaving us gifts in their wills.

- Through generous support from our supporters and charitable trusts, we raised £35,668 for the renovation of our otter enclosure, the subject of our autumn appeal.

- We trialled our first ever 'hybrid' raffle in autumn, offering both online and postal entries. This generated just over £700 after costs.

- Lots of supporters raised money while buying and selling online, including Amazon Smile (£1,138.56), Give as you live (£214.55), Easy Fundraising (£49.32), and eBay for Charity (£1,060.77).

- Facebook users were generous again this year, donating £4,273.18 to fundraising pages and £1,610.96 to donation posts.

- Thank you to all the businesses and traders who hosted collection pots. These raised a wonderful £3,630 in 2022.

A huge thank you to everyone who raised money for us in various ways in 2022. You sold hand-made craft items, shaved your heads, ran half-marathons, cycled, ran bake sales, and much more, all to help wildlife.

Grants, in-kind donations, and corporate support (David Plant, Fundraising Manager)
It is not just cash donations that keep our Charity running. We are only able to keep our doors open for British wildlife due to the incredibly kind individuals, groups, and businesses who donate products and expertise in support of our work.

Donation points in local supermarkets and pet shops have given us a steady supply of pet food and cleaning products, and we have continued to use our Amazon Wishlist for more specialist and urgently needed products. We are so grateful to everyone who uses these, and for responding to appeals for blankets, towels, and newspaper. You are saving us thousands of pounds a year and helping us utilise cash donations where they are most needed.



Animal food donations under the reception Christmas tree, 2022



Donations in a collection trolly at a local Tesco supermarket

We are incredibly grateful to the following organisations for awarding us grants throughout the year:

- Arabella Amory Charitable Trust, Jean Sainsbury Animal Welfare Trust, Michael and Shirley Hunt Charitable Trust, Hare Preservation Trust, The Rose Animal Welfare Trust, The Valerie White Memorial Trust, and R G Hills Charitable Trust for support with our day-to-day animal care costs.

- Browne Jacobson LLP Charitable Trust and Animal Friends Insurance for supporting our off-road truck appeal.

- Animal Defence Trust, Michael Marks Charitable Trust, Betty Phillips Charitable Trust, The Norman Family Charitable Trust, and The Marden Charitable Trust for providing donations towards the renovation of our otter enclosure.

- Digital Lift for their contribution towards the cost of new admin software.

- Somerset West Lottery Community Fund for support with learning sessions and volunteer expenses.

- UFAW for a research grant to write up details from the SWWR admissions database.

- Marjorie Coote Animal Charity Trust, The David Family Foundation, and The Prowting Charitable Foundation for helping us buy a new Utility Terrain Vehicle (see above).

Grants, in-kind donations, and corporate support (David Plant, Fundraising Manager) **(continued...)**

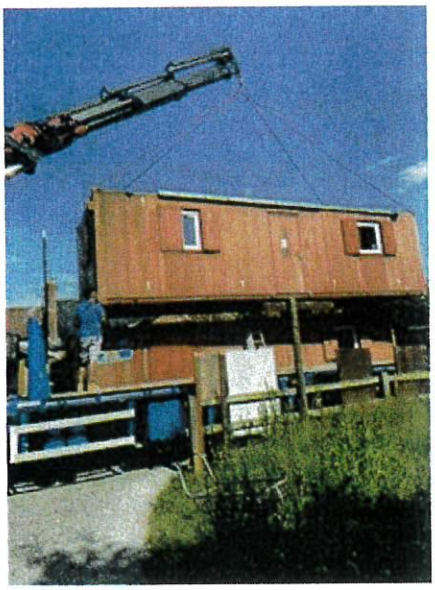
With so many generous corporate and professional supporters it is obviously impossible to list them all, but in 2022 particular thanks are due to the following local and national businesses/organisations for their significant support:

Alpha RAT	Dancefit	Prentis and Co LLP
Artwork by Angie	Diverse Fine Foods	Rich's Cider
Asda Highbridge	Frames Wellington	Quantock Veterinary Hospital
Bakkavor Desserts	GB Property Management	The Radstock Co-operative
Bath Oral Surgery Clinic	Gwilliams of Edington (Nisa)	Robs Fish Bar
Beaconsfield Veterinary Clinic	Hiddel Brock Wood	SAK Consulting LTD
Belway Homes Southwest	Holland and Barrett	Salon Concepts LTD
The Benefact Group	Hooke Highways	Somerset Passenger Solutions
Braintree Van Sales	Independent Pet Co.	Somerset Stairlifts and Mobility
BSAVA	Jump (Green Rewards LTD)	Spar Cannington
Cheddar Crazy Golf	Kingston Vets	Tecni LTD
The Co-operative	Mechserve LTD	Wilko
Create You	Morrisons Bridgwater	Wilson Leisure LTD
Crowpill Stores	Musgrove Willow	Zetland Vets
The Crusty Cob	Peter White Properties	

Our list of individual supporters is also too long to mention, but we are extremely grateful to all who contributed to Secret World Wildlife Rescue's work in any way during 2022. Without this type of support, the Charity would not be able to keep its doors open for wildlife casualties.

A HUGE THANK YOU TO ALL OUR SUPPORTERS

FACILITIES REPORT (Jackie Palmer, Operations Manager)



The red portacabins finally leave the site

Following completion of the new build in 2021, much of the start of 2022 was concerned with final snagging and sign off of the new building. Attention then turned to tidying up the site as a whole. First to go were the two red portacabins which had dominated the skyline for what seemed like an eternity. Work then began in earnest painting, fixing, building, and preparing the enclosures for the summer.
The lease for a new shop in Glastonbury was signed and, in **July**, the maintenance team set about its total transformation, adding a kitchen, employee and volunteer area, changing room and a bespoke counter unit using recycled parts wherever possible to keep costs down. With all that needed to be done, it was a challenge to prepare the site in readiness for the open day in **August.** Later in the month the old resident fox enclosure and shed by the Bluebell Barn were removed. This was soon followed by the dismantling of the old otter enclosure with the help of a group of volunteers.

A further Charity shop lease was signed, and in **September** work began on another shop transformation, this time in Langport using the same format and standards as in Glastonbury. Before we knew it **October** was upon us, and attention now turned to the Charity Ball and it was all hands on deck to ensure we were ready for the event and that it went off without a hitch. Some finishing touches were completed at Langport, and the shop was ready one month after starting which is a testament to our extremely dedicated and committed employees and volunteers. Almost immediately, work began to renovate the Burnham-on-Sea shop. A new changing room was fitted, an office built, and a bespoke counter made, again using recycled materials wherever possible. The upper floors were fitted out with new (used) racking and storage was created by the toilet.

In **November**, contractors moved onto the main site to begin the task of levelling the site to remove random soil banks and generally clearing the site and restoring it to its former state. Several large trees were dug up and re-sited to more favourable positions. The excavated soil was used to create a berm on the boundary of the lower site, parallel to the motorway, which when planted should help to minimise traffic noise. The disused aviary outside the side of the Bluebell Barn was dismantled creating more space for future open days and later rebuilt in the waterfowl pens to provide shelter for the recently 'imprisoned' peacocks due to the ever-growing menace of avian flu.



The new electric 'cub' in action

A new all electric ATV ('Cub') was purchased (largely through external funding) and has more than proved itself as a real workhorse, even capable of pulling a fully laden trailer. With very low maintenance and only needing charging once a week from a standard power outlet, it is a real asset to the maintenance team and, as it is practically silent, does not upset the animals.

FACILITIES REPORT (Jackie Palmer, Operations Manager) (continued...)

In **December** we began moving the maintenance workshop to the old hedgehog facility 'Hogwarts', a much bigger and more fit for purpose premises. Work is on-going, but to date we have fitted two uPVC doors and a large window (all acquired for free). An office has been created along with a storage/workshop area for release manager Charlotte. The walls and ceilings are now mostly insulated and boarded to save energy and minimise any noise that could potentially disturb the animals. Thanks to a donation of 64 tonnes of aggregate we were able to develop the outside compound which eventually will house all the timber, fencing, aggregates, and fencing. There will also be cover for the machinery such as the ATV and lawnmowers.

We carried out extensive work on the pens in readiness for the summer months, rotavating, repairing and creating a new soakaway for Millie Block pen 14 (MB14) which previously had flooding problems. We have also nearly completed the erection of a new temporary fawn paddock adjacent to the pre – release pens. Some shelter is yet to be built and power for heat lamps installed.

Other activities in 2022 included erection of external car park fencing. Firstly, a parcel drop-off store was incorporated into the existing fence opposite reception and then gate leading to reception was moved back. This will now be a security gate to the rear of the build for employees and volunteers only. The public will still be able to enter the reception area but will not have access to the rear of the building. New double gates were fitted by the bin stores – these allow access for larger vehicles needing access to the site. A new entrance for the public was created on the other side of the bin store, this gate will ultimately be controlled from reception thus improving security as well as being more convenient. New lighting was also added along the length of the fence to improve safety and security.



New bin storage area and access pathway (right)

All in all, a very productive year for the facilities team, with some massive changes and improvements for which we owe an enormous gratitude to all our volunteers and helpers without whom much of this valuable work would not be possible.

FUTURE PLANS

- In 2023 we are hoping to carry out remedial works on the Millie Block, our larger animal hospital facility and rehabilitation unit. This will then allow us time to fund raise to build a better facility in future years.

- We also hope to plant new hedges around the site and leave some wild areas, to not only attract wildlife but also to create more natural visual barriers for the animals in our care.

- We will look at infrastructure, roads, and drainage around the site, which will ensure the security and safety of our site. This will also give us the opportunity to put in more lighting and cameras so that we can better monitor and understand the needs of our wild animals prior to release.

- Once the infrastructure is complete, we hope to construct two new outdoor enclosures, one for otters and one for deer.

- We are currently recruiting volunteers to be onsite as ambulance drivers, who will train and work alongside our animal care Supervisors, this should allow us to have a quicker response time to collect some of our casualty animals in 2023.

- We are hoping in 2023 to work more with local colleges in all aspects of our organisation, from education to retail and animal care.

- In 2023 we hope to have more in person public events to the site after the drop off in these during the COVID-19 pandemic.

- We plan to open two new Charity shops in 2023, most likely these will be in Bridgwater and in Weston-Super-Mare.

- Our trustees, along with our Senior Management team, are currently looking at our new 5-year strategy. This will ultimately give Secret World Wildlife Rescue a good, clearly defined way forward for the Charity.

FINANCIAL REVIEW

Summary

2022 was a challenging year financially. The 'cost of living crisis' pushed up the charity's direct costs later on in the year and recent increases in the prevalence of avian influenza have pushed up costs associated with cleaning to ensure that the site remains safe. Increases in staffing costs have also been a big contributor in the charity's financial challenges. Fortunately, our income has been able to match these costs and have kept the charity financially stable throughout this. Secret World has started to open additional charity shops to our Burnham on Sea store with the aim of improving our financial sustainability as we look to the future with our long-term planning.

Total income decreased by 15% from 2021 to 2022 largely due to a decrease in the amount received in legacy income and a reduction in restricted fundraising undertaken to complete the funding of the new Wildlife Treatment Centre.

Operational expenditure increased by 32% between 2021 and 2022. Staff costs played a large part in this increase in addition to increased direct costs which went up partly because of the 'cost of living crisis' and due to changes in procedure because of the threat of avian influenza which increased cleaning costs.

Income

During 2022, SWWR income totalled £1,165,764, which was a 15% decrease on 2021. Our fundraising efforts and legacy receipts made up £846,119 of this income (72.5%) with the remainder coming from charity shop income, adoptions, and other trading income. Fundraising income decreased by 22% from 2021. This decrease was due to the end of fundraising efforts for the Wildlife Treatment Centre. In 2021, 31% of the fundraising income was restricted for the use in paying for the Treatment Centre. Unrestricted donations actually increased by 13.5% despite the overall lower level of income.

One significant source of income in 2022 was legacies which made up £452,413 of our total income. This was a 28% decrease in the amount received in 2021 (£630,263). These bequests were vital in helping us to remain financially secure and meeting the increased costs faced by the charity in caring for the wildlife that come through our doors. We also saw a decrease in our grant income of 24% between 2021 and 2022. This decrease is due to the decrease in capital grants that the charity applied for as the Wildlife Treatment Centre project was completed. Grant income for general use and for smaller projects was still high and was a big support for our work.

Expenditure

The cost of raising funds increased by 79% from £170,814 in 2021 to £305,567 in 2022. This significant increase in costs relates to the increasing cost of staffing due to pay increases, and the additional costs associated with the new treatment centre which have resulted in higher property costs and office costs.

Charitable expenditure increased by 22% (£163,220) between 2021 and 2022. Education costs increased by approximately £40,000 due to increases in staffing costs, and animal care costs increased by £119,175 mainly due to increases in staff costs and the increase in the cost of purchasing the various consumables and equipment that the care of wildlife requires. Some of this increase was due to the 'cost of living crisis'.

Reserves Policy

Secret World Wildlife Rescue maintains a reserves policy for the following reasons:

- To maintain free reserves which are not invested in fixed assets or designated for a specific purpose at the higher of either:
- Three months of budgeted expenditure.
- The amount required to close down the charity.
- To hold reserves which are designated for a specified purpose.

Our reserves level is monitored and reported to our management and trustees on a bi-monthly basis. The level of reserves required is then reviewed annually when the budget is written.

Given the uncertain financial situation resulting from the COVID-19 pandemic, at their Board meeting in October 2020, the Charity's Trustees voted to change the reserves policy and work towards increasing the reserves target from three months to six months. Thus, while working towards a 5–6-month reserve target range for 2023 (based on identified risks the charity may face), it was agreed that, for 2022, the Charity should aim for a 4–5-month target, with a range of £258,000 - £322,000.

At the end of 2022, Secret World Wildlife Rescue's free reserves were £419,735 which is above the target range, however this also includes the amount already designated for £374,830. Continued work for raising awareness and attracting further income for Secret World is in progress, with multiple ideas being worked on to increase income streams for the future.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also Directors of Secret World Wildlife Rescue for the purposes of company law) are responsible for preparing the Trustees Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these 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;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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 the group and to ensure that the financial statements comply with Charities Act 2011 and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

The Trustees confirm that as far as they are aware at the time of approving this annual report:-

1. There is no relevant audit information of which the charitable company and group's auditors are unaware; and

2. The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

Approved by the Trustees and signed on their behalf by:

.....

Christopher Stenlake, Chair of Trustees

Date 07/09/2023

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2022, which comprise Statement of Financial Activities, Balance Sheet, 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 Standards 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 group and charity's affairs as at 31 December 2022 and of its incoming resources and application of resources for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF 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 group and charity in accordance with 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 charity's ability to continue as a going concern for a period of at lease 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.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's report therein. 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.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE .../continued

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 annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the annual report 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 group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES
As explained more fully in the trustees' responsibilities statement set out on page 36 the trustees 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 they 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 group and charity'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 group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS
We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

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 it 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.

THE EXTENT TO WHICH OUR PROCEDURES ARE CAPABLE OF DETECTING IRREGULATIES, INCLUDING FRAUD
Irregularities, including fraud, are instances of non-compliance with laws and regulations. The primary responsibility for the prevention and detection of irregularities including fraud rests with both the management and those charged with governance of the group and charity. We designed 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:

We have considered the nature of the industry and sector, control environment, laws and regulations and business performance of the group and charity, including its remuneration policies. Laws and regulations considered included, but were not limited to, the Companies Act 2006, Charities Act 2011, Charity SORP and FRS102.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud. We also enquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.

We considered the opportunities and incentives that may exist within the organisation for fraud.

Based on this understanding, we designed specific audit procedures to identify instances of non-compliance with laws and regulations, including obtaining additional corroborative evidence as required. Examples of procedures included reviewing large and unusual transactions, reviewing large and unexpected variances, reviewing journal entries and reviewing legal correspondence.

There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement in the financial statements or non-compliance with regulations. The risk of not detecting a material misstatement due to fraud is also higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, collusion, omission or intentional misrepresentation.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

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. This description forms part of our Auditor's report.

USE OF OUR REPORT

This report is made solely to the group and charity's Trustees, 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 group and charity's members those matters, we are required to state to them in a 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 group or charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....

Ian Shipley FCCA, Senior Statutory Auditor
for and on behalf of Prentis & Co LLP, Chartered Accountants and Statutory Auditors

115c Milton Road
Cambridge
CB4 1XE 8th September 2023

Prentis & Co LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2022

	Note	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
INCOME							
Donations and legacies	2	845,729	390	846,119	987,879	138,350	1,126,229
Charitable Activities							
Education		4,415	-	4,415	728	-	728
Animal Care		-	-	-	150	-	150
Other trading activities	3	303,749	-	303,749	224,879	402	225,281
Investments	4	744	-	744	844	-	844
Other	5	8,538	-	8,538	7,701	-	7,701
Profit on sale of fixed assets		2,199	-	2,199	-	-	-
Government Grants		-	-	-	14,904	-	14,904
TOTAL INCOME		1,165,374	390	1,165,764	1,237,085	138,752	1,375,837
EXPENDITURE							
Raising Funds	6	305,567	-	305,567	170,814	-	170,814
Charitable Activities:	7						
Animal Care		724,853	24,174	749,027	614,261	15,591	629,852
Education		139,460	14,501	153,961	95,559	18,558	114,117
Other expenditure		9,626	-	9,626	2,442	2,983	5,425
TOTAL EXPENDITURE		1,179,506	38,675	1,218,181	883,076	37,132	920,208
Net income/(expenditure)		(14,132)	(38,285)	(52,417)	354,009	101,620	455,629
Transfer of funds	21	368,975	(368,975)	-	-	-	-
Net movement in funds		354,843	(407,260)	(52,417)	354,009	101,620	455,629
Reconciliation of funds:							
Total funds brought forward		2,010,561	441,575	2,452,136	1,656,552	339,955	1,996,507
Total funds carried forward		2,365,404	34,315	2,399,719	2,010,561	441,575	2,452,136

SECRET WORLD WILDLIFE RESCUE

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2022

	Note	2022 £	2022 £	2021 £	2021 £
FIXED ASSETS					
Intangible assets	11		4,078		867
Tangible assets	12		1,945,042		1,857,351
Investments			627		627
			1,949,747		1,858,845
CURRENT ASSETS					
Stocks	15	19,224		26,927	
Debtors	16	30,434		27,878	
Cash at bank and in hand		451,870		580,547	
		501,528		635,352	
LIABILITIES					
Creditors: amounts falling due within one year	17	(41,556)		(32,061)	
NET CURRENT ASSETS			459,972		603,291
Total assets less current liabilities			2,409,719		2,462,136
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,399,719		2,452,136
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds	21		2,365,404		2,010,561
Restricted funds	21		34,315		441,575
			2,399,719		2,452,136

The financial statements were approved by the Board of Trustees on 07/09/2023 and were signed on its behalf by:

.....
Christopher Stenlake - Chair of Trustees

SECRET WORLD WILDLIFE RESCUE

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2022

	Note	2022 £	£	2021 £	£
FIXED ASSETS					
Intangible assets			467		867
Tangible assets			1,931,882		1,843,462
Investments			30,093		30,093
			1,962,442		1,874,422
CURRENT ASSETS					
Stocks	15	3,855		14,511	
Debtors	16	21,059		26,392	
Cash at bank and in hand		438,835		517,144	
		463,749		558,047	
LIABILITIES					
Creditors: amounts falling due within one year	17.	(48,355)		(28,410)	
NET CURRENT ASSETS			415,394		529,637
Total assets less current liabilities			2,377,836		2,404,059
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,367,836		2,394,059
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			2,333,521		1,952,484
Restricted funds			34,315		441,575
			2,367,836		2,394,059

These financial statements have been audited under the requirements of Section 144 of the Charities Act 2011.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1st January 2019) - (Charities SORP (FRS 102)).

For the year ended 31st December 2022 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

The financial statements were approved by the Board of Trustees on 07/09/2023 and were signed on its behalf by:

.....
Christopher Stenlake - Chair of Trustees

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	Note	Total Funds 2022 £	Total Funds 2021 £
Cash flows from operating activities:			
Net cash provided by /(used in) operating activities	23	48,403	543,256
Proceeds from the sale of property, plant and equipment		2,709	-
Purchase of fixed assets		(179,789)	(931,112)
Net cash used in investing activities		(177,080)	(931,112)
Change in cash and cash equivalents in the reporting period		(128,677)	(387,856)
Cash and cash equivalents at the beginning of the reporting period		580,547	968,403
Cash and cash equivalents at the end of the reporting period		451,870	580,547

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) issued October 2019 (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 principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue 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 note(s).

PREPARATION OF FINANCIAL STATEMENTS ON A GOING CONCERN BASIS

These financial statements have been prepared on a going concern basis as there are no material uncertainties about the group's ability to continue.

These financial statements are prepared in pound sterling which is also the Charity's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

GROUP FINANCIAL STATEMENTS

These financial statements consolidate the results of the Charity and Secret World Ltd.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Grants receivable are recognised when all qualifying criteria have been satisfied and are stated gross within the Statement of Financial Activities, with capital and charitable activity expenditure also stated gross.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

ALLOCATION AND APPORTIONMENT COSTS

Vehicle costs, mobile and land line costs, printing, postage, stationery, office machine maintenance and wages costs have been apportioned between management support costs, animal care and overheads to show a truer representation of direct animal care costs and education costs.

Water rates have been apportioned between overheads and animal care based on estimated consumption directly attributable to care of animals including laundry.

Management, animal care and fundraising wages have been apportioned between animal care, education and management based on the time spent by each staff on each activity during the year.

All other costs are already accurately split and do not require apportioning.

INTANGIBLE FIXED ASSETS

The Charity previously capitalised the costs of creating a new website, incorporating an online shop. This has been amortised over 3 years on a straight line basis.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

Individual fixed assets costing £100 or more are capitalised at cost.

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

Freehold property	- straight line over 50 years on the cost of buildings and land is not depreciated
Improvements to propert	- straight line over the lease term of either 5 or 20 years
Plant and machinery	- straight line over 4 or 10 years and 25% on reducing balance, depending on the asset use
Fixtures and fittings	- 15% on reducing balance
Motor vehicles	- straight line over 4 years and 25% on reducing balance, depending on the asset use
Computer equipment	- straight line over 4 years

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Stocks are valued on the first in first out basis.

TAXATION

The Charity is currently exempt from Corporation Tax and VAT registration on its charitable activities.

FUND ACCOUNTING

Unrestricted funds, including designated funds, can be used in accordance with the charitable objectives at the discretion of the Trustees.

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

A pension scheme for eligible employees was introduced in January 2016. Secret World employees who meet the criteria for auto enrolment were automatically enrolled into the Work Save Pension Plan with Legal and General on 1 January 2016. The scheme is funded by contributions from the employees and a contribution of 3% from Secret World in 2021 (3%: 2020); this contribution will change in future years in accordance with government legislation.

DONATED GOODS

Donated goods are recognised in the accounts as income under donations with an equivalent expense recognised under the appropriate heading in the Statement of Financial Activities e.g. Animal Care. Where assets are donated, they are again recognised as income under donations with an equivalent asset created under the appropriate heading. Donated goods are recognised on the basis of the value of the gift, being the amount the Charity would have had to spend to obtain the goods.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

2. DONATIONS AND LEGACIES - GROUP

	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Unrestricted Funds 2021	Restricted Funds 2021	Total Funds 2021
	£	£	£	£	£	£
Donations	274,390	390	274,780	241,895	109,419	351,314
Gift Aid	46,630	-	46,630	49,711	-	49,711
Legacies	452,413	-	452,413	630,263	-	630,263
Grants	72,296	-	72,296	66,010	28,931	94,941
	845,729	390	846,119	987,879	138,350	1,126,229

In 2022 the Charity received an estimated £4,823 (2021: £4,019) worth of goods for use in Animal Care Services which has been recognised as a donation with the equivalent expense shown under animal care costs.

Grants received, included in the above, are as follows:

	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Unrestricted Funds 2021	Restricted Funds 2021	Total Funds 2021
	£	£	£	£	£	£
Individuals	66,428	-	66,428	62,210	28,931	91,141
Corporate	5,868	-	5,868	3,800	-	3,800
	72,296	-	72,296	66,010	28,931	94,941

3. OTHER TRADING ACTIVITIES - GROUP

	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Unrestricted Funds 2021	Restricted Funds 2021	Total Funds 2021
	£	£	£	£	£	£
Fundraising events	57,620	-	57,620	32,162	402	32,564
Charity shop income	176,119	-	176,119	105,775	-	105,775
Social lotteries	4,184	-	4,184	3,023	-	3,023
Animal Adoptions	38,355	-	38,355	41,341	-	41,341
Other income	3,000	-	3,000	60	-	60
Trading income	24,471	-	24,471	42,518	-	42,518
	303,749	-	303,749	224,879	402	225,281

4. INVESTMENTS - GROUP

	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Unrestricted Funds 2021	Restricted Funds 2021	Total Funds 2021
	£	£	£	£	£	£
Deposit account interest	744	-	744	844	-	844

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

5. OTHER INCOME - GROUP

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Other donations - (Friends of SW)	8,538	-	8,538	7,701	-	7,701

6. COSTS OF RAISING FUNDS - GROUP

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Fundraising costs including for resale	45,807	-	45,807	17,038	-	17,038
Staff costs	133,136	-	133,136	75,481	-	75,481
Amortisation and depreciation	20,624	-	20,624	20,923	-	20,923
Property costs	72,536	-	72,536	37,358	-	37,358
Office and IT costs	33,464	-	33,464	20,014	-	20,014
	305,567	-	305,567	170,814	-	170,814

7. DIRECT CHARITABLE COSTS - GROUP

CURRENT YEAR

	2022 Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	167,493	3,190	-	170,683
Staff costs	472,528	75,990	-	548,518
Amortisation and depreciation	42,123	25,630	-	67,753
Property costs	53,193	35,462	-	88,655
Office and IT costs	13,690	13,689	-	27,379
Governance	-	-	9,626	9,626
	749,027	153,961	9,626	912,614

DIRECT CHARITABLE COSTS - GROUP

PRIOR YEAR

	2021 Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	119,365	200	-	119,565
Staff costs	423,391	54,459	-	477,850
Amortisation and depreciation	42,366	27,058	-	69,424
Property costs	36,986	24,657	-	61,643
Office and IT costs	7,744	7,743	-	15,487
Governance	-	-	5,425	5,425
	629,852	114,117	5,425	749,394

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

8. NET INCOMING/(OUTGOING) RESOURCES (GROUP)

	31.12.22	31.12.21
Net resources are stated after charging/(crediting):	£	£
Auditors' remuneration - current year	9,626	5,425
Depreciation - owned assets	87,588	89,118
Website amortisation	789	-
Other operating leases	35,479	30,195

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

There were no Trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

TRUSTEES ' EXPENSES

Total Trustee expenses claimed were £2,146 for the year ended 31 December 2022 (2021: £87).
Total donations received from Trustees in the year were £1,585 (2021: £1,840).

10. STAFF COSTS - GROUP AND CHARITY

	Year ended 31.12.22	Year ended 31.12.21
	£	£
Wages and salaries	623,071	504,411
Social security costs	42,032	31,331
Other pension costs	16,551	17,589
	681,654	553,331

The average monthly number of employees during the period was as follows (excluding casual workers):

	Year ended 31.12.22	Year ended 31.12.21
Shop	4	4
Fundraising	5	3
Animal care services	14	12
Cleaning and maintenance	2	2
Management	1	2
Volunteer co-ordinator	1	1
Administrative and accounts	1	1
Learning	1	1
	29	26

There were no employees with benefits in excess of £60,000 for the year ended 31 December 2022 (2021: Nil).

The key management personnel of the Charity in 2022 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.
The employee benefits of the key management personnel for 2022 were £73,409 (2021: £79,966).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY

	2022 Website	2021 Website
	£	£
COST		
At 1 January	25,438	24,238
Additions	4,000	1,200
At 31 December	29,438	25,438
AMORTISATION		
At 1 January	24,571	24,238
Charge for the year	789	333
At 31 December	25,360	24,571
NET BOOK VALUE AT 31 DECEMBER 2022	4,078	867

12a. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2022

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2022	1,294,545	934,116	133,935	35,807	45,383	80,483	2,524,269
Additions	97,823	30,862	-	3,783	37,109	6,212	175,789
Disposals	-	-	-	-	(23,489)	-	(23,489)
At 31 December 2022	1,392,368	964,978	133,935	39,590	59,003	86,695	2,676,569
DEPRECIATION							
At 1 January 2022	15,500	408,509	124,545	22,423	29,633	66,308	666,918
Charge for the year	23,911	46,357	2,558	2,302	7,628	4,832	87,588
Eliminated on disposal	-	-	-	-	(22,979)	-	(22,979)
At 31 December 2022	39,411	454,866	127,103	24,725	14,282	71,140	731,527
NET BOOK VALUE							
As at 31 December 2022 - Group	1,352,957	510,112	6,832	14,865	44,721	15,555	1,945,042
As at 31 December 2022 - Charity	1,352,957	510,112	6,832	14,865	34,577	12,539	1,931,882

12b. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2021

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2021	413,834	919,532	130,559	31,049	30,283	69,100	1,594,357
Additions	880,711	14,584	3,376	4,758	15,100	11,383	929,912
At 31 December 2021	1,294,545	934,116	133,935	35,807	45,383	80,483	2,524,269
DEPRECIATION							
At 1 January 2021	818	356,767	106,922	20,589	27,319	64,489	576,904
Charge for the year	14,682	51,742	17,623	1,834	2,314	1,819	90,014
At 31 December 2021	15,500	408,509	124,545	22,423	29,633	66,308	666,918
NET BOOK VALUE							
As at 31 December 2021 - Group	1,279,045	525,607	9,390	13,384	15,750	14,175	1,857,351
As at 31 December 2021 - Charity	1,279,045	525,607	9,390	13,384	2,223	13,813	1,843,462

Included in cost or valuation of land and buildings is freehold land of £167,040 (31/12/2021: £167,040).

The Visitor Centre and The Bluebell Sett Barn were sold in August 2020. A new build has been under construction from the 2020 financial year, and completed in the 2021 financial year. This and other related capital expenditure are included within freehold land and property, and are being depreciated on a straight line basis over their expected useful lives of 50 years.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

13. FIXED ASSETS INVESTMENTS - CHARITY

SUBSIDIARIES

Secret World Limited

Country of Incorporation: England and Wales

Nature of Business: Trading

Class of shares:	% holding
Ordinary	100.00

	Year ended 31.12.22	Year ended 31.12.21
	£	£
Aggregate capital and reserves	29,466	29,466
Profit for the year	31,885	28,613
	61,351	58,079

The Charity was gifted 100% of the issued ordinary share capital of Secret World Ltd (Company number 03658761), a company incorporated in England and Wales. The Trustees deem the market value of these shares to be £Nil. The subsidiary undertaking is included within the consolidated accounts.

14. LINKED CHARITIES

Secret World Wildlife Rescue also controls two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust. Shown below is a summary of Statement of Financial Activities and Balance Sheet for each trust.

SUMMARY STATEMENT OF FINANCIAL ACTIVITIES

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2022	2021	2022	2021
INCOME	£	£	£	£
Donations	-	-	1,461	7,036
EXPENDITURE				
Donations made	-	-	-	-
Transfers made	-	-	-	(10,500)
Net Income/(expenditure)	-	-	1,461	(3,464)

SUMMARY BALANCE SHEET

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2022	2021	2022	2021
	£	£	£	£
FIXED ASSETS				
Tangible assets	-	-	-	-
CURRENT ASSETS				
Bank	3,307	3,307	3,360	1,899
Total net assets/liabilities	3,307	3,307	3,360	1,899
UNRESTRICTED FUNDS	3,307	3,307	3,360	1,899

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

15. STOCK

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Fundraising	15,369	11,122	-	-
Animal care services	3,855	14,511	3,855	14,511
Shops	-	1,294	-	-
	19,224	26,927	3,855	14,511

16. DEBTORS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade debtors	3,234	224	2,339	224
Other debtors	287	287	287	287
Amounts owed from group undertakings	-	-	-	4,673
Prepayments and accrued income	23,369	22,580	18,433	21,208
VAT debtors	3,544	4,787	-	-
	30,434	27,878	21,059	26,392

17. CREDITORS:

Amounts falling due within one year	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade creditors	22,181	16,626	17,797	12,976
Social security and other taxes	10,894	9,819	10,894	9,819
Pension	300	597	300	597
Amounts owed to group undertakings	-	-	11,183	-
Accruals and deferred income	8,181	5,019	8,181	5,018
	41,556	32,061	48,355	28,410

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

The following operating lease payments are committed to be paid:	2022	2021
	£	£
Total future commitments	43,450	21,900

19. PROVISIONS - GROUP AND CHARITY

	2022	2021
	£	£
Brought forward	10,000	10,000
Charged/(released) to Statement of Comprehensive Income	-	-
Carried forward	10,000	10,000

20. CAPITAL COMMITMENTS - GROUP AND CHARITY

As at the balance sheet date the Charity had no capital commitments for the following year.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

21a. MOVEMENT IN FUNDS - GROUP
CURRENT YEAR

	At 1 January 2022	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2022
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,635,731	1,165,374	(1,179,506)	368,975	1,990,574
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	2,010,561	1,165,374	(1,179,506)	368,975	2,365,404
RESTRICTED FUNDS					
Capital appeal - Education Centre	227,186	-	(14,501)	(212,685)	-
Capital appeal - Wildlife Treatment Centre	180,074	390	(24,174)	(156,290)	-
Other restricted funds	34,315	-	-	-	34,315
	441,575	390	(38,675)	(368,975)	34,315
TOTAL FUNDS	2,452,136	1,165,764	(1,218,181)	-	2,399,719

21b. MOVEMENT IN FUNDS - GROUP
PRIOR YEAR

	At 1 January 2021	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2021
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,281,722	1,237,085	(883,076)	-	1,635,731
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	1,656,552	1,237,085	(883,076)	-	2,010,561
RESTRICTED FUNDS					
Capital appeal - Education Centre	239,259	6,485	(18,558)	-	227,186
Capital appeal - Wildlife Treatment Centre	100,696	94,969	(15,591)	-	180,074
Other restricted funds	-	37,298	(2,983)	-	34,315
	339,955	138,752	(37,132)	-	441,575
TOTAL FUNDS	1,996,507	1,375,837	(920,208)	-	2,452,136

Descriptions of restricted funds are as follows:

CAPITAL APPEAL - EDUCATION CENTRE
Capital appeal education centre is a restricted fund created from donations and a grant from Heritage Lottery Fund. This was established to fund the construction and commissioning of the education centre now known as Bluebell Barn.

The transfers into this fund represent the Charity's contribution of 19.26% to the 80.74% received from the Heritage Lottery Fund.

The Heritage Lottery Fund (HLF) (now National Lottery Heritage Fund) hold a charge which expires on 12 June 2037 over a section of 'The Orchard', being the land and property owned by the Charity, and the land on which Bluebell Barn is situated. This secures any potential debts owed to Heritage Lottery Fund.

The terms and conditions of the Heritage Lottery Fund grant state that:

- If the Charity were to sell, let or otherwise part with Bluebell Barn before 12 June 2037 then the Heritage Lottery Fund may require a share of the net proceeds of this transaction.

- If the Charity were to no longer operate then all of the Heritage Lottery Fund grant received to date would be repayable. As at 31 December 2022 the Charity had actually received £275,410 (2021: £275,410) for capital work and £217,342 (2021: 217,342) for activity costs and additional project costs.

The award of an HLF grant in 2012 for the "Wildhearts" education programme was a significant boost for the Charity at that time. The award, having a value of over £500,000, was to enable a sustainable education programme based on-site in a converted farm building to be known as Bluebell Barn. As a guarantee for the award the Charity granted the HLF a charge against the freehold land of the site for a period of 25 years (until 2037). In 2020 the HLF agreed to discharge a large portion of this land.

The conversion of the building to provide the Bluebell Barn facility was mainly completed over the period 2012-2015, and the building was signed off in 2016.

CAPITAL APPEAL - WILDLIFE TREATMENT CENTRE
The Wildlife Treatment Centre is a restricted fund created from donations, grants and legacies. This is to fund the construction of the Charity's new Wildlife Treatment Centre, work on which commenced in October 2020. The Centre comprises a main wing with animal admissions and orphan rearing, offices and staff facilities and a wildlife hospital wing with separate rooms for the care and rehabilitation of different species, ensuring predator and prey are always kept apart.

During the 2022 audit, it was decided that the Capital Appeal Education and Wildlife Treatment Centre restricted balances would be moved to unrestricted as the grants received have now been fully expended. The value of the buildings will be disclosed in the balance sheet and note 12 to the financial statements.

OTHER
Small funds donated for restricted purposes and used within the current period. This includes monies raised in order to fund a new van for delivery purposes between shops.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY

Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2022. Mr D Kidner is the spouse of Mrs P Kidner.

Mrs P Kidner donated a total of £Nil to the Charity in 2022 (£20,700: 2021).

The Charity rents premises from Mr D, Mrs P and Mr S Kidner. Rents are paid at a commercial rate and amounted to £5,675 (2021: £12,100) for 2022 this included additional spaces for parking and room for animal care workers.

Mr S Kidner, son of Mr D and Mrs P Kidner, is employed on a casual basis, by the Charity to fulfil various tasks, including IT, animal care and facilities work. His pay is based on the hours worked at the market rate.

Mr D Kidner is also paid at the market rate for grounds maintenance services each year.

A total of £1,585 was donated by Trustees to the Charity during the year (2021: £Nil).

The group controls the wholly owned subsidiary, Secret World Limited and two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust.

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds 2022	Total Funds 2021
	£	£
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(52,417)	455,629
Adjustments for:		
Depreciation and amortisation	88,377	90,347
Profit on sale of assets	(2,199)	-
(Increase)/Decrease in stocks	7,703	(10,883)
(Increase)/Decrease in debtors	(2,556)	(4,514)
Increase/(Decrease) in creditors	9,495	12,677
Net cash provided by/(used in) operating activities	48,403	543,256

24. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

SECRET WORLD WILDLIFE RESCUE

England & Wales - Charity number 1097119

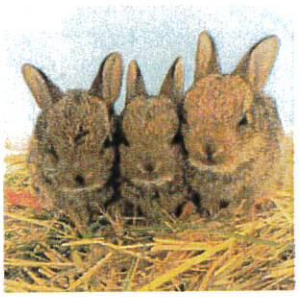
Accounts

Secret World
Wildlife Rescue

Registered company number: 04672215 (England and Wales)
Registered charity numbers: 1097119, 1097119-1 and 1097119-2 (England and Wales)

REPORT OF THE TRUSTEES AND AUDITED CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021 FOR SECRET WORLD WILDLIFE RESCUE (SWWR)

Uniting Direction accounts
incorporating:
SECRET WORLD LIMITED (company 03658761)
THE BLUEBELL SETT CHARITABLE TRUST
AND BLUEBELL SETT





***Patrons**: Rose Buck, Lloyd Buck, Jilly Cooper CBE, Mike Dilger, Sarah Fisher, Anthony Head, Martin Hughes-Games, Simon King OBE, Dr Scott Miller MRCVS, Desmond Morris, Chris Packham CBE, Rhianna Pratchett, Valerie Singleton OBE, Chris Sperring MBE, Hannah Stitfall, Michaela Strachan*

Registered with FUNDRAISING REGULATOR

HERITAGE FUND

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LEGAL AND ADMINSTRATIVE DETAILS

The Trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 December 2021. The financial statements comply with the Charities Act 2011, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with United Kingdom Financial Reporting Standards (United Kingdom Generally Accepted Accounting Practices) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

LEGAL STATUS

Registered company number: 4672215 (England and Wales)
Registered charity number: 1097119 (England and Wales)

Linked charities:

The Bluebell Sett Charitable Trust: charity number 1097119-2 (formerly 1078691)
Bluebell Sett: charity number 1097119-1 (formerly 1048323)

Linked trading company:

Secret World Limited: 03658761 (England and Wales)

REGISTERED OFFICE AND OPERATIONAL ADDRESS

New Road, East Huntspill, Highbridge, Somerset, TA9 3PZ

TRUSTEES

Roger Branton (Chair to 07/10/2021)
Bel Deering (resigned 02/12/2021)
Wendy Goodwin (appointed 12/08/2021)
Elizabeth Hughes (appointed 12/08/2021)
Marie Negus (appointed 12/08/2021)
Mr Christopher Stenlake (Honorary Treasurer and Chair from 07/10/2021)

Co-opted:
Chris Pawson (co-opted 03/06/2021)
Dominic Phillips (co-opted 07/10/2021)

CEO AND COMPANY SECRETARY

Ms Lesley Browne (resigned 07/04/2022)

FOUNDER AND ADVISOR

Mrs Pauline Kidner

EXTERNAL ADVISOR

Dr Elizabeth Mullineaux
BVM&S, DVM&S, CertSHP, MRCVS, RCVS Recognised Specialist in Wildlife Medicine (Mammalian)

PATRONS

Lloyd Buck
Rose Buck
Jilly Cooper CBE
Mike Dilger
Sarah Fisher
Anthony Head
Martin Hughes-Games
Simon King OBE
Dr Scott Miller MRCVS
Desmond Morris
Chris Packham CBE
Rhianna Pratchett
Valerie Singleton OBE
Chris Sperring MBE
Hannah Stitfall
Michaela Strachan

BANKERS

CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
HSBC Bank Plc, 23 Fore Street, Bridgwater, Somerset, TA6 3LE

AUDITOR

Prentis & Co LLP, 115c Milton Rd, Cambridge CB4 1XE (from 01 January 2020)

SOLICITORS

Stewart Barratt, Acorn Solicitors, Acorn House, 50 Upper High Street, Taunton, Somerset, TA1 3PY
John Shirley & Co, 24 College St, Burnham-on-Sea TA8 1AT

FUNDRAISING REGULATOR

Secret World Wildlife Rescue is registered with the Fundraising Regulator and agrees to adhere to the highest standard of good practice with their fundraising. The Charity follows The Code of Fundraising Practice which sets the standards that apply to fundraising carried out by all charitable institutions and third-party fundraisers in the UK.

Registered with FUNDRAISING REGULATOR

ACKNOWLEDGEMENTS

The Trustees and management would like to place on record their thanks to the many people who contribute so much to enable our vital work to continue, particularly during this challenging year following the COVID-19 pandemic and during the building of the new Wildlife Treatment Centre:

- Our donors, friends and supporters, to whom we remain totally indebted.
- Our volunteers, without whom we would struggle to function effectively.
- Our supportive and dependable Patrons.
- Our dedicated and loyal staff.
- All the local businesses and trades-people and our long-standing corporate supporters for their assistance and commitment.

A sincere thank you to all who have supported Secret World Wildlife Rescue in any way.

WHAT WE DO

Our vision

- To prevent wildlife suffering needlessly and to inspire in everyone a love and understanding of wildlife and the countryside.

Our mission

- Provide a rescue service caring for sick, injured and orphaned wildlife
- Rehabilitate the animals in our care and return them to the wild wherever possible
- Be a respected source of expertise and a centre of excellence where all British wildlife can receive the best care.
- Inspire learning about the world of British wildlife, encouraging everyone to

Rescue, Rehabilitate and Release:

- Animal welfare is at the heart of what we do.
- Secret World Wildlife Rescue is a place of safety for wildlife.
- We are always there for wildlife.





Respecting:

- We are focussed on using our resources wisely and celebrate the vital contribution of our supporters.
- We appreciate the devotion and passion of our volunteers and staff, recognising that each individual has an important role to play.

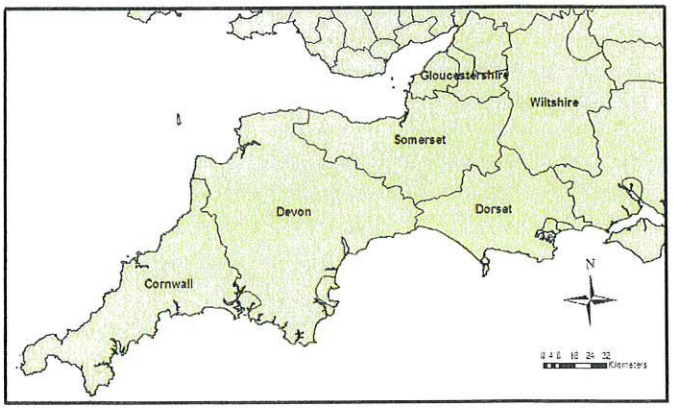
Sharing knowledge:

- We champion sharing our expertise and enthusiasm with the public and other professionals.
- By engaging the public in learning about British wildlife, we help them to reconnect with nature and encourage protection of its heritage.



WHERE WE WORK

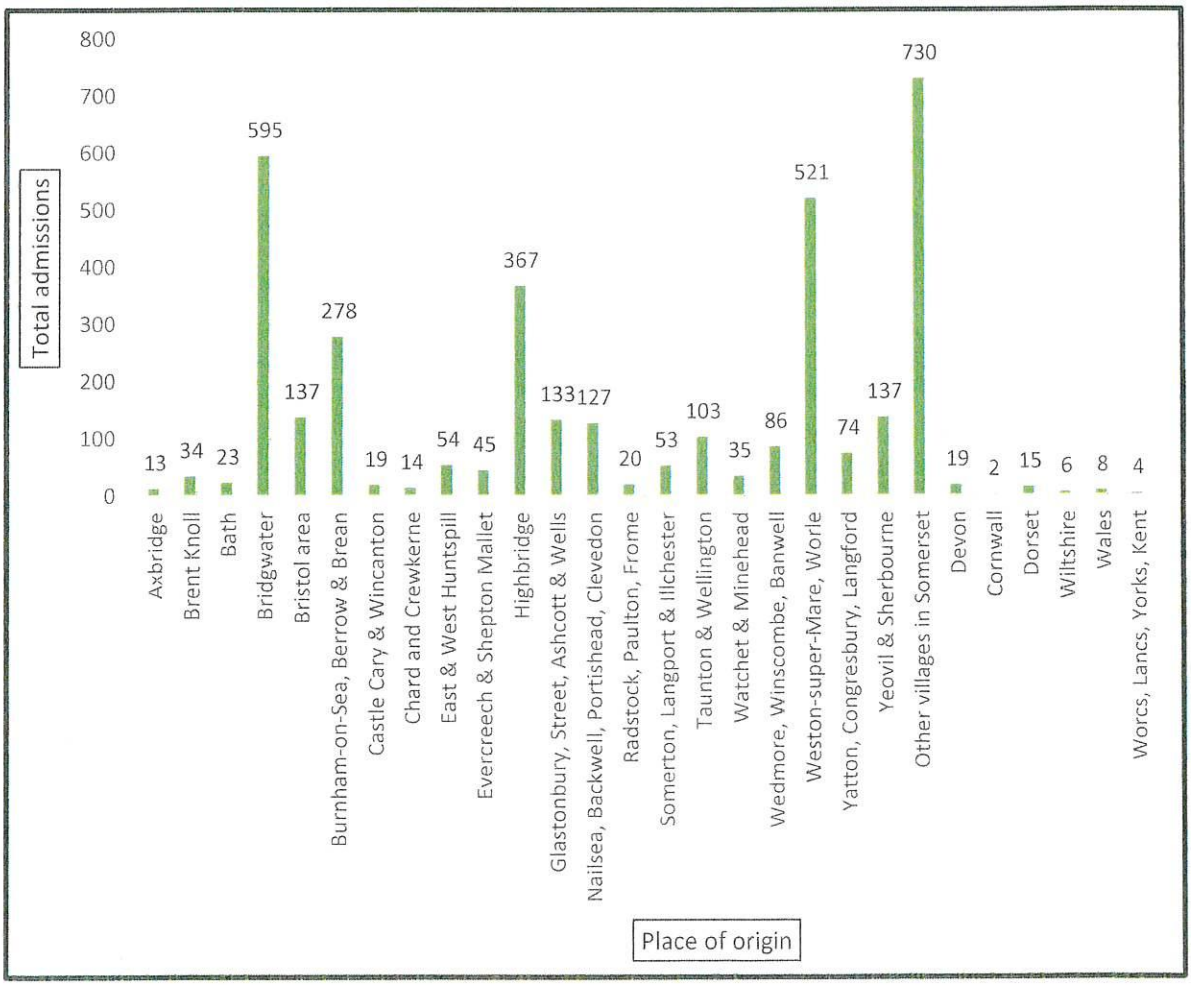
Southwest: Cornwall, Devon, Dorset, Somerset, Wiltshire, Bath and Northeast Somerset, South Gloucestershire and Bristol City.



Some wildlife is also brought to us from as far afield as Yorkshire because of SWWR's specialist experience in rehabilitation, particularly of badgers.

Telephone and email advice is also provided to thousands of members of public, veterinary professionals, and other wildlife rehabilitators, across the UK and overseas.

Chart showing the number of casualties admitted to SWWR in 2021 by place of origin
(the place of origin was unrecorded for 64 admissions)



PUBLIC BENEFIT

Secret World Wildlife Rescue's charitable objects are to undertake the care and rehabilitation of orphaned, injured or otherwise distressed wildlife; and to educate the public generally regarding wildlife with the aim of encouraging tolerance, appreciation and respect for all wildlife.

In shaping our objectives and planning our activities to meet these objects, the Trustees have considered the Charity Commission's guidance on public benefit and consider SWWR carries out its charity purposes for the public benefit as follows:

- We support our local community, free of charge, by rescuing orphaned, sick and injured wildlife casualties, rehabilitating these and releasing them back to the wild, whenever possible. For animals whose injuries are too severe to enable them to be returned to the wild, the Charity, working with veterinary professionals, provides a quick and humane end to their suffering. The public benefits from the knowledge that there is a centre of excellence which serves as a place of safety for wildlife casualties.

- We are a respected source of expertise about caring for wildlife casualties, and provide free help and advice by telephone, email, social media, and printed materials to members of the public, other wildlife rehabilitation centres, veterinary professionals, and others across the country.

- We provide volunteering opportunities for hundreds of local community members and companies that wish to support our work. Volunteers also come from further afield in the UK and sometimes from overseas. Many volunteers are students gaining work experience; some volunteers have special educational needs or disabilities and are gaining new social or work-based skills. Others are unemployed and working with us to learn new skills to help them regain their confidence and move forward finding jobs, while others are retired and looking to offer their skills in return for new social opportunities and the chance to contribute to a charity that they feel passionate about.



Volunteer fundraisers with resident birds of prey



Rescued hedgehog being examined by veterinary staff

- We inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it, so helping to protect our natural environment for current and future generations. We do this through our educational activities and by communicating with the public through local and national television, radio, newspapers, the internet, and social media.
- We support other national rescue services, such as the police service and fire brigade, in rescuing trapped or injured wildlife on roads and in other public places from situations that otherwise may place members of the public at risk.

ACHIEVEMENTS AND PERFORMANCE IN 2021

The Trustees have pleasure in presenting their report, together with the financial statements for the Charity for the year ended 31st December 2021.

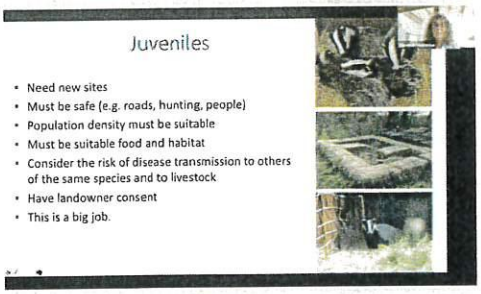
Here are our KEY ACHIEVEMENTS IN 2021



Helped over 5,000 animals
Advice given to help over 10,000 more



1,372 animals successfully released to the wild
(Trail camera picture of released fox cubs)



Over 30 educational events delivered across all ages, via Zoom or in person
(Zoom screen shot from wildlife course)

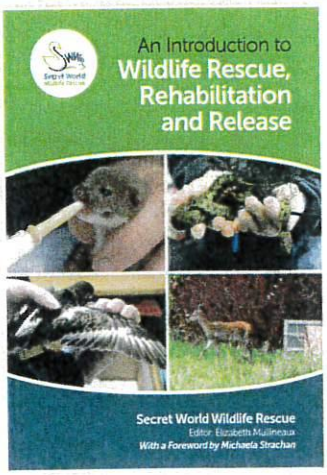


New Pauline Kidner Wildlife Treatment Centre completed

19,872 hours of volunteer time provided to the charity across all departments
(volunteers engraving glass for the new building)



Our new SWWR book: *An Introduction to Wildlife Rescue Rehabilitation and Release* completed and self-published



ACHIEVEMENT OF OBJECTIVES

Strategic plan 2021-2023

An updated Strategic Plan for 2020-2022 was approved by the Board of Trustees in 2019. As a result of the impacts of the COVID-19 pandemic, the Board of Trustees reviewed the plan in 2020 and agreed to roll it over in its entirely to 2021-2023. The Strategic plan describes three major operational aims plus a further four 'enabling' aims which are required to achieve these. Each strategic aim is described with several key features, specific 3-year objectives and the priority objectives/activities that should have taken place in 2020. In 2021 the charity progressed well with these aims, in particular with the development of the new Wildlife Treatment Centre and the recruitment of new Trustees.

An overview of the seven aims in the current strategic plan is provided below:

Strategic aims 2021- 2023

In order to achieve our vision and mission:

1. We will provide an appropriate first-class animal care rescue, rehabilitation and release service for sick, injured and orphaned British wildlife, re-affirming our position as a centre of excellence for high quality care.

2. We will provide first-class learning, outreach and professional development which inspires learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

3. We will ensure ongoing engagement with supporters, followers, media, other stakeholders and the general public which is appropriate to each, broad-reaching and responsive to changing communication channels.

How we will achieve our strategic aims:

4. We will be financially stable, operating with an annual balanced budget with diversified sources of funding less reliant upon legacies; ensuring we manage our resources efficiently; and maintaining general reserves in line with our agreed reserves policy.

5. We will have constructed a new Wildlife Treatment Centre, incorporating the Charity headquarters, fit to serve the Charity for the foreseeable future.

6. We will have robust and dynamic charity governance, leadership and management which underpins the Charity and leads it forward, enabling our vision and values to be maintained, and which ensures the Charity operates in accordance with legislation and best practice.

7. We will have a working environment where staff and volunteers are helped to fulfil their potential and are appreciated; where we work within a culture of equality and non-discrimination; and where all feel welcome and an integral member of the SWWR team.

STRUCTURE, GOVERNANCE AND MANAGEMENT

LEGAL STRUCTURE

Secret World Wildlife Rescue (SWWR) is controlled by its governing document, the Memorandum and Articles of Association dated 20 February 2003 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Secret World Wildlife Rescue (SWWR) charity (registered in England and Wales, number: 1097119) was created to unite the existing charitable organisations, Bluebell Sett and The Bluebell Sett Charitable Trust. By uniting the organisations in this way, SWWR could become more efficient in the administration of the Charity and in the conduct of its operations. Bluebell Sett and The Bluebell Sett Charitable Trust have been retained only to receive legacies and regular donations. The results of these unincorporated entities are included in these financial statements. Audited accounts have been produced under the Uniting Direction order.

GROUP STRUCTURE

Secret World Wildlife Rescue controls two unincorporated charitable trusts, Bluebell Sett and Bluebell Sett Charitable Trust. In addition, Secret World Wildlife Rescue also controls Secret World Ltd, a wholly owned trading subsidiary which operates the gift shop, charity shop, rental of the Bluebell Barn for weddings and external meetings, and other commercial activities which raise funds for the main Charity.



ORGANISATIONAL STRUCTURE

Secret World Wildlife Rescue is the main operational Charity. It is governed by a Board of Trustees / Directors comprising a minimum of three and maximum of ten, responsible for the strategic governance, direction and management of the Charity. Trustees are actively engaged in developing SWWR's policies, processes and capabilities across all functions.

A total of eight Trustees served during the period of this report. The Trustees met for six Board meetings, all of which were held 'virtually' via Zoom communications because of the COVID-19 restrictions / lockdowns. This was in line with the Government's guidance (June 2020) that permitted, "for a temporary period, companies and other bodies to suspend members' ability to attend meetings in person and allowed them to convene meetings in a flexible way using a range of technologies." The AGMs for SWWR and its trading company, Secret Word Ltd, were held in person in August 2021. In addition, five extraordinary Trustee meetings were held 'virtually' via Zoom communications during 2021, mainly to deal with financial issues relating to the construction of the Wildlife Treatment Centre.

TRUSTEE GOVERNANCE AND RECRUITMENT

After serving as a Trustee of SWWR for over four years, Dr Bel Deering decided to step down in December 2021 to devote more of her time to her family and work commitments. Dr Deering made significant contributions to Secret World Wildlife Rescue and helped to steer the Charity through some difficult times. The staff and volunteers would like to offer their sincere thanks to her for giving her advice, time and commitment to the Charity during her time on the Board.

Following a selective recruitment process, during 2021 the Trustees co-opted a further two individuals to complement the Board's existing skills matrix; it is anticipated that they will be invited to join the Board as full Trustees / Directors at the Charity's AGM in August 2022.

Appointment of Trustees

SWWR has developed and maintained a rigorous process for the recruitment and appointment of its Trustees. Detailed job descriptions have been formulated and used when advertising vacancies which are

advertised publicly. Prospective candidates are required to provide up-to-date CVs, complete a skills audit and attend an interview with a Board panel of at least two Trustees to ensure they have the skills needed. If selected from interview two suitable references are also sought and DBS checks are undertaken if appropriate for their role.

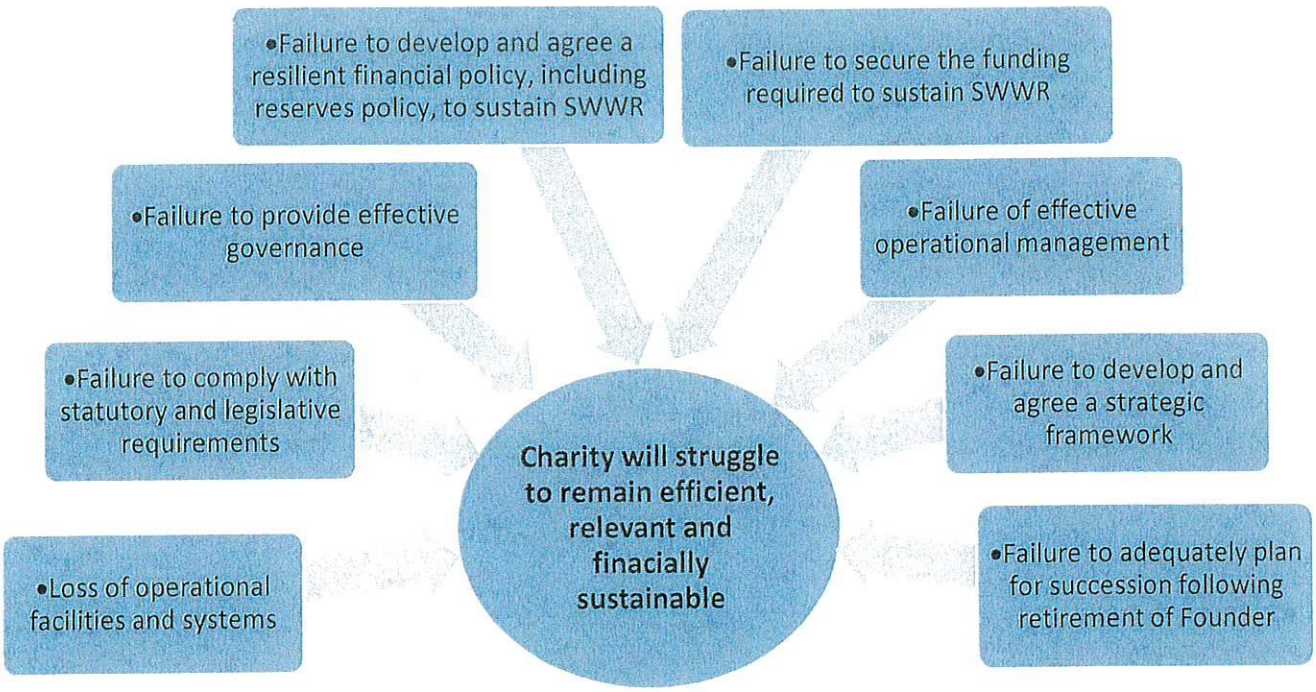
Trustee Induction and Training

All prospective Trustees are required to have individually designed induction training. This involves them spending at least one day meeting senior management and other key staff and volunteers, as well as being briefed about key operational areas, including animal care and fundraising. Trustees are then encouraged to start using their specific strengths and experience to contribute to discussions, meetings and begin supporting and advising on specific initiatives that play to their strengths.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the Charity is exposed and ensure appropriate controls are in place to provide reasonable assurance against fraud and error. Unfortunately, in spite of this review process, it was impossible for the Charity to predict the global COVID-19 pandemic, and the impact this would have on the world as a whole, and specific aspects of the Charity's operational and strategic processes. Fortunately, having previously considered many of the more predictable risks, and mitigating against these risks, the Charity was in a robust position and dynamic enough to continue its operations throughout the pandemic.

Aside from the COVID-19 pandemic specifically, the ongoing operational, business, financial and reputational risks faced by the Charity are identified as follows:



The Trustees confirm that they have established systems to mitigate significant risks and have prioritised efforts regarding risks with highest probability and significant potential impact. A robust set of mitigating actions are in place with relevant managers, together with the Board of Trustees and the CEO taking ownership of their risks. This will give a greater control over risks and enable the Board and senior managers to plan preventative action before anything untoward occurs.

PEOPLE AND CULTURE

OUR SUPPORTERS

Secret World Wildlife Rescue would not exist and be able to undertake our work caring for British wildlife without the ongoing backing of our loyal supporters. In 2021 the impact of the COVID-19 pandemic continued to impact staffing, volunteering, and funding of the charity. At the same time the charity was working hard to build the new Pauline Kidner Wildlife treatment Centre and continue fundraising for this alongside core funding. Our amazing supporters stood by us throughout the year, often during difficult times for themselves and their families. We continue to be overwhelmed by the generosity of people giving their time and donations, both physical and financial, to the charity. We also felt the emotional care and warmth of the broader SWWR family throughout the year and for that we are especially grateful.

From us all at SWWR, please accept our sincere thanks for all your support in 2021.

OUR PATRONS

All 16 of our incredible Patrons (listed on p3) continued to contribute to the Charity, in a diverse number of ways, during 2021. They gave their time, expertise, donated ball prizes and promoted the charity on social media and elsewhere. We are so grateful for the overwhelming dedication of these busy people to SWWR.



Michaela Strachan and Martin Hughes-Games got their hands dirty in the summer of 2021 mixing concrete for the new Wildlife Treatment Centre and helping to launch out 'Last Push' appeal for the new Wildlife Treatment Centre. Their subsequent social media posts about the new facility helped publicise the charity and encouraged donations towards completion of the Centre. We also thought they had potential great as builders!

Chris Packham included SWWR in a Facebook competition to win a portion of proceeds from sales of merchandise through his *Self-Isolating Bird Club* group. We were delighted to come 4th in a public vote and receive a donation of £500.

OUR CHARITY MANAGEMENT, LEADERSHIP AND STAFFING

The CEO, Lesley Browne, had responsibility for the day-to-day running and management of the Charity, including overseeing the new build, in 2021 (see CEO's Report p14). Lesley was supported by an operational management team (OMT) of senior managers including the Charity Founder and Advisor Pauline Kidner (see Founder's Report p14) and Scientific Advisor, Dr Elizabeth Mullineaux. The Head of Animal Care Services (HoACS), Laura Benfield was on maternity leave until September 2021 with Section Leaders, Sarah Tingvoll and Dan Bryant ably taking on this role in her absence. When Laura returned part-time the HoACS role was shared between her and Sarah on a 4:1 ratio with Dan returning to his previous role. Facilities and Office Manager Andrew Mellamphy was responsible for the day-to-day running of the site and made up the final place on OMT. Finance Manager, Daniel Harding, attended the initial finance section of each meeting and worked on budgets with the other managers and the Board. Daniel also attended Board meetings with Lesley to present financial management reports. Several meetings in 2021 continued to be held remotely using Zoom, depending on Government guidelines which changed several times over the year. Zoom meetings worked efficiently, especially for those Advisors and Board members not based in Somerset.

OUR STAFF AND VOLUNTEERS

SWWR provides 7 day a week, 365 day a year service for between 12-16 hours a day depending on time of year. This requires the services a large number of staff and volunteers, especially in the busy spring and summer seasons. During 2021 SWWR employed an average of 17 full-time and 10 part-time staff on the main site and at its charity shops. This equated to 24.5 WTE (Whole Time Equivalents). In addition, our casual workers performed an invaluable function covering evening shifts, weekends and staff absences, often at short notice.

The Government's COVID-19 furlough scheme continued, at least in part, until the end of September, allowing the charity to keep all its permanent staff on the payroll in 2021. In order to reduce the number of staff on site, particularly during the initial lockdown and because we were no longer able to keep our charity shops open or onsite educational activities running, several staff were placed on furlough throughout the year. This not only enabled us to ensure staff retained their jobs long-term, but also 2021 staff slowly returned to working on site, although some working from home for office staff continued throughout the year. COVID-19 remained a continued threat to the function of the charity especially as many staff are required to work in quite close spaces and assist each other with tasks which require close contact. Luckily the staff and volunteers managed to remain largely COVID-19 free and healthy throughout this period.

In 2021 we welcomed 4 new staff members to SWWR, Matt to Animal care, George to Education, Abby to Administration and Jane to reception. Charlotte moved from Administration to become our new Release Co-ordinator. The new team members have brought expertise and enthusiasm with them and are already well integrated into the team. Our amazing volunteers continued to support us during the year (for details of volunteering see p17), providing hours of their time across the site and at the charity shops. Although social events continued to be limited in 2021, several low-key staff and volunteers get togethers were organised when possible. Throughout the year the closed Staff and Volunteer Facebook page remained a great way of communicating with everyone, as well as through monthly site meetings (when these were permissible and practical) and regular Staff and volunteer bulletins. Staff CPD (see p23) also continued with a mixture of in-person and online provision throughout the year.

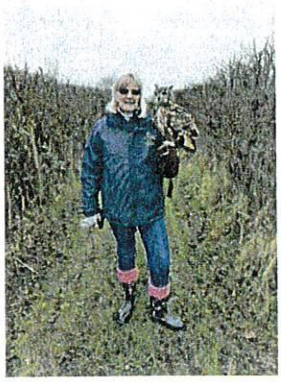
2021 was a challenging year for all our staff and volunteers, first with the unpredictable progression of the COVID-19 pandemic and also with the multiple changes of facilities associated with the new build (see Facilities Report p27). The Animal Care staff had an especially difficult time as they were in some ways most impacted upon by the site changes, but also because their role was made more difficult by the outbreak of avian influenza in the UK in the autumn. Avian flu required additional PPE as well as other biosecurity measures, but the staff and volunteers took all this in their stride with their usual enthusiasm.



Staff enjoying wearing their avian influenza PPE

The new building and ever-changing infectious disease requirements resulted in new updates to staff and volunteer policies and procedures, accompanied by appropriate staff training. Throughout all these changes staff and volunteers remained positive and excited at the prospects of moving into the new Wildlife treatment Centre. Although, inevitable, there have been some teething problems with the new facility, it has created a lovely environment in which to work (see New Wildlife Treatment Centre, p16) and of course a much-improved facility for our animals to be cared for in.

CEO'S REPORT



Finally, after many years, our dream of a purpose-built wildlife facility in which to treat and care for sick, injured and orphaned wildlife has become true: we started moving into our beautiful new building in September 2021. This was possible only because of the ongoing generosity of our supporters, and we'd like to offer our most sincere thanks to every one of them for helping to make our vision a reality. It's truly remarkable that in less than a year, and during a period marred by the COVID-19 crisis, our new centre has risen out of the alluvial mud in Secret World Wildlife Rescue's car park into this magnificent bespoke facility. In recognition of our truly amazing Founder, and to celebrate all the support she's given to wildlife over the years, our new building will be named "The Pauline Kidner Wildlife Treatment Centre".

There are just so many people that we want to thank for supporting the construction of our Wildlife Treatment Centre and for helping us 'kit it out'. We hope to have a wildlife mural in our new reception area that will include the names of all who contributed anything: from children who gave us their pocket money, to the individuals and family trusts and foundations who so generously donated. Other supporters have given up their time for free to support us with professional contributions or other more practical tasks on site, and many companies have provided us with items free of charge or at discounted prices. We received generous donations to our 2021 autumn appeal which enabled us to buy new equipment for the centre, and others kindly donated items via our Amazon 'wish list'. There is one individual who merits a special personal acknowledgement: our volunteer Katarina ('Kat') McNabb. Kat is an architect who set us on our way with the planning process back in October 2019 and who has supported me throughout the whole process. I doubt we'd have ever reached this point so quickly without Kat's professional contributions.

Of course, the SWWR team of staff and volunteers also deserve heartfelt thanks for enduring incredibly difficult working conditions over the past few years and for never letting those interfere with their care for the wildlife on site. Our previous facilities presented us with many challenges: freezing cold portacabins with frozen pipes in winter, scorching hot and fly-filled portacabins in summer, no phones, no wi-fi or IT, having to use outside toilets, and being faced with long walks between our previous hospital and rehabilitation facilities, often carrying heavy animals in carriers. Now our wildlife casualty reception, hospital rooms, offices and staff room are all in the same building, supported by appropriate modern services. Once again, thank you to all our loyal and dedicated staff and volunteers who put up with the dreadful conditions on site over the years and let's all look forward together to the future in our new bespoke building.

There have also been several other highlights during the past year: we're very proud that earlier in the year, Pauline won the Charitable Contribution of the Year award for the "the individual who is constantly committed to making a difference to animal welfare in the UK or abroad" at the 2020 CEVA awards; four new staff joined our team and are already settling in well; and our Trustees have strengthened the charity's governance with the appointment new Board members and co-opted Trustees, all of whom bring a range of skills and experience to support the charity's management. Our new charity shop in Burnham-on-Sea's High Street has been a success, as are our online charity auctions, and our 'remote' educational activities continue to be very popular. But of course, our most significant achievement has been the help we are able to provide to thousands of wildlife casualties that come through our gates.

Lesley Browne CEO
Autumn Newsletter 2021

FOUNDER'S REPORT



In 2021 I was able to reduce my hours by handing over more responsibility to David Plant, our Fundraising Officer. He has managed very well and this year we have seen our appeals and fundraising exceed our expectations.

We have kept a very personal touch to our supporters offering to speak to them personally if they wished us to as we are aware of the isolation caused by the pandemic. We were all very pleased to eventually have contact with people at talks and events.

We took the decision not to have any open days during 2021 as many people are still very hesitant to go to public events. This saved us considerable time not having to organise these events and allowed us to concentrate more on social media and other virtual ways of keeping in contact with supporters. Certainly, the talks given by zoom meant that we were making contact with groups further afield and the zoom courses attracted delegates from abroad.

I now write articles for all the local villages which enables us to pass on advice and the stories of our work. We have also been fortunate to be featured by national magazines which makes more people aware of the work that we do.

It was strange not to have visitors in 2021 but enabled us to deal with our site looking more like a building site than a rescue centre. I have to thank staff and volunteers for their stoic efforts to deal with emergency situations without water, electric, phones and internet that often happened without any notice!

I was very flattered to have our new Wildlife Treatment Centre named after me. It is, of course an accumulation of many years of dedication from volunteers, staff and supporters that made it happen. I must also thank our CEO, Lesley Browne, whose continual determination meant that we saw the building slowly take shape.

Our education programme continues to grow, a part of our work that I feel is so important. One of the major events that we were involved with was the Born Free Foundation 'Resources for Vets'. This was a collaboration of vet practices and wildlife centres trying to create interest and understanding within the veterinary profession. It is with the driving force of Dr Liz Mullineaux that these courses, CPD, conferences and particularly our new course companion book on Wildlife Rescue, Rehabilitation and Release, that these became reality and I think it is only right to make public the huge amount of dedication that Liz has given over the years.

It is exciting to see the charity that I founded grow, and I am very pleased to remain involved with all aspects of the charity.

Pauline Kidner

REVIEW OF MAIN CHARITY ACTIVITIES

NEW PAULINE KIDNER WILDLIFE TREATMENT CENTRE

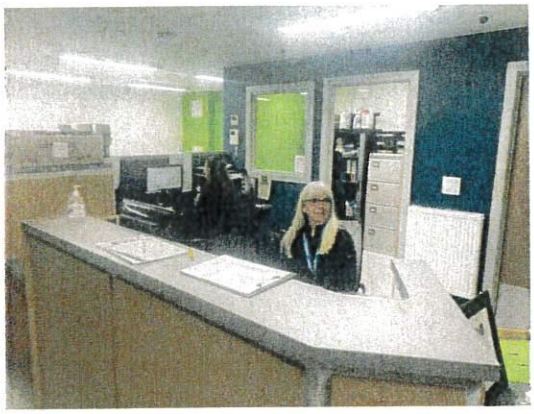
The main highlight of 2021 was the completion of our new Pauline Kidner Wildlife Treatment Centre. This was a huge achievement for the charity after many years trying to undertake this project. Despite the difficulties with our final fundraising during the COVID-19 pandemic, the Centre designed by SWWR volunteer architect Katarina McNabb became a reality. In May 2021 the building was about halfway to completion and the charity reception area moved out of the Cider Barn and into a shed. Pauline and Derek Kidner kindly allowed the charity to use rooms in the farmhouse whilst the final building works were being completed. The Centre was finally completed, and staff and animals moved into their new home, in September 2021.



Halfway there!



Completed Wildlife treatment Centre



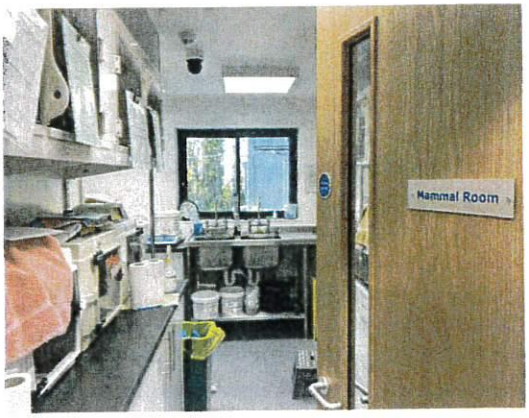
Reception



Assessment room



Bird room



Mammal room

VOLUNTEERING REPORT

SWWR's Volunteers continue to contribute and add value to all departments and activities across the charity. At the end of 2021 we had 350 volunteers registered on our online Volunteer management system, this number has been steadily increasing since 2019 despite the impact of the COVID-19 pandemic. With fewer covid restrictions in 2021 volunteers contributed 17,446 hours at the charity's main site, which is up 33% on the previous year. This is equivalent to more than 9 full time posts across the organisation and equates to almost £159,449.87 in donated time at minimum wage (2021) which demonstrates the financial importance of volunteer team members. These hours do not include those contributed by our 120+ response drivers who collect injured or orphaned animals and take them to the nearest veterinary surgery or bring them directly to SWWR. At our new Charity shop on the Highstreet in Burnham-on-sea, volunteers donated over 2426 hours which is the equivalent of £21,615.66 donated time.

The breadth of involvement includes: rescuing animal casualties, staffing reception, caring for orphans, supporting the Animal Care team, assisting in charity shop activities, helping with community fundraising, volunteering at events, helping with courses, helping to maintain the SWWR facilities, gardening, administration, learning activities, and wildlife releases. Without the generosity and dedication of our volunteers we would not be able to function and achieve everything that we do.



Volunteers in action! Annie on reception, Carys feeding pigeons, Doug cleaning out goslings, Verity washing up animal feed bowls

Volunteer Recruitment

Due to ongoing COVID restrictions and safety measures on site, SWWR did not run group volunteer introduction/induction sessions for the majority of 2021 and instead adapted these to an online format. Prospective volunteers were able to watch SWWR's volunteer induction, including general information for all volunteers and a section for Wildlife Care assistants covering animal handling, waste management and cleaning procedures, in a web-based format. Instead of group inductions on site the Head of Volunteering, Molly Ellis, gave individual prospective volunteers a tour of the site, and for Animal Care volunteers, a hands-on induction. This type of one-to-one practical induction gave new volunteers some good initial training but was very time consuming.

Corporate days

Although ongoing COVID restrictions continued to limit volunteer groups on site, a wonderful group from Wessex Water came to help us on site back in April 2021. They helped us with painting aviaries and levelling our fawn paddock. Our hope is to have more volunteering groups coming in in 2022 to help achieve bigger jobs like aviary painting.

We would like to extend our sincere thanks to all our amazing volunteers

ANIMAL CARE REPORT

The year in numbers

In 2021, 3,681 wildlife casualties were admitted directly to SWWR (an increase on last year's total of 3,242). This is a reduced number compared to 2019 when 4,395 animals came through our doors. This can be attributed to having to run a reduced service over the past two years due to both the COVID-19 pandemic and development of the Wildlife Treatment Centre. Hopefully in 2022 with our new facilities and the pandemic situation improving we will again be able to operate at our full capacity. In addition to this direct care, over 2,000 animals were directed by us for immediate veterinary care at the nearest surgery to where they were found and over 10,000 other advice calls were taken. During 2021 we directly rehabilitated and released 1,372 back to the wild, including 45 foxes, 28 badgers, 46 bats, 34 birds of prey, 300 hedgehogs and 144 gulls. Almost 40% of admissions were successfully rehabilitated and released, a similar rate to previous years and to wildlife rehabilitation in general. Those animals not able to be rehabilitated and released were euthanised to prevent further suffering. Unusual admissions this year include a juvenile puffin (p20), a nightjar, a grey long-eared bat and a great crested grebe.

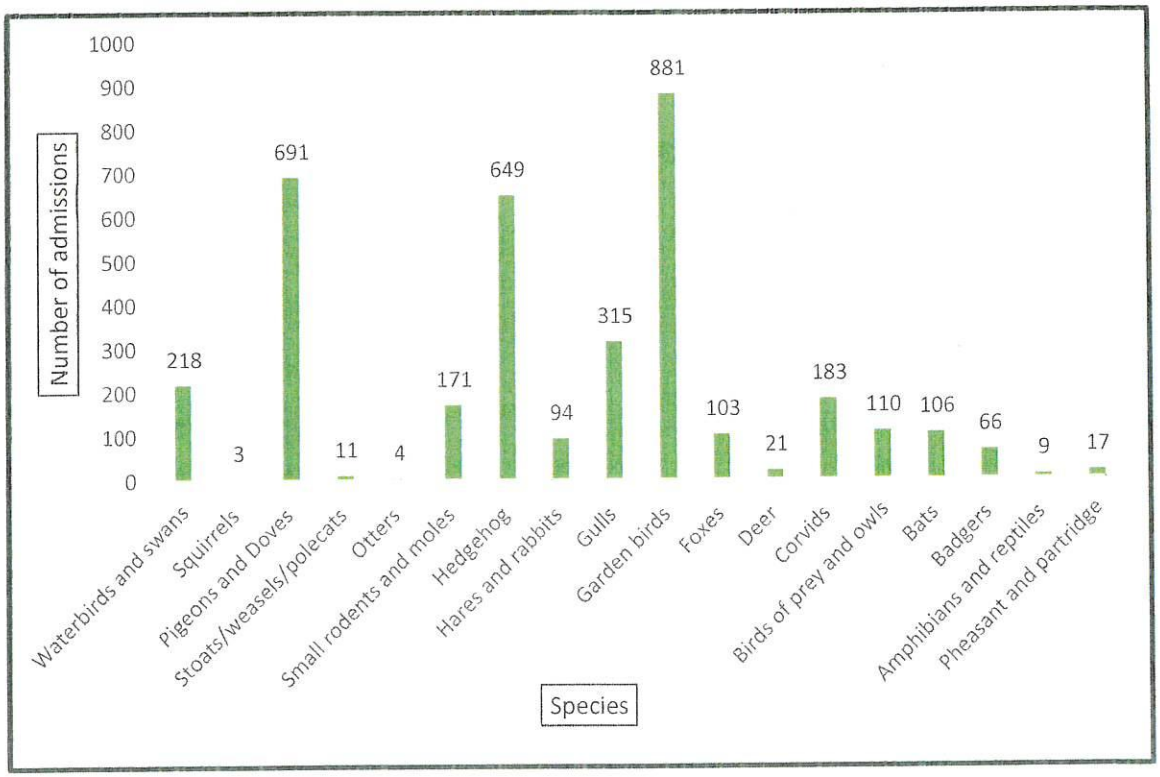


Nightjar



Long-eared bat

Chart showing the number of casualties admitted to SWWR in 2021 by species
(the animal species was not recorded for 29 animals)



The calendar year

The year started off with a freezing cold snap. As we were still working on a temporary site in portacabins, this caused several problems with water and electricity supplies meaning our staff and volunteers were often working in less-than-ideal conditions. The cold weather also meant we had to do a temporary stop on hedgehog releases (we release healthy hedgehogs during winter providing the temperatures are above freezing) resulting in having to organise a lot of releases at once when the weather warmed up. We also started this year in another COVID-19 national lockdown and the difficulties that presented in terms of getting animals rescued and released and which staff and volunteers could come onto the site.



Very young fox cub being fed

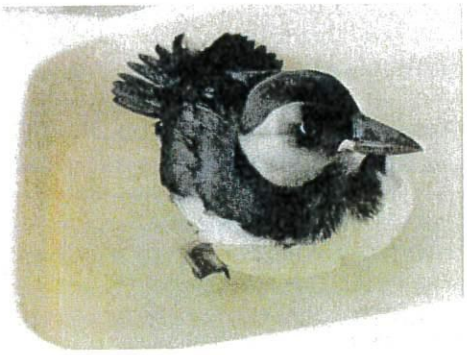
As we went into March and orphan season began to get underway, we welcomed our first cubs of the year. Two litters of fox cubs came into our care, the first was disturbed when a shed was demolished in Weston-Super-Mare. Several attempts were made to reunite the cubs with their mother but unfortunately, she was never seen again, so they stayed with us for long term rehabilitation and eventual release. The second litter were some of the youngest we have ever seen, barely hours old. Unfortunately, their mother was confirmed dead, so they were fostered by our dedicated orphan rearers who had to feed them intensively day and night. We also took in our first 3 badger cubs in this month – two siblings Scrumpy and Suzy whose sett was destroyed by a bulldozer, and Precious who was found lost and wandering alone.

During this part of the year with the work on our new Animal Treatment Centre coming along at a fast pace, preparations were starting for us to move out of our old reception barn which had been sold. Temporary facilities in Pauline's farmhouse were kindly offered for use to provide us with an orphan room, assessment room and extra casualty space to see us through the summer. It took a large amount of work by our excellent maintenance team to prepare these facilities for use and to move everything out of our old areas. Reception also had to move into a portacabin, which came with its own challenges – for several weeks there was major disruption to our phone lines, with mobiles having to be used and reception staff having to go outside every time a call came through to obtain a signal. This was a really disruptive period, but eventually, due to everyone's hard work we got through it and by June we were fully settled in the temporary animal care and reception areas with a functional phone system up and running.

Whilst this was going on, the sections were rapidly filling up with our usual casualties, starting with garden birds, then corvids, then gulls, and ducklings coming in throughout. Badger and fox cub season was also in full swing, and at several points our accommodation for larger species became overwhelmed and we were having to reassess space each day to see what we could take in, especially as we receive a lot of cubs each year from other organisations that don't have the facilities to take them through the full period of rehabilitation.



Herring gull chicks



Puffin

As we moved into August and September our baby bird season began to come to its usual end and the juvenile hedgehog season began to get underway with our incubators and brooders rapidly filling up with underweight, sick or struggling hedgehogs. This also was the time when releases for our orphaned foxes, tawny and barn owls were being undertaken by our release team with the animals moving to soft release enclosures at suitable sites before going back to the wild. We also received our most unusual admission of the year in August, a juvenile puffin washed up on a local beach. The puffin responded well to supportive care and was eventually released.

October unfortunately saw the first confirmed case of 2021 of Avian Influenza (AI) in the UK. This disease has been prevalent in the winter months for the last few years, but this year has seen a record number of cases and has had a huge effect on how we've been able to admit and deal with avian casualties. The implications if we had an outbreak of AI are huge, so every bird must be triaged carefully outside of the building for any signs of the disease whilst wearing full PPE, before being admitted to the centre and fully isolated and barrier nursed whilst it continues to be monitored for symptoms. Footbaths have to be located on every entrance with a high dilution disinfectant to prevent cross contamination, resulting in huge costs in terms of cleaning chemicals and the PPE. Our resident birds of prey are also affected by these restrictions – to protect them from risk of infection they must remain in their aviaries at all times and be cared for by a separate team of volunteers in full PPE who have no contact with wild bird casualties.

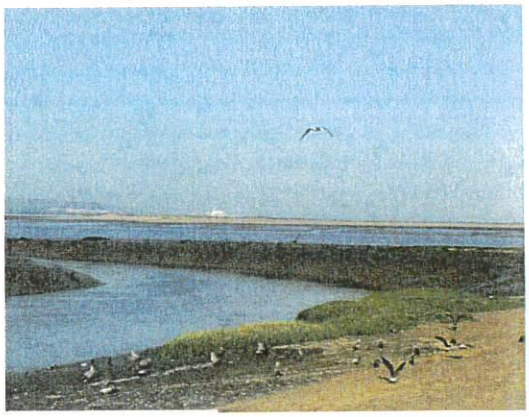
Despite this somewhat stressful end to the year, November saw us fully moved out of the old portacabins and temporary areas and into our long-awaited new Wildlife Treatment Centre, and after several years of working in difficult circumstances to achieve this it really is exciting to be going into 2022 with brand new, modern facilities. The new treatment centre is made up of seven purpose-built hospital, isolation, orphan and assessment rooms, along with offices, reception and staff facilities. We are looking forward to what the next year will bring and caring for our patients in these highly improved facilities.



Animal care staff moving into the new building

Wildlife releases

Charlotte started work as our new Release Co-ordinator in August, the beginning of the release season. At that time there were lots of animals ready for release, including 30 ducklings, nearly 100 juvenile gulls, 4 rabbits and a little owl. With the help of volunteer Steve, Charlotte started arriving at Secret World at 6am to release gulls and ducks before it was to warm and to give them some peace from the public on the morning of release. Gulls were released in groups of 30-50 birds at a time and drew an audience of members of the public, happy to see them returning to the wild.

Mass gull release

We admitted four orphaned Tawny owlets in 2021, and these were all able to go for release together. We also had two Barn owlets that fortunately were able to go back where they were found as orphans; they still needed a soft release back to the wild, but trail camera monitoring revealed that they didn't come back for support food, and the landowner saw them hunting separately at dusk through the winter, which is great to know.

A total of 16 badger cubs were released in three groups at safe locations, and we are still seeing trail camera footage of them living happily in the wild. It was a very special experience for Charlotte as she had personally reared or intensively cared for one or two badgers in each group. We also released 30 fox cubs in six groups; many of these built big complex dens in their pre-release enclosures on site. This was a challenge for the team as they all needed to be dug out and transported to their release site before the weather got too hot, which often meant digging commenced between 5am and 6am. The foxes were all very happy with their return to the wild. Unfortunately, one of them, Velvet, contracted mange shortly after her release. We were able to trap her, bring her back to the centre for treatment and release her back at the site for her 'third chance' back in the wild.



Badger cub release

We also saw more weasels and polecats than usual in 2021, this was a lovely experience for the team and returning them back to the wild was interesting. The weasels only came back for support for a few days, but the polecats were returning for a few weeks. We need to find more release sites for small mustelids in the future, in case we see similar numbers of these casualties.

A lot of the pre-release and soft release enclosures have been left with little to no maintenance over the last couple of years because we have been working with skeleton teams through the covid restrictions. We are working hard to get everything ready for our 2022 orphans.

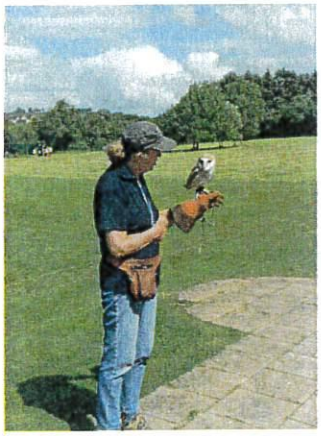
Other animal care activities

Alongside caring for the animals, many of the animal care team were involved in creating and delivering the adult education at SWWR (see below), including the *'Certificate in Wildlife Rehabilitation and Release*'. Senior staff also contributed to the SWWR book (see below).

LEARNING AND EDUCATION REPORT

Children's and young adults' education

Our aim is to inspire a love of nature within people and encourage them to protect it. 2021 was a difficult year for the learning department with lockdowns and ongoing restrictions limiting the number of school visits. We were busy building our new wildlife treatment centre which meant the site was not suitable for visits for much of the year. During the period when we were unable to visit schools Sue put together a series of educational PowerPoints and resources to consolidate our offering once restrictions lifted.



Resident bird on school outreach

In October George joined the team as the new Learning and Engagement Officer and was quickly able to offer some outreach sessions to local school and guide groups by adapting the sessions Sue had put together. In October and November George visited three schools and a Brownie group and spoke about the work SWWR does and more specifically hedgehogs and badgers. Two of these outreach sessions included a visit from some of our resident birds of prey. Unfortunately, due to increasing coronavirus levels and avian influenza several learning sessions were cancelled or postponed towards the end of 2021. In 2022 we will be looking to increase our education outreach bookings and hopefully welcome visitors back on site for education visits and open days, this is of course dependent on the ongoing covid and avian flu situation.

Adult Learning

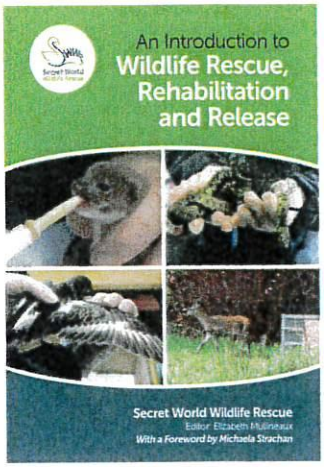
In 2021 we continued to run our ever-popular wildlife rescue and rehabilitation courses leading to the SWWR 'Certificate in Wildlife Rehabilitation and Release'. We delivered the courses over Zoom due to the ongoing coronavirus situation. These courses are for adults with a general interest in wildlife, as well as wildlife rehabilitators, vets, and veterinary nurses. We ran each of the four courses three times across the course of the year, making a total of 12 sessions. These attracted a total of 388 delegates from as far afield as Thurso in Scotland and the Isle of Wight, with delegates from The Netherlands, Poland, Germany, and Saudi Arabia also attending.



Animal capture and handling video for Zoom course

Course companion book

Work continued in 2021 on a companion book, *An Introduction to Wildlife Rescue, Rehabilitation and Release*, to support the Certificate courses and be a stand-alone text on wildlife rehabilitation and release. The book was written by the senior animal care staff and edited by Scientific Advisor Liz. SWWR Patron Michaela Strachan was kind enough to write a lovely foreword for us. We are also indebted to Marion Jowett (copy editor) and Graeme Kovalewicz (type setter) for generously giving their time to SWWR and enabling us to publish something so professional. The book was finally completed and printed in December, ready for the staff to take home a copy for Christmas – the official publication date was 1st January 2022. We now hope the book will both raise funds for SWWR as well as helping to educate the next generation of wildlife rehabilitators.



CPD for veterinary professionals

As a result of the ongoing COVID-19 restrictions, our two annual courses 'Wildlife Course for Veterinary Professionals' were run online for a second year in 2021. These attracted a total of 37 vets, veterinary nurses, and students in these subjects.

National conference

We felt unable to organise a conference in early 2021 but began to plan a conference for early 2022 in East Huntspill village hall. Towards the end of 2021 it became clear than an in-person conference was unlikely to be able to go ahead due to the continuation of COVID-19 restrictions and the difficult decision to move the conference on-line was made, a decision was kindly supported by the venue. Our speakers were very understanding and adapted their talks for a conference on Zoom in early February 2022.

Other courses and talks

Although many of our on-site college course sessions were cancelled in 2021, our staff and Charity Advisors contributed to several external education courses and talks during 2021, including:

- Liz and Marlies continued to provide data and support to undergraduate and postgraduate student dissertation projects throughout the year, assisting over 20 individuals
- Pauline gave to several WI and community groups both in-person and via Zoom
- Towards the end of the year George, our Learning and Engagement Officer began to do outreach talks to school and other groups about our general work.
- Charlotte Wroe, our Wildlife Release Co-ordinator, is now giving talks showing people how much work goes into the release of our orphans, the surveying required to find suitable release sites, and post-release monitoring to illustrate the success of releases.
- Liz spoke to Western Counties Veterinary Association on *Triage and first Aid in Wildlife Casualties*
- Liz delivered lectures to students at Cambridge University Veterinary School talk
- Several staff members organised and attended the online WAWC conference
- An online course was delivered to Glasgow University's Ecological & Conservational Health Organization
- Liz presented a series of recorded lectures and a workshop on wildlife medicine for the British Small Animal Veterinary Association
- Liz delivered 4hrs of lectures on *An Introduction to Wildlife Rescue and Rehabilitation* to students at South Gloucestershire and Stroud College training
- SWWR helped deliver practical pathology sessions to the University of Bristol MSc course in Global Wildlife Health and Conservation
- Several staff members took part in producing the Born Free Foundation Resources for Vets: https://www.bornfree.org.uk/resources-for-vets.

Staff continuing professional development (CPD):

- Staff training week 18th-22nd February included:
    - Staff updates on; Health and Safety, Safeguarding, GDPR, COSHH, Policies and Procedures
    - Animal care talks on; Oiled birds, Disease control, Temperature control in first aid, Animal Care updates (avian flu, rabies etc.)
- Sarah attended the Garden Wildlife Health project update meeting on Zoom
- Katie attended Raptor awards 'Keeping birds of prey' course.

External scientific collaborations:

- Wildlife rehabilitators in The Netherlands via Intervisie Wildopvang
- Wildlife rehabilitators in Italy via Piacenza Wildlife Rescue Center
- Animal and Plant Health Agency re COVID-19 in animals
- Defra and APHA re avian influenza.

EXTERNAL RELATIONS AND FUNDRAISING REPORT

Overview

A second year of the pandemic meant a difficult fundraising environment again. Although we were unable to run any events at our centre, we were finally able to get back out into the community. Our volunteer bird handlers, supported by Fundraising Officer David, ran fundraising stalls at events during the summer. We were also booked for a few talks which Pauline and George (our new Learning and Engagement Officer) thoroughly enjoyed. Our Reception Supervisor Marlies continued her great work with online selling and auctions, enrolling on eBay's Charity Connect training programme. Our General Support Officer Charlotte was as adaptable as ever, managing our social media and helping out with just about everything! We were very pleased to welcome Abby as her replacement when Charlotte took on her new role as Release Co-ordinator. The capital appeal for our new Wildlife Treatment Centre was the focus of a lot of our efforts this year, and we were delighted that we could make this dream a reality thanks to the generous support of our donors and partners.

Secret World Limited

Secret World Wildlife Rescue has a linked trading company, Secret World Limited, which manages activities outside of the charitable objects, purely to raise funds for SWWR's charitable purposes. This includes the wildlife training courses and conference, charity shops, online shop, and hire of the Bluebell Barn building, garden and attached marquee which are available for weekday and weekend events such as weddings, parties and as an external meeting venue. These activities bring commercial benefit to increase the Charity's income which in turn supports the SWWR's core activities of animal rescue, rehabilitation and release and educating the public generally regarding wildlife.

In 2021 our trading activities continued to be impacted by the COVID-19 pandemic; our charity shop in Burnham was closed for around 3 months and we were unable to take bookings for the Bluebell Barn. Our online wildlife courses continued to be popular and were attended by people from all over the UK and Europe, generating just under £16,000 of income.

The charity shop in Burnham-on-Sea has continued to perform well, generating over £121,000 of income despite being closed for a time due to COVID-19 restrictions early in the year. Associated costs were over £46,000, with an operating profit of over £75,000. The new premises has proved to be a great choice and the shop's profitability has fuelled our decision to open more charities shops in 2022. This is part of our strategy to reduce our dependency on legacy income.

In spite of the constraints resulting from the pandemic, our trading activities had a turnover of just under £175,000, with an operating profit of just under £143,000. This compares with an income of just under £30,000 and operating profit of over £13,000 in 2020, reflecting the impact of the pandemic on our trading activities last year.

Any remaining profits have been donated by the trading company to the charity (SWWR).



SWWR Adoption toys



Teemill owl sweatshirt



New Burnham-on-sea charity shop

External relations and fundraising highlights from 2021:

- "Our Feathered Friends" Spring appeal, raising money for new equipment and bird care costs, received a very generous £25,270 total donations

- We were one of the 500 £1,000 donation winners in Ecclesiastical Insurance's 'Movement for Good' and received £500 from MyGivingCircle. Thanks to everyone who voted for us!

- Pauline was the very deserving recipient of the Charitable Contribution of the Year award at the Ceva Animal Welfare Awards



- Pauline featured in Woman and Home magazine's "Animal Saviours" feature

- Two of our patrons - Michaela Strachan and Martin Hughes-Games – visited together to see construction of our new Wildlife Treatment Centre. They were great sports, posing for pictures and helping launch our 'Last Push' appeal (see p12)

- We received a donation of £500 from sales of Self-Isolating Bird Club's merchandise after a poll on Facebook. SIBC is a Facebook group started by Chris Packham and friends during the first Covid-19 lockdown

- Confuzzled's 2021 virtual conference raised £8,016.12 for us as their Charity of the Year. They ran a charity auction, t-shirt sales and a JustGiving page for general donations

- We received £7,718 in donations via Facebook, includes appeals for live foods and our new Wildlife Treatment Centre, and fundraisers created by supporters and other groups



- Our 'Summer Holidays' raffle raised £1,913 through ticket sales and donations. Prizes included tickets for days out, and shopping and restaurant vouchers, all kindly donated

- We were able to run fundraising stalls at a few events in the summer, including Bridgewater Quayside Festival, the Greyhound Trust Dog Show, Cheddar Car Boot Sale and Portishead Summer Show. It was lovely to get out and meet people after so long!



- A couple of groups chose us to benefit from one of their monthly online auctions. The Animal Rescue Auction Group raised an amazing £2,223 and ArtLovesAnimals donated a fantastic £300

- Lots of people kindly gave up their time to raise money for us in 2021, raising thousands of pounds between them. A huge thanks to everyone who ran marathons, attended car boot sales, did sponsored bike rides and walks, held bake sales, and a number of other fantastic fundraisers

- Bids on our online Annual Auction totalled £3,570, with a few kind supporters paying extra for the items. This was run on Facebook for a 2nd year as we sadly cancelled our Auction and Ball

- We also ran a series of auctions on our 'SWWR Auctions' Facebook page throughout the year, which raised a total of £1,831



- Best-selling local author Damien Boyd donated a full set of signed books when he brought in a hedgehog that he had rescued. These will benefit our fundraising in 2022

- Our wildlife adoptions continued to prove successful, with supporters donating monthly or purchasing an annual adoption as a gift. These generated a fantastic income of £41,295 in 2021

- We welcomed new registrations for our 'Friends of Secret World', which raised a total £7,721 through monthly donations

- Supporters gave very generously to our autumn 'Last Push' appeal for our new Wildlife Treatment Centre; we received almost £27,500 in donations towards this appeal



- We had great success with the Aviva Community Fund, receiving £14,575 for a new 'animal ambulance', and £285 towards our on-site education for children

- We took part in The Big Give Christmas Challenge. Our appeal was themed around swans, and we received £5,660 in donations which exceeded our target

- We benefitted from a pub quiz and raffle at the Ritz Social Club in Burnham-on-Sea. It raised £133 and was a lovely night, attended by a few staff and volunteers. Our friends at The Cottage Inn also chose SWWR to benefit from their monthly quizzes, donating £750 and kindly hosting a number of our team for a rare staff night out



- Sales of clothing through our Teemill store generated £240 of income

- We launched a new website in February which has given us a fantastic online presence. Information is easier to find, and we've improved the donor experience for donations and our online gift shop



- Lots of local businesses kindly hosted collection pots so customers could donate their change and it all adds up, raising a fantastic £2,400. One pub turned theirs into a very popular swear box!

- Several rescues made local press, including a badger that had fallen into Bristol harbour, a baby puffin stranded on a local beach (see p20), and a family of ducks that required assistance from local fire and rescue services.

Grants, in-kind donations, and corporate support



It's not just cash donations that keep our charity running. We are only able to keep our doors open for British wildlife due to the incredibly kind individuals, groups, and businesses who donate products and expertise in support of our work. Donation points in local supermarkets and pet shops have given us a steady supply of pet food and cleaning products, and we have continued to use our Amazon wishlist for more specialist and urgently needed products. We are so grateful to everyone who uses these, and for responding to appeals for blankets, towels, and newspaper. You are saving us thousands of pounds a year and helping us concentrate cash donations where they are most needed.

We are extremely grateful to the following organisations for their support throughout the year:

- Hobson Charity LTD, The Fairfield Charitable Trust, and Olsen Animal Trust for their contributions to our Wildlife Treatment Centre appeal
- Animal Saviours, Animal Rescue Foundation, Jean Sainsbury Animal Welfare Trust, The Calypso Browning Trust, E B M Charitable Trust, and The Rose Animal Welfare Trust for helping with our day-to-day animal care costs
- Animal Defence Trust, Michael and Shirley Hunt Charitable Trust, The Norman Family Charitable Trust, Edna Smylie Memorial Fund, The Robert Clutterbuck Charitable Trust, The Stafford Trust, and Marjorie Coote Animal Charity Trust for helping purchase and build rescue and release equipment
- The William Dean Countryside and Educational Trust, Moto in the Community, and The Elmgrant Trust for contributions to our learning programme
- Somerset County Council for a grant to support our 2022 open weekends
- Burnham-on-Sea and Highbridge Town Council for our new charity shop sign, and Sedgemoor District Council for their assistance with government grants.

With so many generous corporate and professional supporters it is obviously impossible to list them all, but in 2021 particular thanks are due to the following local and national businesses / organisations for their significant support:

Artwork by Angie
Asda
Bakkavor
Bath Oral Surgery Clinic
Bird in Hand Bridgwater
BSAVA
CVS (UK) LTD
Diverse Fine Foods
Dragonfly Drones
Forest of Dean Wildlife Tours
GB Property Management
Hollis Morgan
Howards Removals
Howdens Bridgwater
ISCA Drones
Knight Frank
Longleat Safari Park
Morrisons
Mount Vets
Next
North Roofing LTD
Quantock Veterinary Hospital
Rich's Cider
Rob's Fish Bar
Rosemary Lodge Vet Hospital
Sainsburys
Sanders Garden Centre
Sentinel Security Systems
Sentinel Security Systems
Sitemakers
Smart Ecology LTD
Somerset Stairlifts and Mobility
Sopha
Tecni LTD
Tesco
The Black Cat Micropub
The Co-operative
The Cottage Inn Wembdon
The Crusty Cob
The Food Warehouse by Iceland
Wilson Leisure LTD
Wren's Birds of Prey

Our list of individual supporters is also too long to mention, but we are extremely grateful to all who contributed to Secret World Wildlife Rescue's work in any way during 2021. Without this type of support, the Charity would not be able to keep its doors open for wildlife casualties. A special thanks goes to the new owners of our old visitor centre, the Cider Barn, the Lilley family, who permitted us to continue using the building free of charge until May 2021.

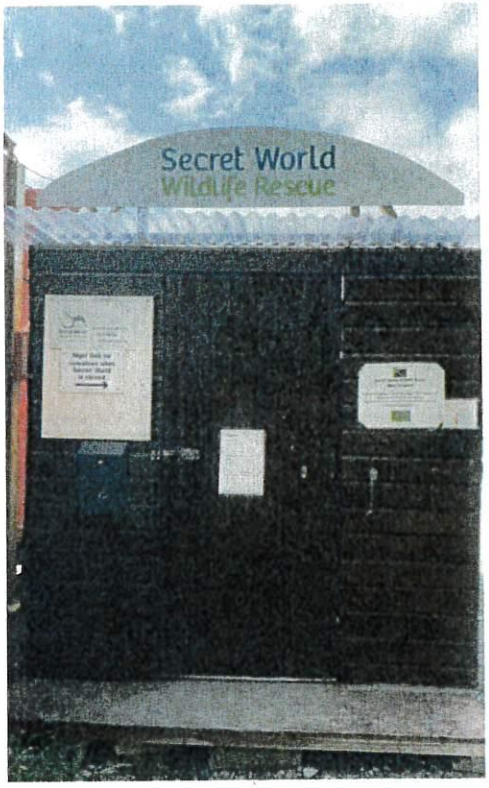
A HUGE THANK YOU TO ALL OUR SUPPORTERS

FACILITIES REPORT

Management of the new build dominated the work of the facilities team throughout the year. The site, staff and any hospitalised animals had to move several times over the year. In April everyone moved from the old buildings into temporary accommodation, with movement and changes in layout of the portacabins being necessary to make this possible. A new temporary reception area was built in the carpark in an adapted shed. In September everything was moved again, this time into the new building. Although there are some ongoing snagging issues with the new building, it is already a much easier facility to manage and keep clean.

Whilst the new building was being constructed, the rest of the site required its normal maintenance, with winter repairs to outdoor pens and other facilities. A new aviary was also constructed for our resident barn owl.

In April we signed the lease on a new 'pop up' charity shop on the main street in Burnham-on-sea (see p24), a much better location than our previous shop. A new Mercedes-Benz Sprinter van was also purchased for the shop use.



Temporary reception building summer 2021



Animal care staff in AI appropriate PPE admitting a swan winter 2021

Disease control, both human and animal, remained a challenge in 2021. Ongoing COVID-19 advice from government required increase H&S, especially in the new office spaces, for the new build. A winter outbreak of avian influenza (AI) required re-roofing of some of the aviaries. AI also required an update in a raft of H&S and biosecurity precautions for staff, including the regular use of foot baths and increased use of PPE. It is hard to know how infections like these will affect us in the future and any new facilities, as was the case for the new Wildlife Treatment Centre, will need to consider these risks.

FUTURE PLANS

- Following the construction of the new Wildlife Treatment Centre there is a lot to do to tidy up the site in preparation for spring 2022 when we hope to be able to welcome visitors to see the new centre and members of the public back for open days.

- During the construction of the Wildlife Treatment Centre other parts of the site have continued to age and now look especially in need of repair or replacement. In 2022 we will plan how best further develop and update the site to provide the highest level of wildlife care alongside pleasant and efficient working conditions for our staff and volunteers.

- Our on-site and school-age education programmes continued to be badly affected in 2021 and we hope to have these fully functioning again in 2022 as schools hopefully get back to normal after the COVID-19 pandemic. We also hope to be able to deliver our plans for learning and engagement opportunities for 16–19-year-olds.

- Our adult education courses have been very successful online, attracting an audience from around the UK and further afield. We have however not been able to offer the practical elements of the courses online. In 2022 we have to offer a practical day course at SWWR for those who have completed the online courses since 2020. This should help us to assess how best to deliver a hybrid model going forwards.

- Fundraising during 2021 continued to be heavily influenced by the COVID-19 pandemic, with almost all of our in-person supporter fundraising events cancelled. In 2022 we hope to be able to welcome visitors back to SWWR for open days, host a fundraising ball and take part in more live events both onsite and elsewhere. Our personal relationships with our supporters are a key part of SWWR and one that we have missed.

- Building up the Charity's reserves to the revised target of 6 months' expenditure will continue. Ensuring an adequate cash reserve to secure the Charity's financial sustainability in the future is paramount. This is particularly important considering the impact that the COVID-19 pandemic had upon income and the likely impact it will continue to have on charity funding in 2022.

- Efforts will also continue to reduce the Charity's dependence upon legacies. In 2022 we hope to open another 2 or 3 charity shops as one way of diversifying funding sources.

- Ongoing training for staff and volunteers is an integral aspect of the Charity's work to ensure our personnel team is safe and operating in line with the highest professional and legal standards. Health & Safety and other Policies and Procedures will require ongoing updating and relevant training as the SWWR facilities are changed and improved. An ongoing consideration of disease risk, both human and animal, will be key in 2022.

- The Board was strengthened considerably during 2021 by the recruitment of additional Trustees with a broad range of knowledge and experience. This group of individuals is now working very effectively together. The Trustees will continue in 2022 to recruit additional persons with relevant professional backgrounds to complete the required skills matrix.

FINANCIAL REVIEW

Summary

2021 was another challenging year for Secret World with the continuation of Covid 19 restrictions which meant that we had to continue to diversify our sources of income in order to continue operations during the construction of our new treatment centre. Fortunately, due to the generosity of our supporters, higher than normal legacies being left to the charity, and successful applications to grant making bodies we were able to have another very successful year which allowed us to finish the year in a strong position and see the completion of the treatment centre capital building project that we started in 2020.

Total income increased by 32% from 2020 to 2021 largely due to an increase in the amount received in legacy income. We also saw an increase of general donations due to the continuing appeal to raise funds for the capital appeal which was restricted for building work.

Operational expenditure increased by 16% between 2020 and 2021. Despite the continuation of some of the Covid 19 restrictions from last year, there has been some return to normality which has resulted in an increase in animal admissions. There have also been some extra costs resulting from the charity having to move into temporary accommodation around the site during the disruption caused by the building work going on on-site. We also saw an increase in staff costs from 2020 due to increases in salaries to account for cost-of-living increases and the increase in the national minimum wage in April 2021.

Income

During 2021, SWWR income totalled £1,375,837, which was a 32% increase on 2020. Our fundraising efforts and legacy receipts made up £1,126,229 of this income (82%) with the remainder coming from charity shop income, adoptions, and other trading income. Fundraising income increased by 15% over 2020. This increase was in part due to the continuing appeal to raise funds for the Wildlife Treatment Centre, with a large portion of total income either being restricted or designated for that capital project. This was an increase on efforts in 2020 when the buildings work only began at the end of that year.

One significant source of income in 2020 was legacies which made up £630,263 of our total income. This was a 79% increase in the amount received in 2020 (£351,755). These gifts were very much welcomed at a time when we were spending large amounts of the charities cash on our new building and helped ensure that we finished the year in a strong financial position. We also increased our grant income by 78% between 2020 and 2021. This increase is mainly due to additional grant fundraising done in order to raise funds for the capital building project with less grants in 2021 being for core costs.

Expenditure

The cost of raising funds increased by 7% from £160,052 in 2020 to £170,814 in 2021. There was a general increase across most of the areas that make up the cost of raising funds. This was generally made up of increases in staff and property costs.

Charitable expenditure increased by 17% (£111,432) between 2020 and 2021. Education costs increased by approximately £29,500 due to increases in education courses, and animal care costs increased by £81,720 mainly due to increases in staff costs and the increase in the number of animals being admitted to Secret World between 2020 and 2021.

Reserves Policy

Secret World Wildlife Rescue maintains a reserves policy for the following reasons:

- To maintain free reserves which are not invested in fixed assets or designated for a specific purpose at the higher of either:
- Three months of budgeted expenditure.
- The amount required to close down the charity.
- To hold reserves which are designated for a specified purpose.

Our reserves level is monitored and reported to our management and trustees on a bi-monthly basis. The level of reserves required is then reviewed annually when the budget is written.

Given the uncertain financial situation resulting from the COVID-19 pandemic, at their Board meeting in October 2020, the Charity's Trustees voted to change the reserves policy and work towards increasing the reserves target from three months to six months. Thus, while working towards a 5–6-month reserve target range for 2023 (based on identified risks the charity may face), it was agreed that, for 2021, the Charity should aim for a 3–4-month target, with a range of £200,000 - £258,000.

At the end of 2021, Secret World Wildlife Rescue's free reserves were £184,793 which is below the target range. £374,830 is already designated for the Capital Build Reserve project in the accounts, though most of this should be transferred back to the General Fund in 2022 as we only need to retain funds to complete the final payments due for the project which is in the region of £32,000.

SECRET WORLD WILDLIFE RESCUE - CONSOLIDATED REPORT OF THE TRUSTEES -- INCORPORATING THE REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2021

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also Directors of Secret World Wildlife Rescue for the purposes of company law) are responsible for preparing the Trustees Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these 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;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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 the group and to ensure that the financial statements comply with Charities Act 2011 and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

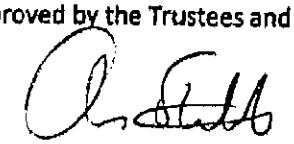
The Trustees confirm that as far as they are aware at the time of approving this annual report:-

1. There is no relevant audit information of which the charitable company and group's auditors are unaware; and

2. The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

Approved by the Trustees and signed on their behalf by:



.....

Christopher Stenlake, Chair of Trustees

Date 04/08/2022

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2021, which comprise Statement of Financial Activities, Balance Sheet, 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 Standards 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 group and charity's affairs as at 31 December 2021 and of its incoming resources and application of resources for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF 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 group and charity in accordance with 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 charity's ability to continue as a going concern for a period of at lease 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.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's report therein. 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.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

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 annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the annual report 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 group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES
As explained more fully in the trustees' responsibilities statement set out on page 32 the trustees 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 they 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 group and charity'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 group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS
We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

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 it 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.

IDENTIFYING AND ASSESSING POTENTIAL RISKS RELATED TO IRREGULARITIES
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:

- We have considered the nature of the industry and sector, control environment and business performance, including the design of the charity's remuneration policies.
- We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud.
- We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.
- Our audit work is limited to samples inherently used under International Auditing Standards, therefore not all transactions are reviewed so the detection of irregularities, including fraud is limited to this.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

IDENTIFYING AND ASSESSING POTENTIAL RISKS RELATED TO IRREGULARITIES - continued

- Any matter we identified having obtained and reviewed the charity's documentation of their policies and procedures relating to:
  - Identifying, evaluating and complying with laws and regulations and whether they are aware of any non-compliance.
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud.
  - The internal controls established to mitigate risks of fraud or non-compliance with laws and regulations.

As a result of these procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud is in relation to the overstatement of revenue. In common with all audits under ISAs (UK). We are also required to perform specific procedures to respond to the risk of management override.

We also obtained an understanding of the legal and regulatory environment and frameworks in which the charity operates, focusing on provisions of those laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements. The key laws and regulations we considered in this context included the UK Companies Act, Charities Act, and local tax legislation.

In addition, we considered provisions of other laws and regulations which do not have a direct effect on the financial statements, but compliance which may be fundamental for the charity to operate.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

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. This description forms part of our Auditor's report.

USE OF OUR REPORT

This report is made solely to the group and charity's Trustees, 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 group and charity's members those matters, we are required to state to them in a 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 group or charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

.....

Ian Shipley FCCA, Senior Statutory Auditor
for and on behalf of Prentis & Co LLP, Chartered Accountants and Statutory Auditors

115c Milton Road
Cambridge
CB4 1XE

24th August 2022

Prentis & Co LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
INCOME							
Donations and legacies	2	987,879	138,350	1,126,229	656,788	112,057	768,845
Charitable Activities							
Education		728	-	728	2,143	-	2,143
Animal Care		150	-	150	2,501	-	2,501
Other trading activities	3	224,879	402	225,281	183,231	-	183,231
Investments	4	844	-	844	967	-	967
Other	5	7,701	-	7,701	6,630	-	6,630
Profit on sale of fixed assets		-	-	-	47,185	975	48,160
Government Grants		14,904	-	14,904	31,431	-	31,431
TOTAL INCOME		1,237,085	138,752	1,375,837	930,876	113,032	1,043,908
EXPENDITURE							
Raising Funds	6	170,814	-	170,814	158,806	1,246	160,052
Charitable Activities:	7						
Animal Care		614,261	15,591	629,852	548,058	74	548,132
Education		95,559	18,558	114,117	49,722	35,309	85,031
Other expenditure		2,442	2,983	5,425	3,595	1,204	4,799
TOTAL EXPENDITURE		883,076	37,132	920,208	760,181	37,833	798,014
Net income		354,009	101,620	455,629	170,695	75,199	245,894
Gross transfers between funds	21	-	-	-	(10,996)	10,996	-
Net income for the year		354,009	101,620	455,629	159,699	86,195	245,894
Reconciliation of funds:							
Total funds brought forward		1,656,552	339,955	1,996,507	1,496,853	253,760	1,750,613
Total funds carried forward		2,010,561	441,575	2,452,136	1,656,552	339,955	1,996,507

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 £	2021 £	2020 £	2020 £
FIXED ASSETS					
Intangible assets	11		867		-
Tangible assets	12		1,857,351		1,017,453
Investments			627		627
			1,858,845		1,018,080
CURRENT ASSETS					
Stocks	15	26,927		16,044	
Debtors	16	27,878		23,364	
Cash at bank and in hand		580,547		968,403	
		635,352		1,007,811	
LIABILITIES					
Creditors: amounts falling due within one year	17	(32,061)		(19,384)	
NET CURRENT ASSETS			603,291		988,427
Total assets less current liabilities			2,462,136		2,006,507
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,452,136		1,996,507
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds	21		2,010,561		1,656,552
Restricted funds	21		441,575		339,955
			2,452,136		1,996,507

The financial statements were approved by the Board of Trustees on 04 August 2022 and were signed on its behalf by:

.....
Christopher Stenlake - Chair of Trustees

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2021

	Note	2021 £	£	2020 £	£
FIXED ASSETS					
Intangible assets	11		867		-
Tangible assets	12		1,843,462		1,017,453
Investments			30,093		30,093
			1,874,422		1,047,546
CURRENT ASSETS					
Stocks	15	14,511		15,768	
Debtors	16	26,392		26,979	
Cash at bank and in hand		517,144		968,403	
		558,047		1,011,150	
LIABILITIES					
Creditors: amounts falling due within one year	17	(28,410)		(19,918)	
NET CURRENT ASSETS			529,637		991,232
Total assets less current liabilities			2,404,059		2,038,778
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,394,059		2,028,778
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			1,952,484		1,688,823
Restricted funds			441,575		339,955
			2,394,059		2,028,778

These financial statements have been audited under the requirements of Section 144 of the Charities Act 2011.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1st January 2019) - (Charities SORP (FRS 102)).

For the year ended 31st December 2021 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

The financial statements were approved by the Board of Trustees on 04 August 2022 and were signed on its behalf by:

.....
Christopher Stenlake - Chair of Trustees

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	Total Funds 2021 £	Total Funds 2020 £
Cash flows from operating activities:			
Net cash provided by /(used in) operating activities	23	543,256	339,066
Proceeds from the sale of property, plant and equipment		-	196,519
Purchase of fixed assets		(931,112)	(250,899)
Net cash used in investing activities		(931,112)	(54,380)
Change in cash and cash equivalents in the reporting period		(387,856)	284,686
Cash and cash equivalents at the beginning of the reporting period		968,403	683,717
Cash and cash equivalents at the end of the reporting period		580,547	968,403

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) issued October 2019 (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 principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue 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 note(s).

PREPARATION OF FINANCIAL STATEMENTS ON A GOING CONCERN BASIS

These financial statements have been prepared on a going concern basis as there are no material uncertainties about the group's ability to continue.

These financial statements are prepared in pound sterling which is also the Charity's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

GROUP FINANCIAL STATEMENTS

These financial statements consolidate the results of the Charity and Secret World Ltd.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Grants receivable are recognised when all qualifying criteria have been satisfied and are stated gross within the Statement of Financial Activities, with capital and charitable activity expenditure also stated gross.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

ALLOCATION AND APPORTIONMENT COSTS

Vehicle costs, mobile and land line costs, printing, postage, stationery, office machine maintenance and wages costs have been apportioned between management support costs, animal care and overheads to show a truer representation of direct animal care costs and education costs.

Water rates have been apportioned between overheads and animal care based on estimated consumption directly attributable to care of animals including laundry.

Management, animal care and fundraising wages have been apportioned between animal care, education and management based on the time spent by each staff on each activity during the year.

All other costs are already accurately split and do not require apportioning.

INTANGIBLE FIXED ASSETS

The Charity previously capitalised the costs of creating a new website, incorporating an online shop. This has been amortised over 3 years on a straight line basis.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

Individual fixed assets costing £100 or more are capitalised at cost.

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

Freehold property	- straight line over 50 years on the cost of buildings and land is not depreciated
Improvements to property	- straight line over the lease term of either 5 or 20 years
Plant and machinery	- straight line over 4 or 10 years and 25% on reducing balance, depending on the asset use
Fixtures and fittings	- 15% on reducing balance
Motor vehicles	- straight line over 4 years and 25% on reducing balance, depending on the asset use
Computer equipment	- straight line over 4 years

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Stocks are valued on the first in first out basis.

TAXATION

The Charity is currently exempt from Corporation Tax and VAT registration on its charitable activities.

FUND ACCOUNTING

Unrestricted funds, including designated funds, can be used in accordance with the charitable objectives at the discretion of the Trustees.

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

A pension scheme for eligible employees was introduced in January 2016. Secret World employees who meet the criteria for auto enrolment were automatically enrolled into the Work Save Pension Plan with Legal and General on 1 January 2016. The scheme is funded by contributions from the employees and a contribution of 3% from Secret World in 2021 (3%: 2020); this contribution will change in future years in accordance with government legislation.

DONATED GOODS

Donated goods are recognised in the accounts as income under donations with an equivalent expense recognised under the appropriate heading in the Statement of Financial Activities e.g. Animal Care. Where assets are donated, they are again recognised as income under donations with an equivalent asset created under the appropriate heading. Donated goods are recognised on the basis of the value of the gift, being the amount the Charity would have had to spend to obtain the goods.

2. DONATIONS AND LEGACIES - GROUP

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Donations	241,895	109,419	351,314	223,875	82,757	306,632
Gift Aid	49,711	-	49,711	57,001	-	57,001
Legacies	630,263	-	630,263	351,755	-	351,755
Grants	66,010	28,931	94,941	24,157	29,300	53,457
	987,879	138,350	1,126,229	656,788	112,057	768,845

In 2021 the Charity received an estimated £4,019 (2020: £2,680) worth of goods for use in Animal Care Services which has been recognised as a donation with the equivalent expense shown under animal care costs.

Grants received, included in the above, are as follows:

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Individuals	62,210	28,931	91,141	17,950	29,300	47,250
Corporate	3,800	-	3,800	6,207	-	6,207
	66,010	28,931	94,941	24,157	29,300	53,457

3. OTHER TRADING ACTIVITIES - GROUP

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Fundraising events	32,162	402	32,564	45,699	-	45,699
Charity shop income	105,775	-	105,775	77,711	-	77,711
Social lotteries	3,023	-	3,023	4,609	-	4,609
Animal Adoptions	41,341	-	41,341	39,417	-	39,417
Other income	60	-	60	185	-	185
Trading income	42,518	-	42,518	15,610	-	15,610
	224,879	402	225,281	183,231	-	183,231

4. INVESTMENTS - GROUP

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Deposit account interest	844	-	844	967	-	967

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

5. OTHER INCOME - GROUP

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Other donations - (Friends of SW)	7,701	-	7,701	6,630	-	6,630

6. COSTS OF RAISING FUNDS - GROUP

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Fundraising costs including for resale	17,038	-	17,038	25,649	1,246	26,895
Staff costs	75,481	-	75,481	65,289	-	65,289
Amortisation and depreciation	20,923	-	20,923	19,237	-	19,237
Property costs	37,358	-	37,358	30,326	-	30,326
Office and IT costs	20,014	-	20,014	18,305	-	18,305
	170,814	-	170,814	158,806	1,246	160,052

7. DIRECT CHARITABLE COSTS - GROUP

CURRENT YEAR

	2021			
	Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	119,365	200	-	119,565
Staff costs	423,391	54,459	-	477,850
Amortisation and depreciation	42,366	27,058	-	69,424
Property costs	36,986	24,657	-	61,643
Office and IT costs	7,744	7,743	-	15,487
Governance	-	-	5,425	5,425
	629,852	114,117	5,425	749,394

DIRECT CHARITABLE COSTS - GROUP

PRIOR YEAR

	2020			
	Animal Care £	Education £	Other Expenditure £	Total £
Direct costs	92,431	798	-	93,229
Staff costs	385,801	45,753	-	431,554
Amortisation and depreciation	34,826	24,404	-	59,230
Property costs	32,370	11,372	-	43,742
Office and IT costs	2,704	2,704	-	5,408
Governance	-	-	4,799	4,799
	548,132	85,031	4,799	637,962

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

8. NET INCOMING/(OUTGOING) RESOURCES (GROUP)

	31.12.21	31.12.20
Net resources are stated after charging/(crediting):	£	£
Auditors' remuneration - current year	5,425	4,799
Depreciation - owned assets	89,118	77,161
Website amortisation	-	1,307
Other operating leases	30,195	14,639

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

There were no Trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the period ended 31 December 2020.

TRUSTEES ' EXPENSES

Total Trustee expenses claimed were £87 for the year ended 31 December 2021 (2020: £Nil).
Total donations received from Trustees in the year were £1,840 (2020: £106).

10. STAFF COSTS - GROUP AND CHARITY

	Year ended 31.12.21	Year ended 31.12.20
	£	£
Wages and salaries	504,411	454,742
Social security costs	31,331	26,048
Other pension costs	17,589	16,053
	553,331	496,843

During 2021 there was a total of £Nil (2020: £Nil) paid in redundancy/termination payments.

The average monthly number of employees during the period was as follows (excluding casual workers):

	Year ended 31.12.21	Year ended 31.12.20
Shop	4	2
Fundraising	3	2
Animal care services	12	12
Cleaning and maintenance	2	2
Management	2	2
Volunteer co-ordinator	1	1
Administrative and accounts	1	1
Learning	1	1
	26	23

There were no employees with benefits in excess of £60,000 for the year ended 31 December 2021 (2020: Nil).

The key management personnel of the Charity in 2021 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.
The employee benefits of the key management personnel for 2021 were £79,966 (2020: £94,824).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY

	2021 Website £	2020 Website £
COST		
At 1 January	24,238	24,238
Additions	1,200	-
At 31 December	25,438	24,238
AMORTISATION		
At 1 January	24,238	22,931
Charge for the year	333	1,307
At 31 December	24,571	24,238
NET BOOK VALUE AT 31 DECEMBER 2021	867	-

12a. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2021

	Freehold property £	Improvements to property £	Plant and Machinery £	Fixtures and Fittings £	Motor Vehicles £	Computer Equipment £	Total £
At 1 January 2021	413,834	919,532	130,559	31,049	30,283	69,100	1,594,357
Additions	880,711	14,584	3,376	4,758	15,100	11,383	929,912
At 31 December 2021	1,294,545	934,116	133,935	35,807	45,383	80,483	2,524,269
DEPRECIATION							
At 1 January 2021	818	356,767	106,922	20,589	27,319	64,489	576,904
Charge for the year	14,682	51,742	17,623	1,834	2,314	1,819	90,014
At 31 December 2021	15,500	408,509	124,545	22,423	29,633	66,308	666,918
NET BOOK VALUE AT 31 DECEMBER 2021	1,279,045	525,607	9,390	13,384	15,750	14,175	1,857,351

12b. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2020

	Freehold property £	Improvements to property £	Plant and Machinery £	Fixtures and Fittings £	Motor Vehicles £	Computer Equipment £	Total £
At 1 January 2020	391,754	919,532	130,022	31,049	30,283	64,032	1,566,672
Additions	245,294	-	537	-	-	5,068	250,899
Disposals	(223,214)	-	-	-	-	-	(223,214)
At 31 December 2020	413,834	919,532	130,559	31,049	30,283	69,100	1,594,357
DEPRECIATION							
At 1 January 2020	24,884	304,976	87,472	18,743	26,331	64,032	526,438
Charge for the year	2,629	51,791	19,450	1,846	988	457	77,161
Eliminated on disposal	(26,695)	-	-	-	-	-	(26,695)
At 31 December 2020	818	356,767	106,922	20,589	27,319	64,489	576,904
NET BOOK VALUE AT 31 DECEMBER 2020	413,016	562,765	23,637	10,460	2,964	4,611	1,017,453

Included in cost or valuation of land and buildings is freehold land of £167,040 (31/12/2020: £167,040).

The Visitor Centre and The Bluebell Sett Barn were sold in August 2020. A new build has been under construction from the 2020 financial year, and completed in the 2021 financial year. This and other related capital expenditure are included within freehold land and property, and are being depreciated on a straight line basis over their expected useful lives of 50 years.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

13. FIXED ASSETS INVESTMENTS - CHARITY

SUBSIDIARIES

Secret World Limited
Country of Incorporation: England and Wales
Nature of Business: Trading

Class of shares:	% holding	Year ended 31.12.21	Year ended 31.12.20
Ordinary	100.00		
		£	£
Aggregate capital and reserves		29,466	29,466
Profit for the year		28,613	14,724
		58,079	44,190

The Charity was gifted 100% of the issued ordinary share capital of Secret World Ltd (Company number 03658761), a company incorporated in England and Wales. The Trustees deem the market value of these shares to be £Nil. The subsidiary undertaking is included within the consolidated accounts.

14. LINKED CHARITIES

Secret World Wildlife Rescue also controls two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust. Shown below is a summary of Statement of Financial Activities and Balance Sheet for each trust.

SUMMARY STATEMENT OF FINANCIAL ACTIVITIES

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2021	2020	2021	2020
INCOME	£	£	£	£
Donations	-	-	7,036	7,654
EXPENDITURE				
Donations made	-	-	-	-
Transfers made	-	-	(10,500)	(5,000)
Net Income/(expenditure)	-	-	(3,464)	2,654

SUMMARY BALANCE SHEET

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2021	2020	2021	2020
	£	£	£	£
FIXED ASSETS				
Tangible assets	-	-	-	-
CURRENT ASSETS				
Bank	3,307	3,307	1,899	5,363
Total net assets/liabilities	3,307	3,307	1,899	5,363
UNRESTRICTED FUNDS	3,307	3,307	1,899	5,363

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

15. STOCK

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Fundraising	11,122	6,584	-	6,584
Animal care services	14,511	9,184	14,511	9,184
Shops	1,294	276	-	-
	26,927	16,044	14,511	15,768

16. DEBTORS

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade debtors	224	3,115	224	3,115
Other debtors	287	454	287	287
Amounts owed from group undertakings	-	-	4,673	3,782
Prepayments and accrued income	22,580	19,795	21,208	19,795
VAT debtors	4,787	-	-	-
	27,878	23,364	26,392	26,979

17. CREDITORS:

Amounts falling due within one year	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade creditors	16,626	4,759	12,976	4,759
Social security and other taxes	9,819	6,366	9,819	6,366
Pension	597	555	597	555
Amounts owed to group undertakings	-	-	-	534
Accruals and deferred income	5,019	7,704	5,018	7,704
	32,061	19,384	28,410	19,918

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

The following operating lease payments are committed to be paid:	2021	2020
	£	£
Total future commitments	21,900	14,796

19. PROVISIONS - GROUP AND CHARITY

	2,021	2,020
	£	£
Brought forward	10,000	10,000
Charged/(released) to Statement of Comprehensive Income	-	-
Carried forward	10,000	10,000

20. CAPITAL COMMITMENTS - GROUP AND CHARITY

As at the balance sheet date the Charity had no capital commitments for the following year.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

21a. MOVEMENT IN FUNDS - GROUP CURRENT YEAR

	At 1 January 2021	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2021
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,281,722	1,237,085	(883,076)	-	1,635,731
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	1,656,552	1,237,085	(883,076)	-	2,010,561
RESTRICTED FUNDS					
Capital appeal - Education Centre	239,259	6,485	(18,558)	-	227,186
Capital appeal - Wildlife Treatment Centre	100,696	94,969	(15,591)	-	180,074
Other restricted funds	-	37,298	(2,983)	-	34,315
	339,955	138,752	(37,132)	-	441,575
TOTAL FUNDS	1,996,507	1,375,837	(920,208)	-	2,452,136

21b. MOVEMENT IN FUNDS - GROUP PRIOR YEAR

	At 3 January 2020	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2020
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,122,023	930,876	(760,181)	(10,996)	1,281,722
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	1,496,853	930,876	(760,181)	(10,996)	1,656,552
RESTRICTED FUNDS					
Capital appeal - Education Centre	253,760	19,275	(36,689)	2,913	239,259
Capital appeal - Wildlife Treatment Centre	-	93,757	(1,144)	8,083	100,696
	253,760	113,032	(37,833)	10,996	339,955
TOTAL FUNDS	1,750,613	1,043,908	(798,014)	-	1,996,507

Descriptions of designated and restricted funds are as follows:

CAPITAL APPEAL - EDUCATION CENTRE
Capital appeal education centre is a restricted fund created from donations and a grant from Heritage Lottery Fund. This was established to fund the construction and commissioning of the education centre now known as Bluebell Barn.

The transfers into this fund represent the Charity's contribution of 19.26% to the 80.74% received from the Heritage Lottery Fund.

The Heritage Lottery Fund (HLF) (now National Lottery Heritage Fund) hold a charge which expires on 12 June 2037 over a section of 'The Orchard', being the land and property owned by the Charity, and the land on which Bluebell Barn is situated. This secures any potential debts owed to Heritage Lottery Fund.

The terms and conditions of the Heritage Lottery Fund grant state that:

- If the Charity were to sell, let or otherwise part with Bluebell Barn before 12 June 2037 then the Heritage Lottery Fund may require a share of the net proceeds of this transaction.

- If the Charity were to no longer operate then all of the Heritage Lottery Fund grant received to date would be repayable. As at 31 December 2021 the Charity had actually received £275,410 (2020: £275,410) for capital work and £217,342 (2020: 217,342) for activity costs and additional project costs.

The award of an HLF grant in 2012 for the "Wildhearts" education programme was a significant boost for the Charity at that time. The award, having a value of over £500,000, was to enable a sustainable education programme based on-site in a converted farm building to be known as Bluebell Barn. As a guarantee for the award the Charity granted the HLF a charge against the freehold land of the site for a period of 25 years (until 2037). In 2020 the HLF agreed to discharge a large portion of this land.

The conversion of the building to provide the Bluebell Barn facility was mainly completed over the period 2012-2015, and the building was signed off in 2016.

CAPITAL APPEAL - WILDLIFE TREATMENT CENTRE
The Wildlife Treatment Centre is a restricted fund created from donations, grants and legacies. This is to fund the construction of the Charity's new Wildlife Treatment Centre, work on which commenced in October 2020. The Centre comprises a main wing with animal admissions and orphan rearing, offices and staff facilities and a wildlife hospital wing with separate rooms for the care and rehabilitation of different species, ensuring predator and prey are always kept apart.

OTHER
Small funds donated for restricted purposes and used within the current period. This includes monies raised in order to fund a new van for delivery purposes between shops.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY

Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2021. Mr D Kidner is the spouse of Mrs P Kidner.

Mrs P Kidner donated a total of £20,700 to the Charity in 2021.

The Charity rents premises from Mr D, Mrs P and Mr S Kidner. Rents are paid at a commercial rate and amounted to £12,100 (2020: £4,575) for 2021 this included additional spaces for parking and room for animal care workers.

Mr S Kidner, son of Mr D and Mrs P Kidner, is employed on a casual basis, by the Charity to fulfil various tasks, including IT, animal care and facilities work. His pay is based on the hours worked at the market rate.

Mr D Kidner is also paid at the market rate for grounds maintenance services each year.

The group controls the wholly owned subsidiary, Secret World Limited and two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust.

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds 2021 £	Total Funds 2020 £
Net income for the reporting period (as per the Statement of Financial Activities)	455,629	245,894
Adjustments for:		
Depreciation and amortisation	90,347	78,468
(Increase)/Decrease in stocks	(10,883)	-
(Increase)/Decrease in debtors	(4,514)	27,628
Increase/(Decrease) in creditors	12,677	(12,924)
Net cash provided by/(used in) operating activities	543,256	339,066

24. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

SECRET WORLD WILDLIFE RESCUE

England & Wales - Charity number 1097119

Accounts

Registered company number: 04672215 (England and Wales)
Registered charity numbers: 1097119, 1097119-1 and 1097119-2 (England and Wales)

Secret World
Wildlife Rescue

REPORT OF THE TRUSTEES AND AUDITED CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020 FOR SECRET WORLD WILDLIFE RESCUE (SWWR)

Uniting Direction accounts
incorporating:
SECRET WORLD LIMITED (company 03658761)
THE BLUEBELL SETT CHARITABLE TRUST
AND BLUEBELL SETT





***Patrons**: Rose Buck, Lloyd Buck, Jilly Cooper CBE, Mike Dilger, Sarah Fisher, Anthony Head, Martin Hughes-Games, Simon King OBE, Dr Scott Miller MRCVS, Desmond Morris, Chris Packham CBE, Rhianna Pratchett, Valerie Singleton OBE, Chris Sperring MBE, Hannah Stitfall, Michaela Strachan*

Registered with FUNDRAISING REGULATOR

HERITAGE FUND

SECRET WORLD WILDLIFE RESCUE
CONSOLIDATED REPORT OF THE TRUSTEES – INCORPORATING THE REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2020

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FOR THE YEAR ENDED 31 DECEMBER 2020

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SECRET WORLD WILDLIFE RESCUE
CONSOLIDATED REPORT OF THE TRUSTEES – INCORPORATING THE REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2020

LEGAL AND ADMINSTRATIVE DETAILS

The Trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the period ended 31 December 2020. The financial statements comply with the Charities Act 2011, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with United Kingdom Financial Reporting Standards (United Kingdom Generally Accepted Accounting Practices) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

LEGAL STATUS

Registered company number: 4672215 (England and Wales)
Registered charity number: 1097119 (England and Wales)

Linked charities:
The Bluebell Sett Charitable Trust: charity number 1097119-2 (formerly 1078691)
Bluebell Sett: charity number 1097119-1 (formerly 1048323)

Linked trading company:
Secret World Limited: 03658761 (England and Wales)

REGISTERED OFFICE AND OPERATIONAL ADDRESS

New Road, East Huntspill, Highbridge, Somerset, TA9 3PZ

TRUSTEES

Ms Michelle Barrows (resigned 06/02/2020)
Mr Roger Branton (Chair)
Dr Bel Deering
Mr Christopher Stenlake (appointed 06/02/2020) Honorary Treasurer
Dr Michelle Whitham Jones (resigned 04/06/2020)

CO-OPTEES

Wendy Goodwin (co-opted 3/12/2020)
Elizabeth Hughes (co-opted 4/2/2021)
Marie Negus (co-opted 3/12/2020)
Chris Pawson (co-opted 3/06/2021)

CEO AND COMPANY SECRETARY

Ms Lesley Browne

FOUNDER

Mrs Pauline Kidner

EXTERNAL ADVISOR

Dr Elizabeth Mullineaux BVM&S, DVM&S, CertSHP, MRCVS, RCVS Recognised Specialist in Wildlife Medicine (Mammalian)

PATRONS

Lloyd Buck
Rose Buck
Jilly Cooper CBE
Mike Dilger
Sarah Fisher
Anthony Head
Martin Hughes-Games
Simon King OBE
Dr Scott Miller MRCVS
Desmond Morris
Chris Packham CBE
Rhianna Pratchett
Valerie Singleton OBE
Chris Sperring MBE
Hannah Stitfall
Michaela Strachan

BANKERS
CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
HSBC Bank Plc, 23 Fore Street, Bridgwater, Somerset, TA6 3LE

AUDITOR
Prentis & Co LLP, 115c Milton Rd, Cambridge CB4 1XE (from 01 January 2020)

SOLICITORS
Stewart Barratt, Acorn Solicitors, Acorn House, 50 Upper High Street, Taunton, Somerset, TA1 3PY
John Shirley & Co, 24 College St, Burnham-on-Sea TA8 1AT

FUNDRAISING REGULATOR
Secret World Wildlife Rescue is registered with the Fundraising Regulator and agrees to adhere to the highest standard of good practice with their fundraising. The Charity follows The Code of Fundraising Practice which sets the standards that apply to fundraising carried out by all charitable institutions and third-party fundraisers in the UK.

Registered with FUNDRAISING REGULATOR

ACKNOWLEDGEMENTS

The Trustees and management would like to place on record their thanks to the many people who contribute so much to enable our vital work to continue, particularly during this challenging year when all were affected by the global COVID-19 pandemic:

- Our donors, friends and supporters, to whom we remain totally indebted.
- Our volunteers, without whom we would struggle to function effectively.
- Our supportive and dependable Patrons.
- Our dedicated and loyal staff.
- All the local businesses and trades-people and our long-standing corporate supporters for their assistance and commitment.

A sincere thank you to all who have supported Secret World Wildlife Rescue in any way.





Our vision

To prevent wildlife suffering needlessly and to inspire in everyone a love and understanding of wildlife and the countryside.

Our mission

- Provide a rescue service caring for sick, **injured and orphaned** wildlife.
- Rehabilitate the animals in our care and return them to the wild wherever possible.
- Be a respected source of expertise and centre of excellence where all British wildlife can receive the best care.
- Inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

What we do:

Rescue, Rehabilitate and Release:

- Animal welfare is at the heart of what we do.
- Secret World Wildlife Rescue is a place of safety for wildlife.
- We are always there for wildlife.





Respecting:

- We are focussed on using our resources wisely and celebrate the vital contribution of our supporters.
- We appreciate the devotion and passion of our volunteers and staff, recognising that each individual has an important role to play.

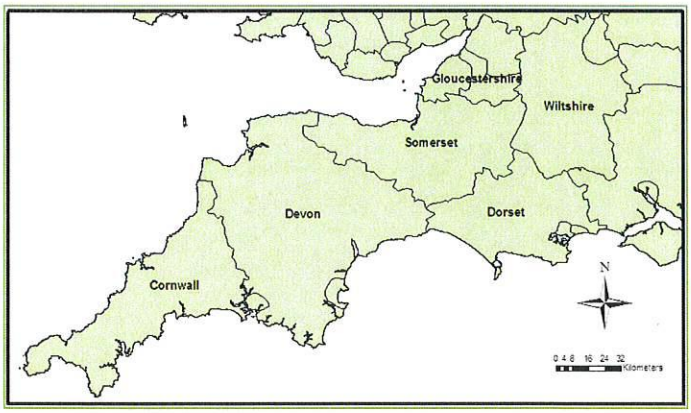
Sharing knowledge:

- We champion sharing our expertise and enthusiasm with the public and other professionals.
- By engaging the public in learning about British wildlife, we help them to reconnect with nature and encourage protection of its heritage.



Where we work

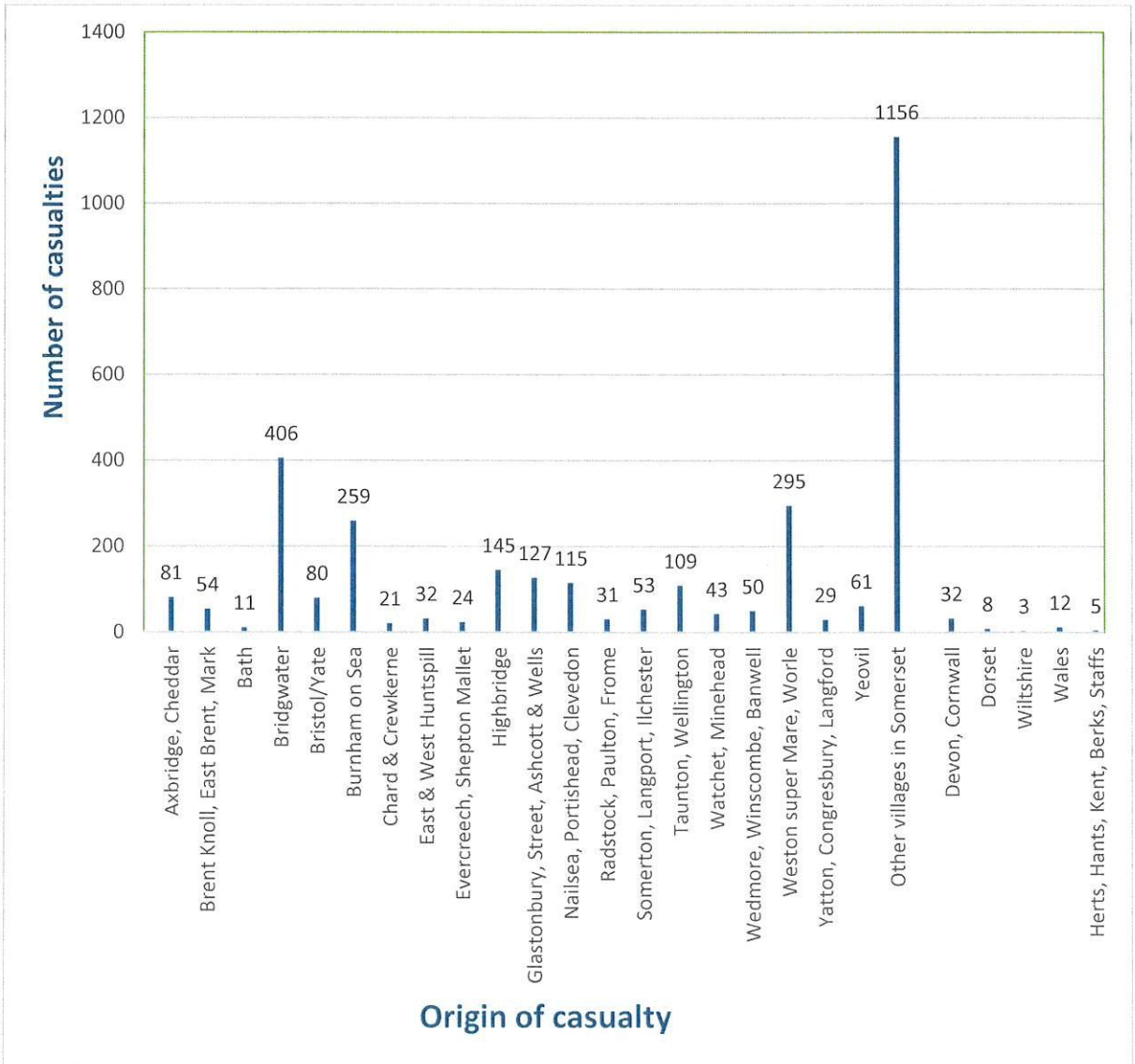
South west: Cornwall, Devon, Dorset, Somerset, Wiltshire, Bath and North East Somerset, South Gloucestershire and Bristol City.



Some wildlife is also brought to us from as far afield as Yorkshire because of SWWR's specialist experience in rehabilitation, particularly of badgers.

Telephone advice is also provided to the general public and professionals across the UK and to other wildlife rehabilitators overseas.

Chart showing the number of casualties admitted to SWWR in 2020 by place of origin (where known)



ACHIEVEMENTS AND PERFORMANCE

The Trustees have pleasure in presenting their report, together with the financial statements for the Charity for the year ended 31st December 2020.

Key outcomes and highlights for 2020 include:



Achievement of Objectives

Strategic plan 2020-2022

An updated Strategic Plan for 2020-2022 was approved by the Board of Trustees in 2019. This describes three major operational aims plus a further four 'enabling' aims which are required to achieve these. In the main document, each strategic aim is described with several key features, specific 3-year objectives and the priority objectives/activities required to be undertaken in 2020. Unfortunately, because of the COVID-19 pandemic and the resulting national lockdowns and restrictions placed on social mixing, public events, etc, many of the specific objectives required to meet a few of the strategic aims were unable to be implemented during 2020. The Board of Trustees therefore agreed to roll over the plan in its entirely to 2021-2023.

An overview of the seven aims in the updated strategic plan is provided below:

Strategic aims 2020-2022 (now 2021- 2023)

In order to achieve our vision and mission:

1. We will provide an appropriate **first-class animal care rescue, rehabilitation and release service** for sick, injured and orphaned British wildlife, re-affirming our position as a centre of excellence for high quality care.

2. We will provide **first-class learning, outreach and professional development** which inspires learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

3. We will ensure **ongoing engagement with supporters, followers, media, other stakeholders and the general public** which is appropriate to each, broad-reaching and responsive to changing communication channels.

How we will achieve our strategic aims:

4. We will be **financially stable,** operating with an annual balanced budget with diversified sources of funding less reliant upon legacies; ensuring we manage our resources efficiently; and maintaining general reserves in line with our agreed reserves policy.

5. We will have constructed a **new Wildlife Treatment Centre,** incorporating the Charity headquarters, fit to serve the Charity for the foreseeable future.

6. We will have **robust and dynamic charity governance, leadership and management** which underpins the Charity and leads it forward, enabling our vision and values to be maintained, and which ensures the Charity operates in accordance with legislation and best practice.

7. We will have a **working environment** where staff and volunteers are **helped to fulfil their potential and are appreciated;** where we work within a **culture of equality and non-discrimination;** and **where all feel welcome** and an **integral member of the SWWR** team.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Legal Structure

Secret World Wildlife Rescue (SWWR) is controlled by its governing document, the Memorandum and Articles of Association dated 20 February 2003 and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Secret World Wildlife Rescue (SWWR) charity (registered in England and Wales, number: 1097119) was created to unite the existing charitable organisations, Bluebell Sett and The Bluebell Sett Charitable Trust. By uniting the organisations in this way, SWWR could become more efficient in the administration of the Charity and in the conduct of its operations. Bluebell Sett and The Bluebell Sett Charitable Trust have been retained only to receive legacies and regular donations. The results of these unincorporated entities are included in these financial statements. Audited accounts have been produced under the Uniting Direction order.

Group structure

Secret World Wildlife Rescue controls two unincorporated charitable trusts, Bluebell Sett and Bluebell Sett Charitable Trust. In addition, Secret World Wildlife Rescue also controls Secret World Ltd, a wholly owned trading subsidiary which operates the gift shop, charity shop, rental of the Bluebell Barn for weddings and external meetings, and other commercial activities which raise funds for the main Charity.



Organisational Structure

Secret World Wildlife Rescue is the main operational Charity. It is governed by a Board of Trustees / Directors comprising a minimum of three and maximum of ten, responsible for the strategic governance, direction and management of the Charity. Trustees are actively engaged in developing SWWR's policies, processes and capabilities across all functions.

A total of five Trustees served during the period of this report. The Trustees met for five Board meetings, four of which were held 'virtually' via Zoom communications because of the COVID-19 restrictions / lockdowns. Similarly, the AGMs for SWWR and its trading company, Secret Word Ltd, were held virtually by Zoom in October 2020. This was in line with the Government's guidance (June 2020) that permitted, "for a temporary period, companies and other bodies to suspend members' ability to attend meetings in person and allowed them to convene meetings in a flexible way using a range of technologies." In addition, five extraordinary Trustee meetings were held during 2020, mainly to deal with financial issues relating to the construction of the Wildlife Treatment Centre.

Trustee Governance and Recruitment

After serving as a Trustee of SWWR for over four years, Dr Michelle Barrows decided to step down in February 2020 to devote more of her time to her family and work commitments. Dr Michelle Whitham Jones also resigned in June 2020 following a prolonged period of illness. Both had made significant contributions to Secret World Wildlife Rescue and helped to steer the Charity through some difficult times. The staff and volunteers would like to offer their sincere thanks to both for giving their advice, time and commitment to the Charity during their time on the Board.

Following a selective recruitment process, at the end of 2020/early 2021 the Trustees co-opted a further four individuals to complement the Board's existing skills matrix; it is anticipated that they will be invited to join the Board as full Trustees / Directors at the Charity's AGM in August 2021.

Appointment of Trustees

SWWR has developed and maintained a rigorous process for the recruitment and appointment of its Trustees. Detailed job descriptions have been formulated and used when advertising vacancies which are advertised publicly. Prospective candidates are required to provide up-to-date CVs, complete a skills audit and attend an interview with a Board panel of at least two Trustees to ensure they have the skills needed. If selected from interview two suitable references are also sought and DBS checks are undertaken if appropriate for their role.

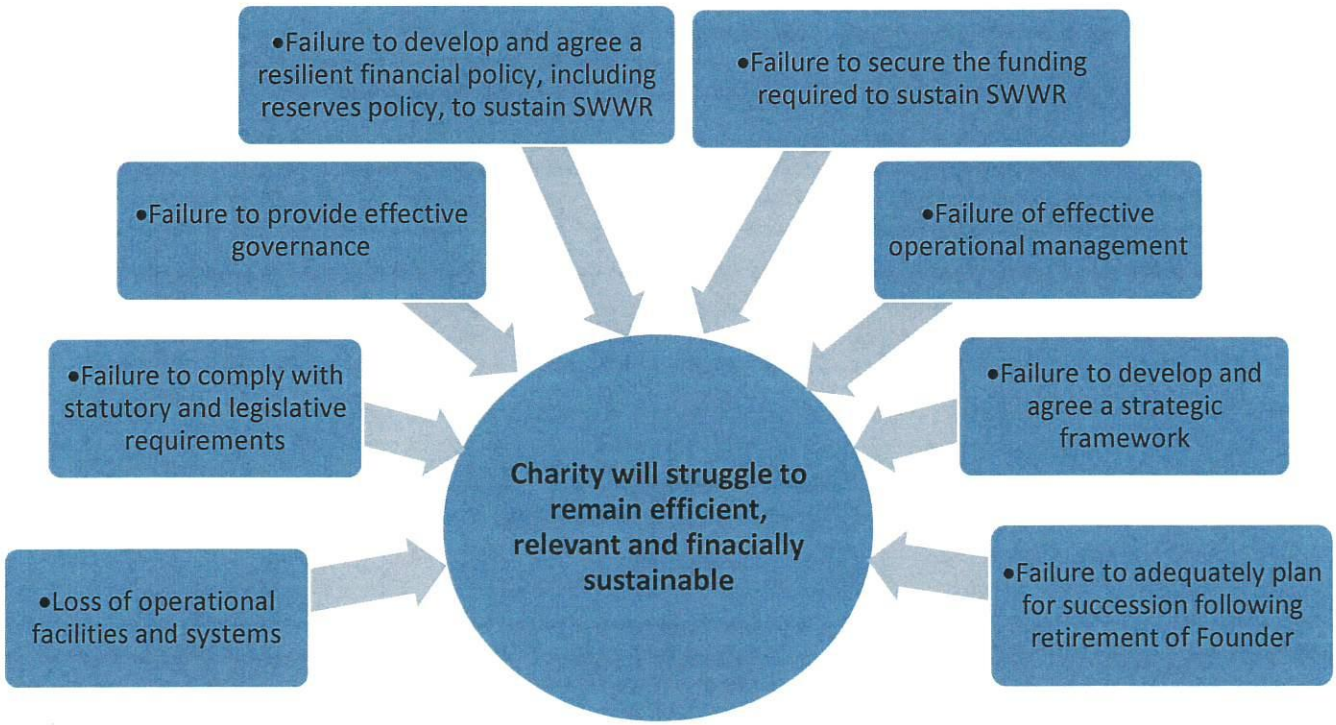
Trustee Induction and Training

All prospective Trustees are required to have individually designed induction training. This involves them spending at least one day meeting senior management and other key staff and volunteers, as well as being briefed about key operational areas, including animal care and fundraising. Trustees are then encouraged to start using their specific strengths and experience to contribute to discussions, meetings and begin supporting and advising on specific initiatives that play to their strengths.

Risk Management

The Trustees have a duty to identify and review the risks to which the Charity is exposed and ensure appropriate controls are in place to provide reasonable assurance against fraud and error. Unfortunately, in spite of this review process, it was impossible for the Charity to predict the global COVID-19 pandemic, and the impact this would have on the world as a whole, and specific aspects of the Charity's operational and strategic processes. Fortunately, having previously considered many of the more predictable risks, and mitigating against these risks, the Charity was in a robust position and dynamic enough to continue its operations throughout the pandemic.

Aside from the COVID-19 pandemic specifically, the ongoing operational, business, financial and reputational risks faced by the Charity are identified as follows:



The Trustees confirm that they have established systems to mitigate significant risks and have prioritised efforts regarding risks with highest probability and significant potential impact. A robust set of mitigating

actions are in place with relevant managers, together with the Board of Trustees and the CEO taking ownership of their risks. This will give a greater control over risks and enable the Board and senior managers to plan preventative action before anything untoward occurs.

PEOPLE AND CULTURE

Our supporters

Secret World Wildlife Rescue would not exist and be able to undertake our work caring for British wildlife without the ongoing backing of our loyal supporters. During the 2020 pandemic we were particularly overwhelmed by the generous support we received in the form of voluntary help, donations of food, equipment and cleaning materials for animal care, financial support and items donated for resale in our charity shops. And during some of the more difficult days when we were struggling to keep our doors open during the pandemic, the goodwill messages we received from our supporters were very much appreciated and kept our spirits up.

From us all at SWWR, please accept our sincere thanks for your ongoing support, especially during a year when everyone was experiencing difficulties.

Our Patrons

We are extremely pleased to announce that Dr Scott Miller MRCVS and Hannah Stitfall became Patrons of Secret World Wildlife Rescue in 2020.



Hannah is an accomplished zoologist, presenter and wildlife filmmaker with a love for creative natural history storytelling. She specialises in investigating the illegal wildlife trade on social media and has conducted extensive study into the subject. She currently presents for BBC Earth online and is also part of BBC *Springwatch* digital team, and believes in creating innovative content to reach out to new audiences.



Scott is an Australian vet who made his name in the UK in the popular TV show *Vet On The Hill*. As well as running his own successful veterinary practice, he is an author and resident vet on ITV's *This Morning*, for which he has filmed at Secret World Wildlife Rescue.

All our Patrons have contributed in some way to the Charity during 2020 and we are extremely grateful to have their ongoing support.

Our staff and volunteers

Our staff and volunteers clearly play a critical role in the delivery of our charitable aims and the Charity has a responsibility to ensure that all our people are looked after and dealt with in a fair, progressive and professional way. During 2020 several of the staff and volunteer policies and procedures were updated in line with good practice and current legislation, and new policies were developed to address the health and safety concerns related to COVID-19. Internal communication channels continued through a regular internal news bulletin, monthly site meetings (when these were permissible and practical), regular staff updates, and Zoom 'social get-togethers' to ensure staff on furlough or working from home kept in regular contact with those on site.

In addition to its external Facebook page for supporters and the general public, SWWR also has a closed Facebook page for staff and volunteers to share news and other internal communications.

The Volunteer Forum (formerly the Volunteer Consultation Group) met in March 2020 before the first lockdown, but this was the only meeting during the year.

In spite of the logistical constraints related to the pandemic, we were still able to ensure staff received CPD (continuing professional development) throughout the year, often using virtual communication channels such as Zoom. Particular thanks are due to the Small Charities Coalition, of which SWWR is a member, for providing an invaluable programme of free virtual training sessions throughout the year. Details about SWWR's CPD events and activities are detailed in the learning section, below.

Charity management, leadership and staffing

The CEO, Lesley Browne, is responsible for the day-to-day running and management of the Charity, supported by an operational management team (OMT) of senior managers. During 2020 this consisted of a team of three others: our Charity Founder and Advisor, Pauline Kidner, the Head of Animal Care Services (HoACS), Laura Benfield, and the Charity's Scientific Advisor, Dr Elizabeth Mullineaux. Our two Section Leaders, Sarah Tingvoll and Dan Bryant, joined the OMT in the autumn to provide cover for the HoACS's maternity leave. Our Finance Manager, Daniel Harding, attended the finance section of OMT and Board meetings to present financial management reports.

Given the rescue and rehabilitation care that SWWR provides, staff and volunteers are required on site for between 12-16 hours a day (depending on season), 7 days a week, 365 days a year. This means that staffing levels are higher than other charities which can operate shorter working days over just 5 days a week or during office hours. During 2020 SWWR employed an average of 15 full and 9 part-time staff on the main site and at its two charity shops. This equated to 20.4 WTE (Whole Time Equivalents). In addition, our casual workers performed an invaluable function covering evening shifts, weekends and staff absences, often at short notice.

Thanks to the Government's furlough scheme, the Charity was able to keep all its permanent staff on the payroll during 2020. In order to reduce the number of staff on site, particularly during the initial lockdown and because we were no longer able to keep our charity shops open or onsite educational activities running, several staff were placed on furlough throughout the year. This not only enabled us to ensure staff retained their jobs long-term, but also reduced our overall staff costs, which helped the Charity remain operational during these very difficult financial times. We are grateful to all the staff who accepted furlough, often for extended periods during the year.

During the first rigorous national lockdown, several staff members and volunteers offered to live on site to ensure we were able to keep our doors open for wildlife casualties and provide ongoing care to animals undergoing rehabilitation. Several others continued to travel in daily. Despite this, and with most volunteers having to self-isolate, the number of personnel on site was very limited which obviously meant it was an extremely busy and stressful time for all working. The Charity would like to offer its sincere thanks to all those who staff and volunteers who worked tirelessly throughout the most difficult days of the pandemic to care for the wildlife casualties brought to us.

FOUNDER'S REPORT



This was a very challenging year for the Charity. The pandemic meant the cancelling of over £120,000 worth of events and the fundraising team had to adjust to a completely different way of attracting donations. Social media became a very important part of promoting our wildlife casualty stories and the hard work that both our staff and volunteers were having to do to adjust to a different world. Many of our longer-term volunteers were of an age where they were either vulnerable or shielding so our manpower on site was greatly reduced during the year. We also needed to furlough as many staff as we could to reduce our costs and ensure we were able to keep staff in jobs in the longer term.

Three volunteers came to live on site to reduce the possibilities of people coming and going and bringing coronavirus infection onto the Charity's site. This meant that we were able to continue as a designated 'essential service'. Many of the volunteers that were unable to come in took orphans home to rear them there, following our orphan rearing protocols, and brought them back to SWWR when they were weaned and ready for their next stage of rehabilitation in our facilities.

We are grateful for the grants from the local government that we were reliant on when our Charity shops had to close during the lockdowns. Together with the furlough scheme, we managed to get through this difficult period but must also acknowledge the amazing support that we received from many of our members, as well as the many trusts and foundations that generously provided us with emergency and operational grants. Their generosity meant that we survived and could continue helping the wildlife that needed us.

2020 started with the promise of a new Wildlife Treatment Centre building after providing our services out of portacabins for several years. We were in the fortunate position to be able to go ahead with part of the build and started a capital appeal. Our CEO has had a year of dealing with the effects of the pandemic but also liaising with others regarding the building works. We would not be in the position we are in if it had not been for her tireless dedication to our Charity. Of course, praise must go to all staff and volunteers who have worked with building work going on around them, sudden power cuts, the loss of water when a pipe is 'frozen' and other problems when they have arisen. We all look forward with excitement to having the new treatment centre so that we can be as efficient and effective as we need to be, to bring the high standard of care that we expect for our wildlife casualties.

Pauline Kidner

Secret World Wildlife Rescue's volunteers



SWWR's volunteer team members continue to contribute and add value to all departments and activities: rescuing casualties, staffing reception, caring for orphans, supporting the animal carers, helping to run our charity shop, cleaning or washing animal bedding, raising funds in the community, running fundraising events, caring for our resident birds of prey, cleaning, helping with courses, maintaining the facilities, assisting with finance and administration, gardening, supporting the learning activities and wildlife releases.

In 2020, we also had several volunteers who offered their professional construction and ecology -related skills to help us plan and develop plans for our new Wildlife Treatment Centre. We received pro bono advice from bat experts, ecologists, former planning officers and a builder, to name just a few. Particular thanks are due to Katarina McNabb, one of our volunteer wildlife rescuers and animal carer, who is also a practising architect. Kat steered us through the sale of the former reception barn, advised management at all stages of planning for our new building, and drew up all the architectural plans; we are indebted to her for all her contributions.

On the Charity's main site, despite the various COVID-19 restrictions, volunteers contributed over 13,090 hours during 2020, which is a decrease of 56% compared to 2019. This is still equivalent to more around £93,148.61 in donated time at National Living Wage rate. The reduction in volunteer hours was mainly due to the first national lockdown from the 23rd of March until early June when measures were eased. This period coincided with what is usually the start of the busy season when we would usually rely on numerous Animal Care volunteers to assist with the influx of young orphans coming into SWWR. Thankfully a handful of dedicated volunteers, whilst on furlough from their usually jobs, moved onto site and assisted the Animal Care staff throughout this three-month period. This contributed significantly to the Charity being able to remain open throughout that time.

Corporate days

We had numerous enquiries from companies hoping to offer some volunteer help, some who we've previously worked with and some new organisations. However due to the COVID-19 pandemic and the various restrictions throughout the year we were unable to invite groups of volunteers to assist us on site in 2020.



Volunteer Recruitment

Due to the COVID-19 restrictions all group volunteer introduction and induction sessions were cancelled from March onwards. All student work experience placement were also put on hold in 2020. A small number of volunteers who attended animal care inductions were able to commence volunteering after the first national lockdown ended and a small number of charity shop, reception and maintenance volunteers were also recruited during the year.

Volunteer Forum

The Volunteer Forum met on the 10th of March 2020. Due to the COVID-19 pandemic no other Volunteer Forum meetings were held during 2020, however the volunteer forum members continue to check the suggestion boxes and the volunteer forum email address in order to raises any volunteer concerns.

Sincere thanks to our volunteers

Secret World Wildlife Rescue is indebted to its dedicated and loyal team of volunteers who provided ongoing support across all the Charity's activities. Without our volunteers SWWR would not be able to offer the care to wildlife that it does and this has been highlighted by the events of 2020 in particular. The Trustees, management and staff recognise the invaluable role played by our volunteers in all their varied roles and thank them most sincerely for their continued support and dedication to Secret World Wildlife Rescue.

Social activities

Unfortunately due to the COVID-19 pandemic we have been unable to arrange many social activities for the volunteers and staff to attend together. Back in January, several staff and volunteers enjoyed a trip to the Wildfowl and Wetlands Trust's Slimbridge centre to see the wintering flocks of birds. This is a trip which we will hopefully be able to arrange again in future.

Many of the team attended a barn dance in February organised by one of our local vets and held in a local village hall, from which the proceeds were kindly donated to SWWR. This was the first of a series of fundraising events planned by supporters of the Charity which were intended to take place throughout 2020, but obviously had to be cancelled.

Beyond this, the impact of COVID-19 and its associated social distancing and other measures to prevent transmission have meant that social events for staff and volunteers were not possible for much of the year. We were unable to host summer barbeques, seasonal parties in the barn, nor even our regular lunchtime talks. On-site meetings, with social distancing measures in place, have been a rare and welcome opportunity for staff and volunteers to reconnect. Zoom provided a means by which staff could meet and chat more socially during the lockdown period, and enabled furloughed staff to keep in touch with those still working on site.

We hope that, with the ever-changing COVID situation, we will be able to hold more social events again in the coming year. Such events are really important for staff and volunteer morale, which has been tested through 2020.

REVIEW OF ACTIVITIES

Animal Care

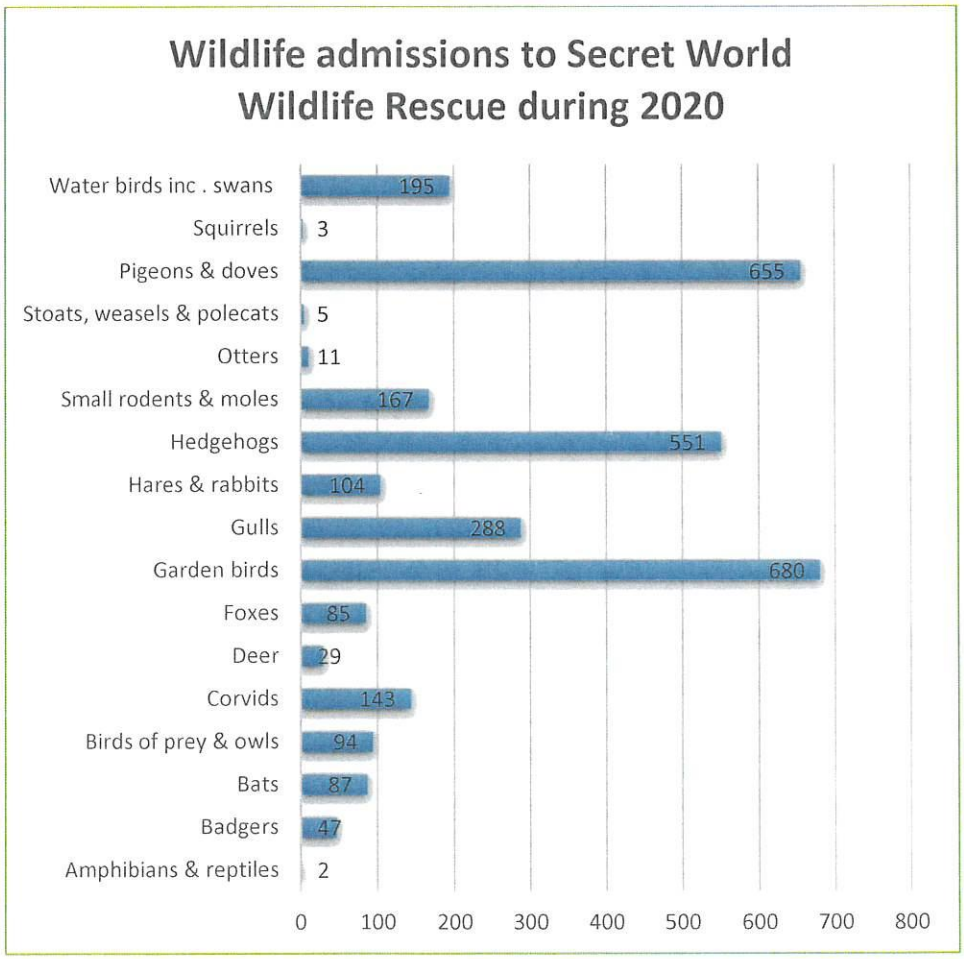
Admissions and releases



In 2020, 3,242 wildlife casualties were admitted to SWWR (compared to 4,395 in 2019). This reduction in numbers can be attributed to the ongoing COVID-19 situation, which will be discussed in detail later in this report. Of these animals admitted, almost 40% were successfully rehabilitated and released, a similar rate to previous years and to wildlife rehabilitation in general. Those that were not able to be rehabbed and released were humanely euthanised to prevent further suffering.

During 2020 we rehabilitated and released 1,221 animals including 21 badgers, 33 foxes, 19 owls, 32 bats, 43 ducks and 2 deer. A major setback towards the end of the release season occurred when we lost both of our badger cub release sites at the last minute due to unforeseen circumstances. Thankfully, with a lot work and frantic preparation, back-up release sites were found and we managed to return our two groups of badger cubs, reared during the lockdown, back to the wild.

Some of the more unusual species to be admitted this year include a Kuhl's pipistrelle bat, a sanderling, a hobby, 2 cuckoos and a pallid swift. The latter was blown in from mainland Europe in a storm; after a period of care here, and in consultation with several swift experts, it was ringed and released on the east coast to find its way back home.



As well as the many wildlife casualties that we saw during 2020, our resident animals also required care and attention. Sadly, at the very start of the year we lost both our resident badgers, Betsy and Luna, one due to old age and the other because of an underlying health problem. We also had to say goodbye to one of our resident foxes, April, in early 2021. Our remaining resident fox, Mia, and barn owl Shadow have also been diagnosed with age related conditions and are receiving veterinary treatment. On a happier note, we were pleased to welcome Willow, a young captive- bred barn owl who lost her previous home due to the COVID pandemic. She is in training to become a member of our bird of prey education team.





COVID-19 and animal care

The year started much the same as any other, with January and February being quiet months in terms of animal admissions, providing a chance for the staff and volunteers to concentrate on maintenance and deep cleaning of the animal enclosures and facilities in preparation for the coming season. One very unusual admission in January was a week-old orphaned fox cub, which was found in Weston-Super-Mare lying next to his dead mother. It is virtually unheard of for cubs to be born so early and we normally don't see them until March at the earliest. The cub was successfully reared by one of our animal carers and despite some challenges surrounding his rehabilitation (from being the only fox of his age on site for a long period of time) he remained fully wild and was successfully released back to the wild in May.

As the year progressed through February and March, the ongoing global COVID-19 situation was worsening, and it was becoming clear that this was going to have a major effect on our lives and operations for the foreseeable future. Like most workplaces we had already put extra sanitation and social distancing measures in place in response to the growing threat of the disease, and cancelled all of our public fundraising activities for the year by the time the first national lockdown was announced on the 23 March. This was a very strange and confusing time for everyone involved with SWWR, trying to keep pace with the constantly changing guidelines and restrictions and keep everyone onsite safe, all the while worrying about the long-term impact on our finances and services.



Our response in terms of animal care during the first wave was to strip our service down to the minimum in terms of numbers of people and animals onsite, whilst still ensuring we were available as an emergency service for wildlife that needed help. Our phone lines remained open throughout and whilst we were unable to take in the same numbers of casualties as in a normal year, that did not mean that we left animals with nowhere to go: members of the public continued to drop off casualties outside, we were able to send staff from the site to attend to large animal emergency rescues, and where necessary, redirected people to alternative sources of help such as veterinary practices or other rescue centres. We also adapted to make more use of technology, asking members of the public who telephoned regarding an animal casualty to send pictures and videos so we could visually assess the casualty before deciding whether it needed to come in, be left alone or taken elsewhere. This first lockdown occurred at the time of year when we would see an increase in admission numbers and orphans, and we were lucky to have a dedicated team of offsite volunteers who were willing to rear orphans, mainly baby birds on regular hourly feeds, in their own homes (following all SWWR protocols) before returning them to SWWR for further rehabilitation.

As the number of calls and admissions gradually increased several dedicated volunteers also moved into accommodation onsite to assist the staff with the extra workload. This was an incredibly challenging period for all the staff and volunteers involved, with everyone working exceptionally hard, but we are proud of the fact that throughout the lockdown at no point did we turn off our phone lines or close our doors to animals in need.





As lockdown restrictions began to ease our usual busy orphan season was underway, with our orphan rearers working all hours caring for badger cubs, fox cubs, owlets, fawns and innumerable baby birds. The one species that was missing this year was grey squirrels – due to new legislation, we unfortunately can no longer obtain a licence to rear, rehabilitate and release these particular orphans.

Wildlife Releases

COVID restrictions throughout much of 2020 made it more difficult to find and survey potential release sites where orphaned animals can be soft released, giving them a gradual transition back into the wild. Despite this, we successfully soft released 10 tawny owls across three sites, a roe deer fawn, 3 groups of young foxes, 2 small groups of badgers and a buzzard. A single barn owlet was raised and released successfully with help from our Patron, Chris Sperring. We are very grateful to the landowners and local groups who helped to provide a safe site for our orphaned animals to be released, and for their assistance in monitoring those animals, post-release.



Two groups of 4 badger cubs were reared to release. An additional cub which came to us very late in the year from another centre was released with one of the groups, and they appear to have settled well. Our badger releases were subject to unprecedented disruptions this year, when both release sites, which had been surveyed and selected with welcome support from the local badger group in the area, became unsuitable due to unforeseen changes in circumstances at the last minute. On one of these sites, an artificial sett had already been built, so we hope we may be able to revisit the site in future. The badger group who assisted with finding, surveying and setting up these sites had funded the digger, provided volunteers, and very kindly donated £1000 following the disruptions (which were through no fault of theirs whatsoever).

Two alternative badger sites, both of which had been used in previous years, were surveyed and set up for release as quickly as possible and, after a few further delays, both badger groups were released within 2 weeks of their initially planned release dates.

There were only three fox groups for release this year, comprising 17 cubs in total. Several potential fox release sites were surveyed but none were suitable, so all three groups were released successfully at sites used in previous years. Perhaps the most common reason for a potential site being deemed unsuitable is the presence of illegal hunting in the area. An individual young fox was admitted later in the year whose place of origin was unknown. This individual was soft released using a fox pen which was still in situ at one of our release sites.

Avian influenza



An outbreak of H5N9 Avian influenza (AI) in November 2020 resulted in Defra declaring the whole of England an Avian Influenza Prevention Zone (AIPZ). Animal Care staff were quickly able to adapt to the necessary restrictions this resulted in by putting into place an updated version of the policies adopted during the AI outbreak in winter 2017. Liaison with Defra and APHA around some sick swans admitted to SWWR in December was resolved satisfactorily without any negative impact on the Charity or admission of casualty birds.

Animal care and the new build

Alongside the day-to-day activities of animal care and the COVID-19 pandemic, the animal care team contributed to the design and plans for the building of the new Wildlife Treatment Centre, the capital appeal brochure and general fundraising for the new facility.

Learning and Education

Children's and young adults' education

We are passionate about British wildlife and want to inspire more people to learn about nature. During 2020, the Charity planned to deliver a varied programme of wildlife-themed learning sessions for children and young adults. These would continue to be interactive onsite and outreach sessions for schools and community groups, led by the learning team and supported by our learning team volunteers and volunteer bird handlers. Other education plans for the year also included developing new educational sessions for ages 11-16 years and 16-19 years.



From January to mid-March there were four onsite visits by primary schools with 253 pupils attending. There was one outreach visit to a school in January, but with the increasing challenges of social distancing caused by COVID 19 the decision was taken to cancel the remaining bookings from mid-March onward. Our onsite work with Elmwood SEN School also had to be cancelled for the year. With the departure of our Learning and Engagement officer in February we recruited a new person to fill the post, but this plan also had to be postponed until the autumn because of the pandemic.

In September 2020 we were successful in obtaining an 'emergency' grant from the National Lottery Heritage Fund of £13,701 to reassess our educational work in light of the impact of the COVID situation. It was anticipated, at the time of the grant application, that outreach visits could recommence in the autumn term, however this proved to be impossible with lockdowns continuing. Instead, the Charity concentrated its efforts on creating new presentations and sessions that cover a wider age range – including 11-16 pupils and post 16-19 students, and diversifying future educational activities.

Adult engagement and learning and CPD for professionals

National conference

In February 2020, just before the COVID-19 lockdowns, we held our second two-day national SWWR 'Caring for British Wildlife' conference. This was again a huge success with 98 delegates attending. The first day focused on 'Making a difference in conservation and the environment' and included talks on citizen science (Becki Lawson, ZSL), international animal reintroductions (John Corder) and badger vaccination (Debbie Bailey, Derbyshire Wildlife Trust). The second day focused on 'Making a difference in treatment, rehabilitation and release and release' with talks including: UV light (Frances Baines), Bird handling (Phoebe Vaughan, WWT) and wildlife carer mental health (Danny Chambers). The conference also provided opportunities for discussion, networking and fundraising. Unable to organise a conference in 2021, we hope a third national SWWR conference will take place in 2022.

SWWR 'Certificate in Wildlife Rehabilitation and Release' and CPD for veterinary professionals

As well as the annual conference, we began the year continuing to run our very successful wildlife rescue and rehabilitation courses on site. In total, 268 people participated in our wildlife courses in 2020. These courses are for adults with a general interest in wildlife, as well as wildlife rehabilitators, vets and veterinary nurses. Four courses were successfully run on our site from January to March before the COVID-19 situation necessitated the cancelling of three courses scheduled in March, April and May.

Wildlife 1: Introduction to wildlife rescue and rehabilitation
Wildlife 2: Wildlife handling and care
Wildlife 3: Assessment and First Aid in wildlife casualties
Wildlife 4: Wildlife rehabilitation and release



Once we recognised that in-person meetings were unlikely to return for some time, we decided to take the courses online with our newly acquired Zoom skills. This meant that the courses were without a practical element but had the advantage of travel and geography being less of an issue for delegates. From September 2020 until the end of the year we ran five courses (one each of the four sessions and an extra course 1 as a result of demand). The courses proved to be almost more popular online than in person, with 2-3 times the number of delegates, and have received excellent feedback from attendees, with a few examples below:

" Very informative and greatly educationally."

"I felt that overall, the course was extremely well put together, it was really informative and had a great format ... ...I think it is a brilliant entry level course for anyone wanting to get involved in wildlife rehabilitation or to just gain a better overall understanding."

"It was all excellent, with lots of information and visual presentations"

Other course and talks

Although many of our on-site college course sessions were cancelled in 2020, our staff and Charity Advisors contributed to several external education courses and talks during 2020, including:

- Student support: providing information and support to approximately 15 college and university students for dissertation projects.
- Liz Mullineaux and Laura Benfield ran two courses in early March for veterinary undergraduates at the Glasgow University vet school in March. This was attended by 69 students and made over £3,000 for SWWR. The course was really well received by the organising students and their colleagues.

- The University of Bristol MSc course in Global Wildlife Health and Conservation usually has a day of lectures and practicals on site at SWWR. Instead, these were replaced with a series of short recorded lectures by Liz Mullineaux and socially-distanced practical sessions in the pathology facilities at the university in October.
- Pauline Kidner and Liz Mullineaux both recorded lectures for University College Dublin Veterinary School and the rehabilitation charity Irish Wildlife Matters.

Staff continuing professional development (CPD)

- All staff had two-days of training on 'Dealing with stress and emotional fatigue' in January 2020, delivered by Richard Huish College under an EU /European Social Fund grant. This was followed by a second two-day course on 'Personal Development' later in the year.



- Three staff members attended the Bat Conservation Trust conference in February 2020.
- Staff members and many volunteers attended the SWWR conference (see above) in February.
- Senior managers met with senior staff from Folly Wildlife Rescue in March to share ideas and information.
- During the first lockdown we organised online talks for staff and volunteers including 'Animal welfare, ethics and law', 'COVID-19 in animals' and our Founder Pauline's '30 years of wildlife rehabilitation'. We also organised staff 'social' Zoom meetings to keep in touch with those who were isolation/shielding or furloughed.
- Most staff members have made the most of online Zoom training sessions delivered by the Small Charities Coalition and other organisations, covering a range of subjects including topics on fundraising, marketing, finance, HR, management, governance and health & safety.
- Daniel Harding (Finance Manager) achieved his Association of Accounting Technicians (AAT) Level 3 accountancy qualification.
- Two staff members and a volunteer bird handler attended the practical components of the RAPTOR Award in Bird of Prey Management in November and will now undertake remote course work to complete the qualification.
- Ten staff members attended the British Wildlife Rehabilitation Council (BWRC) virtual conference online in November.

External relations and fundraising

It's fair to say that 2020 had a few ups and downs with SWWR finding itself, like so many other charities, facing a large drop in its income due to the COVID-19 pandemic. We started the year planning to find a new full-time fundraiser to help raise money for the new Wildlife Treatment Centre; little did we know how much we'd need the support. David Plant joined our team at the beginning of March, just before the first lockdown, and has been assisting the rest of the team with general fundraising as well as with the Wildlife Treatment Centre appeal. Pauline was as busy as ever and the extra support was very timely as staff on site found themselves stretched without any volunteer fundraising support for weeks at a time during lockdowns.

All of our staff have contributed to our fundraising efforts this year, in particular Charlotte, our General Support Officer, and Marlies, our Reception Supervisor. They have adapted to the ever-changing world, organising virtual auctions and events and expanding our social media, and continued to find new ways to engage our supporters and keep them up to date with all our news.

Some external relations and fundraising highlights of 2020



Free awareness about the Charity was maximised by writing articles for all the local parish magazines each month. Pauline also produced an article for the Somerset Life Magazine every month to promote the Charity.

SWWR featured in a number of filmed media segments and interviews, including our Patron, Chris Packham, filming a segment for the BBC's *The One Show.* Other segments were filmed for ITV's *This Morning* and several episodes of BBC Earth's *'Wild Rescue'* online series.

We were selected as Confuzzled's (a 'furry convention') 'Charity of the Year'. Unfortunately, they had to cancel their conference and run it online, but they raised £17,786 for SWWR through donated ticket costs, with a further £4,000 from their followers donating to us via our website. We are delighted to say that they are also keeping us as their charity partner for 2021.



We launched our new online adoptions signup form with a Christmas promotion which had a great response, with 35 new adoption packs sold in just over a month.

Our 'Friends of Secret World' group continue to grow, with 109 people now receiving the updates and benefits this scheme offers.

Our spring appeal 'Every Drop Is Important' raised over £10,000 towards all things water-related, from the cost of keeping our otter pond filled with clean water to purchase of cleaning equipment and hoses.

After months of planning, our appeal for a new Wildlife Treatment Centre went public in September and has received an incredible response so far with kind donations from the public and several charitable trusts (more on those later). The appeal had raised just over £120,000 by the end of December 2020 and continues while the work on the building progresses.



With all on-site learning and engagement activities cancelled for most of 2020, our education programme was given a much-needed boost with a £13,800 emergency grant from The National Lottery Heritage Fund. This has enabled us to prepare some of our offerings in virtual format, purchase essential equipment, and develop an expanded educational plan for the future.

We have been working on a new-look website that makes it easier to navigate and make payments online. This went live in February 2021.



Our charity shop at Vicarage Chambers in Burnham-on-Sea has sadly ceased trading after 20 years because it was difficult to make it viable with COVID-19 restrictions. We'd like to thank all the staff and volunteers who worked at this shop premises for their contributions throughout the many years it was open.

Fortunately, we were able to secure a much larger shop premises on Burnham-on-Sea's High Street in the summer, originally on a temporary basis, which we have now taken on as the permanent base for our charity donation operations. The shop has been very popular and given our fundraising a great boost, bringing in over £32,000 in its first three months, in spite of two periods of national and local lockdown.



Our Patron, Martin Hughes-Games, joined us at our High Street shop for a book signing in December, one of very few opportunities we've had to spend time with our patrons this year.

Monthly online auctions on Facebook started in the summer and raised over £12,000 in the last six months of the year. We were worried about running an online alternative to our usual annual auction and ball, but this one alone saw over £7,000 raised from very generous bids from our supporters.

We were finally able to run a public event in August following the first national lockdown: our first car boot sale which raised around £760. We hope to do more car boot sales during 2021.

Our web shop continues to be popular, especially after we had to close our on-site gift shop. Our staff have also been exploring ways to sell more valuable donated items using online platforms including Facebook Marketplace and eBay.



We delivered a few *Zoom* wildlife talks during the first lockdown which were a great help in moving our Wildlife Courses online. The courses have been very well received with many sessions sold out, and have enabled us to reach wildlife rehabilitators and enthusiasts all over the UK and Europe.

Our 'SOS' summer raffle was our first ever online raffle, with a fabulous painting donated by Karen Woodward as the prize. It proved very popular and generated a wonderful total, over £3,500.

We continued working with other wildlife charities and groups, receiving some very generous donations from Cornwall Badger Group, the Hare Preservation Society, and Somerset Badger Group.



We took part in two rounds of the Aviva Community Fund, with generous donations from our supporters and contributions from Aviva totalling almost £5,000.

A number of our supporters and staff, as well as our Patron, Michaela Strachan, took part in the 2.6 Challenge in late spring. They walked, danced and even did sponsored silences, raising almost £2,500 and proving they were all fundraising heroes.



We were very grateful for large food donations by local branches of Tesco and Morrisons, with special thanks to Tracey, a Morrisons Community Champion, who brought us some de-listed stock plus lots of biscuits for our staff!

Before the lockdown we had a fantastic night of live music and dancing at the Cèilidh Dance in Burtle on the 8th of February. The night was organised by Heidi, one of our dedicated veterinary surgeons; she was celebrating her birthday and decided to change it to a fundraiser and open her party as an event to the public. We all had a great time and she raised over £1,500 for SWWR through the ticket sales and raffle.



Our Founder, Pauline Kidner, celebrated her 70th birthday in March and we were very pleased to throw a party for her and our supporters just before the whole country went into lockdown. She'd always threatened to retire when she hit 70 but fortunately, we convinced her to continue her hard work for a little while longer!

Facebook became a very useful tool during the pandemic, enabling us to entertain our supporters with live-feed videos of some of our wildlife which raised vital funds. Facebook fundraising raised an amazing £15,879 in 2020.

The Cider Barn, the building which was for years the front door to Secret World Wildlife Rescue, housing our reception and small gift shop, was sold to enable us to help fund the new Wildlife Treatment Centre that we're building. Many thanks to the new owners, the Lilley family, who permitted us to remain using the building free of charge between August 2020 and May 2021.



Grants, in-kind donations and corporate support

This year, perhaps more than any other, we have only been able to keep our doors open to British wildlife due to the incredible support we received from local businesses and tradespeople, charitable trusts, schools and colleges, national companies, and generous individuals.

We received a lot of donations to feed the wildlife in our care through our Amazon wish list, animal food donations left for us in collection bins in supermarkets and pet shops, and donations brought to our site. We even received a large number of leftover vegetables from Tesco in Glastonbury, which had the added bonus of diverting all of this food away from landfill.



All the animal food, rehabilitation and site equipment, bedding, towels, washing powder and cleaning materials, etc, that is left at our site reception or at our charity shop in Burnham-on-Sea means that we don't have to pay for many of these items. This saves us thousands of pounds each year. We are also extremely grateful to those who bring clothing and household donations to our charity shop for us to sell.

It was a very successful year for our grants fundraising, with a total of £126,084 in donations and pledges from a wide range of organisations, including family trusts and foundations and corporate trusts. This included £13,334 from local government support schemes to help us pay ongoing bills and staffing costs while our charity shops were forced to close.

We are extremely grateful to the following supporters for their generosity and support during the year: The Norman Family Charitable Trust, The Walker 597 Trust and Animal Saviours for contributions to our animal care appeals; The Mrs D.M. France-Hayhurst Foundation, Humane Society International, Marjorie Coote Animal Charity Trust, Animal Rescue Foundation and Calypso Browning Trust for providing emergency funding for core costs; The National Lottery Heritage Fund for helping us get our education programme back on track with a grant from their Heritage Emergency Fund; and The David Family Foundation, E B M Charitable Trust, The Joanna Toole Foundation, Hobson Charity Ltd., The Fairfield Charitable Trust and the Olsen Animal Trust for contributions to our new Wildlife Treatment Centre appeal. There are many others who have chosen to remain anonymous or have given pledges, and we are extremely thankful to all those who were generous enough to support our work, especially during this difficult financial year.

With so many generous corporate and professional supporters it is obviously impossible to list them all, but in 2020 particular thanks are due to the following local and national businesses / organisations for their significant support:

- Animal Friends Insurance
- Bakkavor Desserts
- Bookers
- Brambles Pet and Wildlife
- Brinsea Incubators UK
- Bristol Dogs and Cats Home
- Bristol University Veterinary School
- BSAVA (British Small Animal Veterinary Assn)
- Bylor
- Cadbury Garden Centre
- Centaur
- Circotecture (Architects)
- CRS (Highbridge)
- David Cook Business Management Advisory Service
- Diverse Foods
- Doubletree by Hilton
- Dragonfly Drones
- Edf energy
- Henbury Pet & Garden Supplies
- Hollis Morgan auctions
- ISCA Drones
- IZVG (Int Zoo Veterinary Group)
- Jays Logistics (SW) Ltd (Highbridge)
- Jollyes
- Kruuse veterinary products
- Leonardo Helicopters
- Loudworks
- Morelia Ecology
- Morrisons
- PALS (Pinmoore Animal Laboratory Services)
- Proper Job (Highbridge/Burnham-on-Sea)
- Quantock Caravan Services
- Robs Fish Bar
- Sentinel Security Systems (Clevedon)
- SmartEcology Ltd
- Somerset Stairlifts & Mobility
- Suez UK
- Tecni Ltd (Highbridge)
- Tesco
- The Bike Shed Community Response Team
- The Co-operative
- The Crusty Cob
- Tor Pet Supplies
- The Wood Pile
- Vidal Electrical Services
- Waitrose
- Wiggly Wigglers
- Wildlife Network for Disease Surveillance
- Wilson Leisure Ltd

Our list of individual supporters is too long to mention, but we are extremely grateful to all who contributed to Secret World Wildlife Rescue's work in any way during 2020. Without this type of support, the Charity would not be able to keep its doors open for wildlife casualties.

Secret World Limited

Secret World Wildlife Rescue has a linked trading company, Secret World Ltd, which manages activities outside of the charitable objects, purely to raise funds for SWWR's charitable purposes. This includes the wildlife training courses, the small gift shop which was situated in the Charity's former reception barn and hire of the Bluebell Barn building, garden and attached marquee which are available for weekday and weekend events such as weddings, parties and as an external meeting venue. These activities bring commercial benefit to increase the Charity's income which in turn supports the SWWR's core activities of animal rescue, rehabilitation and release and educating the public generally regarding wildlife.



During 2020 all of our trading activities, with the exception of the wildlife courses, were severely affected by the COVID-19 pandemic and particularly the need for social distancing and national lockdowns. Some trading activities continued through our website shop and sale of new goods from our charity shop, but income from these was significantly reduced compared to previous years. Similarly, all the weddings that were planned to be hosted in our Bluebell Barn on site had to be cancelled. The only positive outcome was that we were able to adapt our wildlife courses to be delivered virtually, with income from these reaching almost £16,000.

Taking advantage of a large retail premises that had remained empty for some time on the High Street in Burnham on Sea, the SWWR set up a temporary 'pop-up' charity shop in Burnham on Sea between the national lockdowns. With remarkable sales generated in the first months of trading, the Charity has now taken on a long-term lease for the property. Unfortunately, our existing charity shop at the Vicarage Chambers site in Burnham-on-Sea had to close permanently in December 2020 because of the lack of storage space in which to quarantine charity donations for 72 hours – a government requirement throughout 2020. We'd like to thank all the staff and volunteers who worked at this shop premises for their contributions throughout the years it was open.

In spite of the constraints resulting from the pandemic, out trading activities had a turnover of just under £30,000, with an operating profit of just over £13,000. This compares with an income of £52,000 and operating profit of over £33,000 in 2019, reflecting the impact of the pandemic on our trading activities last year.

Facilities

Thanks to the support of one of our supporters, SWWR was able to upgrade its antiquated IT system with new computers and laptops. Our new system was due to be installed on 1st April 2020, which regrettably was just a few days into the first national lockdown. In the circumstances, the timing truly could not have been worse! However, our new IT support company, PC Comms in Bridgwater, managed the changeover relatively smoothly, despite the substantial constraints they faced given the timing. This new IT infrastructure has been a much-needed boost to the Charity and enabled many staff to work at home when required.

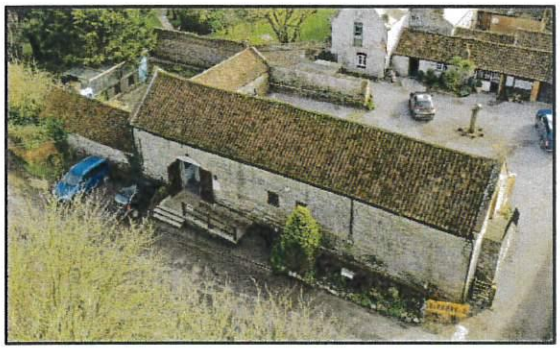
Having been without a Facilities and Office Manager for some time, we welcomed Andrew Mellamphy to our team in the autumn, just days before site clearance for our new Wildlife Treatment Centre was due to commence. It was a 'baptism by fire' but he's been a much-appreciated addition to our team, calmly dealing with each site challenge as it arises. As the manager in charge of the charity shops, he also had to deal with the shop premises temporarily closing down and then reopening in line with lockdown regulations and ensuring personnel on all our site were COVID-19 compliant.

Wildlife Treatment Centre

The main highlight of 2020 was that, after several attempts to raise sufficient funds over the past decade, the Charity finally saw our dream to build a new Wildlife Treatment Centre become a reality. The 'new build advisory group' – comprising senior staff and trustees and other volunteers with construction/architecture experience, met regularly throughout late 2019 and 2020 to pull together the plans for the new centre. Many thanks are due to all those who helped us plan the new centre, and especially those volunteers who gave their time on the new build advisory group. Our most sincere thanks are due to architect Katarina McNabb (of Circotecture), one of the Charity's volunteer wildlife rescuers and animal carer, who designed the Wildlife Treatment Centre on a pro-bono basis, led the Charity through the processes to sell the Cider Barns and get planning permission for the new Centre and who provided her time and invaluable advice throughout the whole process of developing the new building. Without Kat's help, we may not have reached the point of building the new Centre in 2020.

The Wildlife Treatment Centre was initially designed to be built in two phases: the first housing the Charity's reception, wildlife assessment room, orphan feeding room, offices, storage, IT servers, and the staff and volunteer kitchen / changing rooms. The second phase, to be built at a later stage once we'd raised additional funding, would replace our existing portacabin facilities to house the wildlife hospital rooms. The new centre would finally bring our dispersed indoor working spaces together under one roof and provide a more efficient working environment for all.

SWWR's former reception and animal treatment rooms: Cider Barns



To secure initial funding for the new building works, the Charity made the decision to sell its 'Cider Barns', which had served as the wildlife casualty and public entry to Secret World Wildlife Rescue for many years. The barns also provided storage for hospital equipment, bedding and food as well as a small gift shop, filing storage, etc. This building was not only in a poor state of repair, but no longer had direct access to the Charity's main site, located a little way down the road. This meant it was time-consuming and challenging for staff to carry animals outdoors between hospital buildings.

We had intended to sell the Cider Barns by auction in March 2020, but our plans were obviously thwarted by the COVID pandemic. We were fortunate to sell the building in July, and are extremely grateful to the new owners, the Lilley family, for permitting us to continue using the building, free of charge, until May 2021.

The Charity then launched a major capital funding appeal in order to raise the remainder of the £1 million required for the building. We are extremely grateful to all those who have supported us through individual donations, grants from trusts, foundations and businesses, as well as those who left the Charity a legacy, remembering SWWR in their wills. Because of this generosity, we were able to tender for the construction of the new building in August and appoint a local Bridgwater construction company to commence the work on the first phase of the treatment centre in October 2020. By early spring 2021, the Charity was delighted to be in a stable enough financial position to go ahead and contract the second phase, the wildlife hospital wing, at the same time and the whole building is currently due for completion in the autumn of 2021.

The new Wildlife Treatment Centre is designed to complement the neighbouring farmhouse/ barn structures, while incorporating services such as ventilation, heating and lighting specifically required for wildlife rehabilitation. We aim to include as many environmentally green features as possible, including solar panels and rainwater harvesting. Bat boxes, bird boxes and other wildlife support will be an integral feature in line with our environmental ethos. With our newly designed building we will also be in a better position to engage visitors we have in our work. We will install CCTV to monitor the casualty animals and enable people to see the treatments undertaken behind the scenes without negatively impacting upon the animals involved. It is important that people see the wildlife care we provide, so they can appreciate what is involved and see where their money goes. These CCTV links will also be broadcast live via our website to extend our educational reach to a wider audience and particularly our supporters.

A section of our reception will also house a small exhibition area where we can share information about wildlife habitat and our learning and engagement activities with visitors, celebrate our volunteer contributions and acknowledge those who support our work in any way. The ground floor is designed to allow separate public access to our reception / visitor experience and to the public section of our site for visitors without obstructing wildlife admissions, thus minimising interactions and stress to animals. Species-specific and specialist rooms are all part of the design which is based upon our treatment best practice guidelines, including the separation of prey and predator species; avoiding unnecessary human contact; and providing enough space to keep sick and healthy animals apart, avoiding the spread of disease.

Site preparation began in October with vegetation clearance and the relocation the portacabins which have housed the offices, laundry and animal hospital rooms for several years. In addition to numerous soil, ecological and electrical surveys, etc, several major changes were required to relocate utilities and other infrastructure and ready the site, all of which were expensive, time consuming, required considerable manpower and generally were very disruptive.

November 2020-site preparation and clearance:

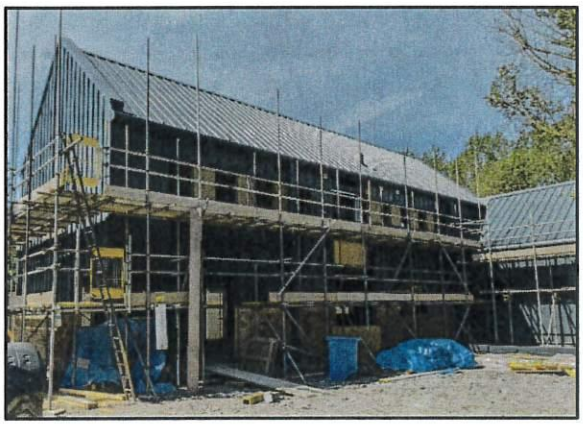




The building work commenced in early November with the piling and foundations being laid and continued throughout the winter months. By the spring of 2021, the outer steel structure was erected, concrete base poured and walls and roof in place. The floors and windows will be installed imminently and work on the mechanical and electrical infrastructure is continuing. Once the interior partitions are in place and plastering/painting completed, the next stage will be fitting out the rooms in both the main reception, wildlife admissions and office wing (the main wing shown in the photograph) as well as the wildlife hospital wing (seen on the right side of the photos).

The builders, Harris Bros and Collard Ltd (HBC Contractors), have been most accommodating and have made every effort to keep disruptions to the main SWWR site to an absolute minimum.

May 2021 - new build progress



This is a milestone event in SWWR's history, and the first time the Charity will have the use of purpose-built facilities for its core operational activities. All thanks are due to the support we've received from our loyal supporters, as well as capital grants kindly provided by the following charitable trusts and foundations: E B M Charitable Trust, Hobson Charity Ltd., The Fairfield Charitable Trust, Joanna Toole Foundation and the Olsen Animal Trust.

FUTURE PLANS

- The construction of the new Wildlife Treatment Centre will continue through the summer of 2021, with the building due for completion in the autumn. Again, there will be considerable disruption across the site while the animal hospital rooms, offices, staff facilities, reception, etc relocate from the current portacabin 'accommodation' into the new building. Additionally, with the Charity's site having been closed to the public and supporters for the best part of two years, and with our grounds somewhat of a building site in recent months, SWWR will have to reorganize and prepare the site, ready to host educational groups and other public visitors again in 2022.

- Building up the Charity's reserves to the revised target of 6 months' expenditure, will continue. This is particularly important considering the impact that the COVID-19 pandemic had upon income from our more traditional educational and public activities in 2020 and 2021; ensuring an adequate cash reserve to secure the Charity's financial sustainability in the future is paramount.

- Efforts will also continue to diversify funding sources, particularly reducing the Charity's dependence upon legacies, by expanding the number of charity shops we run.

- Our on-site and school-age education programmes were badly affected in 2020/21; we have adapted these for more virtual interaction in 2021/22, and also plan to encourage more outdoor education sessions linked to key stages once we are able to welcome schoolchildren back on site. Plans to offer more learning and engagement opportunities for 16–19-year-olds are also in development.

- The Board was strengthened during the early months of 2021 by the recruitment of four additional Trustees with a broader range of knowledge and experience. The Trustees will continue to recruit additional persons with legal, HR, retail or veterinary/wildlife rehabilitation backgrounds to complete the required skills matrix.

- Several policies and procedures were updated during 2020 and the process of reviewing others and communicating these to staff and volunteers will continue in 2021. This includes a review of our broad-ranging Health & Safety policies.

- With the ongoing success of our new charity shop, the Charity decided to manage that as part of its linked trading company, Secret World Ltd, and register the trading company for VAT. This will be done in early 2021.

- Ongoing training for staff and volunteers is an integral aspect of the Charity's work to ensure our personnel team is safe and operating in line with the highest professional and legal standards.

- Having successfully constructed the Charity's new Wildlife Treatment Centre, the next priority will be to replace the aging and dilapidated rehabilitation building, Millie Block. This will involve another capital funding appeal, and will put SWWR in the best position to offer the highest level of wildlife care while at the same time offering better and more efficient working conditions for our staff and volunteers.

COVID-19 pandemic

At the beginning of 2020, with the world in turmoil and no one left untouched by the impact of the COVID-19 pandemic, the Charity had concerns about how it would continue to offer its services to wildlife in need. In fact, at that time, we were even doubting if the Charity would survive the loss of its projected fundraising income. But we were overwhelmed by the backing we received from long-term and new supporters, as well as the dedication of our staff and volunteers who kept working throughout the lockdowns to ensure our doors remained open for orphaned, sick and injured wildlife. There was a massive learning curve for us all as we quickly had to come to terms with new ways of communicating with our supporters and the public: Zoom meetings and virtual fundraising events became the norm. Some staff accepted the necessity of furlough, whilst those who remained working had to do so without the usual support of most of their volunteer colleagues. In spite of an estimated loss of around £140,000 in 2020 'forecast' income, mainly from losses when our public and community fundraising and educational events were cancelled, by the start of 2021 not only had the Charity survived the year, but thanks to you all, also managed to end the year with enough funds to finally build our long-awaited Wildlife Treatment Centre.

To everyone who supported us in any way: from those schoolchildren who sent us a few pounds from their pocket-money pounds, those who provided messages of support during the difficult days, those who donated goods or services, or those who provided grants or left us a legacy, we want to thank you from the bottom of our hearts. We are exceedingly grateful to all those individuals, trusts, foundations, professional organisations and companies who continued to support Secret World Wildlife Rescue in any way during the extremely difficult times of this pandemic. Because of you, and our dedicated team of staff and volunteers, we continued to care for wildlife in need.

Once again, on behalf of the Trustees, staff and volunteers at Secret World Wildlife Rescue please accept our most sincere thanks to all those who supported our work caring for British wildlife during 2020.

In Summary

Like many other charities across the country, 2020 was a challenging year for Secret World Wildlife Rescue's finances due to Covid 19 and the resulting lockdowns. This led to all our usual fundraising events being cancelled, including our open weekends and annual auction and ball. These events often make up a large amount of the Charity's income which made it imperative that we found alternative sources of income. In spite of the numerous challenges faced, all the SWWR team pulled together to discover new ways to keep our income steady which, with the help of some much-appreciated legacy gifts, enabled us to balance our operational budget.

In addition to keeping the Charity financially secure going forwards, we had also been preparing for a capital build project to construct a new Wildlife Treatment Centre. Due to our successful year in 2019 in terms of income, we were in a strong position in 2020 to be able to start building works for the Wildlife Treatment Centre despite the other constraints we faced. The Charity also sold its large reception barn and used the income from that as the basis for the budget for the new build.

Total income increased by 15% from 2019 to 2020 largely due to an increase in donations from appeals, Gift Aid and various grants which have supported our work. Operational expenditure decreased by 5% largely due to a decrease in the number of animals that came into SWWR during the pandemic. There has also been an ongoing effort by the Charity to reduce our costs by looking at things such as changing utilities contracts. The decrease in animals also had a knock-on effect to the other costs that result during their care at SWWR, such as our electricity and water bills.

Financial Review

Income

During 2020, SWWR income totalled £1,043,908. Our fundraising efforts and legacy receipts made up £768,845 of this income (74%) with the remainder coming from the sale of the Charity's former reception barn, adoptions, and charity shop income. Fundraising income increased by 43% over 2019, which was a significant improvement. This increase was in part due to the appeal to raise funds for the Wildlife Treatment Centre, with a large portion of total income either being restricted or designated for that capital project.

One significant source of income in 2020 was legacies which made up £351,755 of our total income. This was a 20% decrease in the amount received in 2019 (£440,484), but each gift received from a will is highly valued and fundamental to keeping the Charity financially sustainable. We also increased our grant income by 146% between 2019 and 2020; this represents a mixture of grants received towards our core costs as well as restricted grants for the construction of the new Wildlife Treatment Centre.

Expenditure

The cost of raising funds decreased by 9% from £176,514 in 2019 to £160,052 in 2020. While there was an increase in our fundraising staff costs in 2020, there was a significant decrease in the general fundraising costs which is largely due to the reduction in fundraising events.
Charitable expenditure decreased by 5% (£46,255) between 2019 and 2020. Education costs decreased by approximately £1,500, and animal care costs reduced by £26,285.

Reserves Policy

Secret World Wildlife Rescue maintains a reserves policy for the following reasons:

- To maintain free reserves which are not invested in fixed assets or designated for a specific purpose at the higher of either:
  - Three months of budgeted expenditure.
  - The amount required to close down the Charity.
- To hold reserves which are designated for a specified purpose.

Our reserves level is monitored and reported to our management and trustees on a bi-monthly basis. The level of reserves required is then reviewed annually when the budget is written.

Given the uncertain financial situation resulting from the COVID-19 pandemic, at their Board meeting in October 2020, the Charity's Trustees voted to change the reserves policy and work towards increasing the reserves target from three months to six months. Thus, while working towards a 5–6-month reserve target range for 2023 (based on identified risks the Charity may face), it was agreed that, for 2021, the Charity should aim for a 3-4 month target, with a range of £200,000 - £258,000.

At the end of 2020, Secret World Wildlife Rescue's free reserves were £604,224 which is above the target range. However, £250,000 of these free reserves were already restricted/designated for the Wildlife Treatment Centre project, with more designated towards the project in 2021 following approval of the Board.

Public benefit focus on ensuring that our activities achieve our charitable aims:

The objectives of the Charity, as set out in its Memorandum, are to benefit the public through:

1. The provision of a rescue service that is caring for sick, injured and orphaned wildlife.
2. The rehabilitation of animals in our care and their safe return to the wild wherever possible.
3. Being a respected source of expertise and centre of excellence where all British wildlife can receive the best care.
4. The development of inspirational learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

In shaping our objectives and planning our activities to meet these objects, the Trustees have considered the Charity Commission's guidance on public benefit and consider SWWR carries out its charity purposes for the public benefit as follows:

- **by providing a public rescue, rehabilitation and release service for injured, sick and orphaned wildlife;**

We support our local community, free of charge, by rescuing orphaned, sick and injured wildlife casualties, rehabilitating these and releasing them back to the wild, whenever possible. For animals whose injuries are too severe to enable them to be returned to the wild, the Charity provides a quick and humane end to their suffering. The public benefits from the knowledge that there is a centre of excellence which serves as a place of safety for wildlife casualties.

We also support other national rescue services, such as the police service and fire brigade, in rescuing trapped or injured wildlife on roads and in other public places from situations that otherwise may place members of the public at risk.

- **through public education and access to a unique wildlife experience;**

We inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it, so helping to protect our natural environment for current and future generations. We do this through our educational activities and by communicating with the public through local and national television, radio, newspapers, the internet and social media.

We also provide volunteering opportunities for hundreds of local community members and companies which wish to support our work. Many volunteers are students gaining work experience; some volunteers have special educational needs or disabilities and are gaining new social or work-based skills. Others are unemployed and working with us to learn new skills to help them regain their confidence and move forward finding jobs, while others are retired and looking to offer their skills in return for new social opportunities and the chance to contribute to a charity they feel passionate about.

- **by disseminating date and delivering professional training to improve knowledge and raise standards of wildlife care across the UK.**

We are a respected source of expertise about caring for wildlife casualties, and provide free help and advice by telephone, email and printed materials to members of the public, veterinary professionals and others across the country.

How well we have performed against these objectives is explained above in the first part of this report. The Board reviews the aims, objectives and activities of the Charity each year.

Overall, this report looks at what the Charity has achieved and the outcomes of its work within the last twelve months. The Board of Trustees report the success of each key activity and the benefits. The review also helps the Board ensure the Charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have complied with the duty in s17 of the Charities Act 2011 to have due regard to the Charity Commission's published general and relevant sub-sector guidance concerning the operation of the public benefit requirement under that Act.



STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also Directors of Secret World Wildlife Rescue for the purposes of company law) are responsible for preparing the Trustees Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these 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;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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 the group and to ensure that the financial statements comply with Charities Act 2011 and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

The Trustees confirm that as far as they are aware at the time of approving this annual report:-

1. There is no relevant audit information of which the charitable company and group's auditors are unaware; and

2. The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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

Approved by the Trustees and signed on their behalf by:

R A Branton

Roger Branton, Chair of Trustees

Date 13/09/2021

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2020, which comprise Statement of Financial Activities, Balance Sheet, 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 Standards 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 group and charity's affairs as at 31 December 2020 and of its incoming resources and application of resources for the year then ended:
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF 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 group and charity in accordance with 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 charity's ability to continue as a going concern for a period of at lease 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.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's report therein. 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.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

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 annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the annual report 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 group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES
As explained more fully in the trustees' responsibilities statement set out on page 33 the trustees 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 they 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 group and charity'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 group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS
We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

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 it 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.

IDENTIFYING AND ASSESSING POTENTIAL RISKS RELATED TO IRREGULARITIES
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:

- We have considered the nature of the industry and sector, control environment and business performance, including the design of the charity's remuneration policies.
- We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud.
- We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.
- Our audit work is limited to samples inherently used under International Auditing Standards, therefore not all transactions are reviewed so the detection of irregularities, including fraud is limited to this.
- Any matter we identified having obtained and reviewed the charity's documentation of their policies and procedures relating to:
  - Identifying, evaluating and complying with laws and regulations and whether they are aware of any non-compliance.
  - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud.
  - The internal controls established to mitigate risks of fraud or non-compliance with laws and regulations.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SECRET WORLD WILDLIFE RESCUE ...../continued

As a result of these procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud is in relation to the overstatement of revenue. In common with all audits under ISAs (UK). We are also required to perform specific procedures to respond to the risk of management override.

We also obtained an understanding of the legal and regulatory environment and frameworks in which the charity operates, focusing on provisions of those laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements. The key laws and regulations we considered in this context included the UK Companies Act, Charities Act, and local tax legislation.

In addition, we considered provisions of other laws and regulations which do not have a direct effect on the financial statements, but compliance which may be fundamental for the charity to operate.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

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. This description forms part of our Auditor's report.

USE OF OUR REPORT

This report is made solely to the group and charity's Trustees, 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 group and charity's members those matters, we are required to state to them in a 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 group or charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Ian Shipley FCCA, Senior Statutory Auditor
for and on behalf of Prentis & Co LLP, Chartered Accountants and Statutory Auditors

115c Milton Road
Cambridge
CB4 1XE

Prentis & Co LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

11th September 2021

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2020

	Note	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
INCOME							
Donations and legacies	2	656,788	112,057	768,845	695,515	8,048	703,563
Charitable Activities							
Education		2,143	-	2,143	8,196	-	8,196
Animal Care		2,501	-	2,501	7,966	-	7,966
Other trading activities	3	183,231	-	183,231	182,838	-	182,838
Investments	4	967	-	967	356	-	356
Other	5	6,630	-	6,630	5,163	-	5,163
Profit on sale of fixed assets		47,185	975	48,160	-	-	-
Government Grants		31,431	-	31,431	-	-	-
TOTAL INCOME		930,876	113,032	1,043,908	900,034	8,048	908,082
EXPENDITURE							
Raising Funds	6	158,806	1,246	160,052	176,514	-	176,514
Charitable Activities:	7						
Animal Care		548,058	74	548,132	574,417	-	574,417
Education		49,722	35,309	85,031	2,967	83,565	86,532
Other expenditure		3,595	1,204	4,799	6,806	-	6,806
TOTAL EXPENDITURE		760,181	37,833	798,014	760,704	83,565	844,269
Net income		170,695	75,199	245,894	139,330	(75,517)	63,813
Gross transfers between funds	21	(10,996)	10,996	-	-	-	-
Net income for the year		159,699	86,195	245,894	139,330	(75,517)	63,813
Reconciliation of funds:							
Total funds brought forward		1,496,853	253,760	1,750,613	1,357,523	329,277	1,686,800
Total funds carried forward		1,656,552	339,955	1,996,507	1,496,853	253,760	1,750,613

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2020

	Note	2020 £	2020 £	2019 £	2019 £
FIXED ASSETS					
Intangible assets	11		-		1,307
Tangible assets	12		1,017,453		1,040,234
Investments			627		627
			1,018,080		1,042,168
CURRENT ASSETS					
Stocks	15	16,044		16,044	
Debtors	16	23,364		50,992	
Cash at bank and in hand		968,403		683,717	
		1,007,811		750,753	
LIABILITIES					
Creditors: amounts falling due within one year	17	(19,384)		(32,308)	
NET CURRENT ASSETS			988,427		718,445
Total assets less current liabilities			2,006,507		1,760,613
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			1,996,507		1,750,613
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds	21		1,656,552		1,496,853
Restricted funds	21		339,955		253,760
			1,996,507		1,750,613

The financial statements were approved by the Board of Trustees on 12 August 2021 and were signed on its behalf by:

R W A Branton

Roger Branton - Chair of Trustees

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2020

	Note	2020 £	2020 £	2019 £	2019 £
FIXED ASSETS					
Intangible assets	11		-		1,307
Tangible assets	12		1,017,453		1,040,234
Investments			627		627
			1,018,080		1,042,168
CURRENT ASSETS					
Stocks	15	15,768		15,768	
Debtors	16	56,445		50,992	
Cash at bank and in hand		968,403		683,717	
		1,040,616		750,477	
LIABILITIES					
Creditors: amounts falling due within one year	17	(19,918)		(32,842)	
NET CURRENT ASSETS			1,020,698		717,635
Total assets less current liabilities			2,038,778		1,759,803
Provision for liabilities	19		(10,000)		(10,000)
TOTAL NET ASSETS			2,028,778		1,749,803
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			1,688,823		1,496,043
Restricted funds			339,955		253,760
			2,028,778		1,749,803

These financial statements have been audited under the requirements of Section 144 of the Charities Act 2011.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1st January 2019) - (Charities SORP (FRS 102)).

For the year ended 31st December 2020 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

The financial statements were approved by the Board of Trustees on 12 August 2021 and were signed on its behalf by:

R A Branton

.....

Roger Branton - Chair of Trustees

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2020

	Note	Total Funds 2020 £	Total Funds 2019 £
Cash flows from operating activities:			
Net cash provided by /(used in) operating activities	23	339,066	281,209
Proceeds from the sale of property, plant and equipment		196,519	-
Purchase of fixed assets		(250,899)	(173)
Net cash used in investing activities		(54,380)	(173)
Change in cash and cash equivalents in the reporting period		284,686	281,036
Cash and cash equivalents at the beginning of the reporting period		683,717	402,681
Cash and cash equivalents at the end of the reporting period		968,403	683,717

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) issued October 2019 (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 principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue 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 note(s).

PREPARATION OF ACCOUNTS ON A GOING CONCERN BASIS

These accounts have been prepared on a going concern basis as there are no material uncertainties about the group's ability to continue.

GROUP FINANCIAL STATEMENTS

These financial statements consolidate the results of the Charity and Secret World Ltd.

INCOMING RESOURCES

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Grants receivable are recognised when all qualifying criteria have been satisfied and are stated gross within the Statement of Financial Activities, with capital and charitable activity expenditure also stated gross.

RESOURCES EXPENDED

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category.

ALLOCATION AND APPORTIONMENT COSTS

Vehicle costs, mobile and land line costs, printing, postage, stationery, office machine maintenance and wages costs have been apportioned between management support costs, animal care and overheads to show a truer representation of direct animal care costs and education costs.

Water rates have been apportioned between overheads and animal care based on estimated consumption directly attributable to care of animals including laundry.

Management, animal care and fundraising wages have been apportioned between animal care, education and management based on the time spent by each staff on each activity during the year.

All other costs are already accurately split and do not require apportioning.

INTANGIBLE FIXED ASSETS

The Charity previously capitalised the costs of creating a new website, incorporating an online shop. This has been amortised over 3 years on a straight line basis.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

Individual fixed assets costing £100 or more are capitalised at cost.

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

Freehold property	- straight line over 50 years on the cost of buildings and land is not depreciated
Improvements to property	- straight line over the lease term of either 5 or 20 years
Plant and machinery	- straight line over 4 or 10 years and 25% on reducing balance, depending on the asset use
Fixtures and fittings	- 15% on reducing balance
Motor vehicles	- straight line over 4 years and 25% on reducing balance, depending on the asset use
Computer equipment	- straight line over 4 years

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Stocks are valued on the first in first out basis.

TAXATION

The Charity is currently exempt from Corporation Tax and VAT registration on its charitable activities.

FUND ACCOUNTING

Unrestricted funds, including designated funds, can be used in accordance with the charitable objectives at the discretion of the Trustees.

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

A pension scheme for eligible employees was introduced in January 2016. Secret World employees who meet the criteria for auto enrolment were automatically enrolled into the Work Save Pension Plan with Legal and General on 1 January 2016. The scheme is funded by contributions from the employees and a contribution of 3% from Secret World in 2020 (4%: 2019); this contribution will rise in future years in accordance with government legislation.

DONATED GOODS

Donated goods are recognised in the accounts as income under donations with an equivalent expense recognised under the appropriate heading in the Statement of Financial Activities e.g. Animal Care. Where assets are donated, they are again recognised as income under donations with an equivalent asset created under the appropriate heading. Donated goods are recognised on the basis of the value of the gift, being the amount the Charity would have had to spend to obtain the goods.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

2. DONATIONS AND LEGACIES - GROUP

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Donations	223,875	82,757	306,632	214,879	-	214,879
Gift Aid	57,001	-	57,001	26,489	-	26,489
Legacies	351,755	-	351,755	440,484	-	440,484
Grants	24,157	29,300	53,457	13,663	8,048	21,711
	656,788	112,057	768,845	695,515	8,048	703,563

In 2020 the Charity received an estimated £2,680 (2019: £5,359) worth of goods for use in Animal Care Services which has been recognised as a donation with the equivalent expense shown under animal care costs.

Grants received, included in the above, are as follows:

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Individuals	17,950	29,300	47,250	9,145	8,048	17,193
Corporate	6,207	-	6,207	4,518	-	4,518
	24,157	29,300	53,457	13,663	8,048	21,711

3. OTHER TRADING ACTIVITIES - GROUP

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Fundraising events	45,699	-	45,699	63,140	-	63,140
Charity shop income	77,711	-	77,711	50,239	-	50,239
Social lotteries	4,609	-	4,609	745	-	745
Animal Adoptions	39,417	-	39,417	41,768	-	41,768
Other income	185	-	185	1,063	-	1,063
Trading income	15,610	-	15,610	25,883	-	25,883
	183,231	-	183,231	182,838	-	182,838

4. INVESTMENTS - GROUP

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Deposit account interest	967	-	967	356	-	356
	967	-	967	356	-	356

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

5. OTHER INCOME - GROUP

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Unrestricted Funds 2019	Restricted Funds 2019	Total Funds 2019
	£	£	£	£	£	£
Other donations - (Friends of SW)	6,630	-	6,630	5,163	-	5,163
	6,630	-	6,630	5,163	-	5,163

6. COSTS OF RAISING FUNDS - GROUP

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Unrestricted Funds 2019	Restricted Funds 2019	Total Funds 2019
	£	£	£	£	£	£
Fundraising costs including for resale	25,649	1,246	26,895	70,433	-	70,433
Staff costs	65,289	-	65,289	54,152	-	54,152
Amortisation and depreciation	19,237	-	19,237	16,264	-	16,264
Property costs	30,326	-	30,326	25,651	-	25,651
Office and IT costs	18,305	-	18,305	10,014	-	10,014
	158,806	1,246	160,052	176,514	-	176,514

7. DIRECT CHARITABLE COSTS - GROUP

	2020			
	Animal Care	Education	Other Expenditure	Total
	£	£	£	£
Direct costs	92,431	798	-	93,229
Staff costs	385,801	45,753	-	431,554
Amortisation and depreciation	34,826	24,404	-	59,230
Property costs	32,370	11,372	-	43,742
Office and IT costs	2,704	2,704	-	5,408
Governance	-	-	4,799	4,799
	548,132	85,031	4,799	637,962

DIRECT CHARITABLE COSTS - GROUP

	2019			
	Animal Care	Education	Other Expenditure	Total
	£	£	£	£
Direct costs	117,682	1,671	-	119,353
Staff costs	389,615	43,585	-	433,200
Amortisation and depreciation	35,513	29,130	-	64,643
Property costs	30,262	10,801	-	41,063
Office and IT costs	1,345	1,345	-	2,690
Governance	-	-	6,806	6,806
	574,417	86,532	6,806	667,755

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

8. NET INCOMING/(OUTGOING) RESOURCES (GROUP)

	31.12.20	31.12.19
Net resources are stated after charging/(crediting):	£	£
Auditors' remuneration - current year	4,799	4,800
- previous year underprovided	-	2,006
Depreciation - owned assets	77,161	78,947
Website amortisation	1,307	1,960
Other operating leases	14,639	13,863

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

There were no Trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the period ended 31 December 2019.

TRUSTEES ' EXPENSES

Total Trustee expenses claimed were £Nil for the year ended 31 December 2020 (2019: £263).
Total donations received from Trustees in the year were £106 (2019: £nil).

10. STAFF COSTS - GROUP AND CHARITY

	Year ended 31.12.20	Year ended 31.12.19
	£	£
Wages and salaries	454,742	448,288
Social security costs	26,048	22,834
Other pension costs	16,053	16,230
	496,843	487,352

During 2020 there was a total of £Nil (2019: £3,383) paid in redundancy/termination payments.

The average monthly number of employees during the period was as follows (excluding casual workers):

	Year ended 31.12.20	Year ended 31.12.19
Shop	2	1
Fundraising	2	2
Animal care services	12	12
Cleaning and maintenance	2	2
Management	2	1
Volunteer co-ordinator	1	1
Administrative and accounts	1	1
Learning	1	1
	23	21

There were no employees with benefits in excess of £60,000 for the year ended 31 December 2020 (2019: Nil).

The key management personnel of the Charity in 2020 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.
The employee benefits of the key management personnel for 2020 were £94,824 (2019: £104,101).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY

	Website
	£
COST	
At 1 January 2020 and 31 December 2020	24,238
AMORTISATION	
At 1 January 2020	22,931
Charge for the year	1,307
At 31 December 2020	24,238
NET BOOK VALUE AT 31 DECEMBER 2020	-
NET BOOK VALUE AT 31 DECEMBER 2019	1,307

12a. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2020

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2020	391,754	919,532	130,022	31,049	30,283	64,032	1,566,672
Additions	245,294	-	537	-	-	5,068	250,899
Disposals	(223,214)	-	-	-	-	-	(223,214)
At 31 December 2020	413,834	919,532	130,559	31,049	30,283	69,100	1,594,357
DEPRECIATION							
At 1 January 2020	24,884	304,976	87,472	18,743	26,331	64,032	526,438
Charge for the year	2,629	51,791	19,450	1,846	988	457	77,161
Eliminated on disposal	(26,695)	-	-	-	-	-	(26,695)
At 31 December 2020	818	356,767	106,922	20,589	27,319	64,489	576,904
At 31 December 2020	413,016	562,765	23,637	10,460	2,964	4,611	1,017,453

12b. TANGIBLE FIXED ASSETS - GROUP AND CHARITY - 2019

	Freehold property	Improvements to property	Plant and Machinery	Fixtures and Fittings	Motor Vehicles	Computer Equipment	Total
	£	£	£	£	£	£	£
At 1 January 2019	391,754	919,359	130,022	31,049	30,283	64,032	1,566,499
Additions	-	173	-	-	-	-	173
At 31 December 2019	391,754	919,532	130,022	31,049	30,283	64,032	1,566,672
DEPRECIATION							
At 1 January 2019	22,020	253,247	67,097	16,572	25,013	63,542	447,491
Charge for the year	2,864	51,729	20,375	2,171	1,318	490	78,947
At 31 December 2019	24,884	304,976	87,472	18,743	26,331	64,032	526,438
At 31 December 2019	366,870	614,556	42,550	12,306	3,952	-	1,040,234

Included in cost or valuation of land and buildings is freehold land of £167,040 (31/12/2019: £247,040).

The Visitor Centre and The Bluebell Sett Barn were sold in August 2020. A new build has been under construction during the 2020 financial year. This and other related capital expenditure are included within freehold land and property, and are being depreciated on a straight line basis over their expected useful lives of 50 years.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

13. FIXED ASSETS INVESTMENTS - CHARITY

SUBSIDIARIES

Secret World Limited
Country of Incorporation: England and Wales
Nature of Business: Trading

Class of shares:	% holding	Year ended 31.12.20	Year ended 31.12.19
Ordinary	100.00		
		£	£
Aggregate capital and reserves		29,466	29,466
Profit for the year		14,724	34,688
		44,190	64,154

The Charity was gifted 100% of the issued ordinary share capital of Secret World Ltd (Company number 03658761), a company incorporated in England and Wales. The Trustees deem the market value of these shares to be £Nil. The subsidiary undertaking is included within the consolidated accounts.

14. LINKED CHARITIES

Secret World Wildlife Rescue also controls two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust. Shown below is a summary of Statement of Financial Activities and Balance Sheet for each trust.

SUMMARY STATEMENT OF FINANCIAL ACTIVITIES

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2020	2019	2020	2019
INCOME	£	£	£	£
Donations	-	-	7,654	8,182
EXPENDITURE				
Donations made	-	-	-	-
Transfers made	-	-	(5,000)	(15,000)
Net Income/(expenditure)	-	-	2,654	(6,818)

SUMMARY BALANCE SHEET

	Bluebell Sett		The Bluebell Sett Charitable Trust	
	2020	2019	2020	2019
	£	£	£	£
FIXED ASSETS				
Tangible assets	-	-	-	-
CURRENT ASSETS				
Bank	3,307	3,307	5,363	2,709
Total net assets/liabilities	3,307	3,307	5,363	2,709
UNRESTRICTED FUNDS	3,307	3,307	5,363	2,709

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

15. STOCK

	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Fundraising	6,584	6,584	6,584	6,584
Animal care services	9,184	9,184	9,184	9,184
Shops	276	276	-	-
	16,044	16,044	15,768	15,768

16. DEBTORS

	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Trade debtors	3,115	1,037	3,115	1,037
Other debtors	454	287	287	287
Amounts owed from group undertakings	-	-	33,248	-
Prepayments and accrued income	19,795	49,668	19,795	49,668
	23,364	50,992	56,445	50,992

17. CREDITORS:

Amounts falling due within one year	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Trade creditors	4,759	14,050	4,759	14,050
Social security and other taxes	6,366	6,608	6,366	6,608
Pension	555	2,653	555	2,653
Amounts owed to group undertakings	-	-	534	534
Accruals and deferred income	7,704	8,997	7,704	8,997
	19,384	32,308	19,918	32,842

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

The following operating lease payments are committed to be paid:	2020	2019
	£	£
Total future commitments	14,796	14,250

19. PROVISIONS - GROUP AND CHARITY

	2020	2019
	£	£
Brought forward	10,000	10,000
Charged/(released) to Statement of Comprehensive Income	-	-
Carried forward	10,000	10,000

20. CAPITAL COMMITMENTS - GROUP AND CHARITY

As at the balance sheet date the Charity had no capital commitments for the following year.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

21a. MOVEMENT IN FUNDS - GROUP
CURRENT YEAR

	At 3 January 2020	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2020
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	1,122,023	930,876	(760,181)	(10,996)	1,281,722
DESIGNATED FUNDS					
Capital Build Reserve	374,830	-	-	-	374,830
	1,496,853	930,876	(760,181)	(10,996)	1,656,552
RESTRICTED FUNDS					
Capital appeal - education centre	253,760	19,275	(36,689)	2,913	239,259
Capital appeal - Wildlife Treatment Centre	-	93,757	(1,144)	8,083	100,696
	253,760	113,032	(37,833)	10,996	339,955
	1,750,613	1,043,908	(798,014)	-	1,996,507

21b. MOVEMENT IN FUNDS - GROUP
PRIOR YEAR

	At 3 January 2019	Incoming Resources	Expenditure	Transfers between Funds	At 31 December 2019
UNRESTRICTED FUNDS	£	£	£	£	£
General fund	982,693	900,034	(760,704)	-	1,122,023
DESIGNATED FUNDS					
Site acquisition fund	229,840	-	-	(229,840)	-
Capital Build Reserve	144,990	-	-	229840	374,830
	1,357,523	900,034	(760,704)	-	1,496,853
RESTRICTED FUNDS					
Capital appeal - education centre	329,277	-	(75,517)	-	253,760
Other restricted funds	-	8,048	(8,048)	-	-
	329,277	8,048	(83,565)	-	253,760
	1,686,800	908,082	(844,269)	-	1,750,613

Descriptions of designated and restricted funds are as follows:

CAPITAL APPEAL - EDUCATION CENTRE
Capital appeal education centre is a restricted fund created from donations and a grant from Heritage Lottery Fund. This was established to fund the construction and commissioning of the education centre now known as Bluebell Barn.

The transfers into this fund represent the Charity's contribution of 19.26% to the 80.74% received from the Heritage Lottery Fund.

The Heritage Lottery Fund (HLF) (now National Lottery Heritage Fund) hold a charge which expires on 12 June 2037 over a section of 'The Orchard', being the land and property owned by the Charity, and the land on which Bluebell Barn is situated. This secures any potential debts owed to Heritage Lottery Fund.

The terms and conditions of the Heritage Lottery Fund grant state that:

- If the Charity were to sell, let or otherwise part with Bluebell Barn before 12 June 2037 then the Heritage Lottery Fund may require a share of the net proceeds of this transaction.

- If the Charity were to no longer operate then all of the Heritage Lottery Fund grant received to date would be repayable. As at 31 December 2020 the Charity had actually received £275,410 (2019: £275,410) for capital work and £217,342 (2019: 217,342) for activity costs and additional project costs.

The award of an HLF grant in 2012 for the "Wildhearts" education programme was a significant boost for the Charity at that time. The award, having a value of over £500,000, was to enable a sustainable education programme based on-site in a converted farm building to be known as Bluebell Barn. As a guarantee for the award the Charity granted the HLF a charge against the freehold land of the site for a period of 25 years (until 2037). In 2020 the HLF agreed to discharge a large portion of this land.

The conversion of the building to provide the Bluebell Barn facility was mainly completed over the period 2012-2015, and the building was signed off in 2016.

CAPITAL APPEAL - WILDLIFE TREATMENT CENTRE
The Wildlife Treatment Centre is a restricted fund created from donations, grants and legacies. This is to fund the construction of the Charity's new Wildlife Treatment Centre, work on which commenced in October 2020. The Centre comprises a main wing with animal admissions and orphan rearing, offices and staff facilities and a wildlife hospital wing with separate rooms for the care and rehabilitation of different species, ensuring predator and prey are always kept apart.

OTHER
Small funds donated for restricted purposes and used within the current period.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY

Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2020. Mr D Kidner is the spouse of Mrs P Kidner.

The Charity rents premises from Mr D, Mrs P and Mr S Kidner. Rents are paid at a commercial rate and amounted to £4,575 (2019: £3,225).

Mr S Kidner, son of Mr D and Mrs P Kidner, is employed on a casual basis, by the Charity to fulfil various tasks, including IT, animal care and facilities work. His pay is based on the hours worked at the market rate.

Mr D Kidner is also paid at the market rate for grounds maintenance services each year.

The group controls the wholly owned subsidiary, Secret World Limited and two unincorporated charitable trusts, Bluebell Sett and The Bluebell Sett Charitable Trust.

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds 2020 £	Total Funds 2019 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	245,894	63,813
Adjustments for:		
Depreciation and amortisation	78,468	80,907
Decrease in stocks	-	11,226
(Increase)/Decrease in debtors	27,628	121,552
Increase/(Decrease) in creditors	(12,924)	3,711
Net cash provided by/(used in) operating activities	339,066	281,209

DETAILED CONSOLIDATED PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

	Year ended 31.12.20 £	Year ended 31.12.19 £
INCOME		
Donations and Legacies		
Donations	306,633	214,879
Gift Aid	57,000	26,489
Legacies	351,755	440,484
Grants	53,457	21,711
	768,845	703,563
Charitable Activities		
Education events income	2,143	8,196
Animal care	2,501	7,966
	4,644	16,162
Other Trading Activities		
Fundraising events	45,699	63,140
Shop income	77,711	50,239
Social lotteries	4,609	745
Animal adoptions	39,417	41,768
Other income	185	1,063
Trading income	15,610	25,883
	183,231	182,838
Deposit account interest	967	356
Other income	6,630	5,163
Profit on sale of fixed assets	48,160	-
Government Grants	31,431	-
	87,188	5,519
TOTAL INCOMING RESOURCES	1,043,908	908,082

DETAILED CONSOLIDATED PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

	Year ended 31.12.20 £	Year ended 31.12.19 £
EXPENDITURE		
Amortisation	1,307	1,960
Animal care expenses	29,818	37,205
Animal feed	11,805	19,115
Auditors remuneration	4,799	6,806
Bank charges	7,852	7,487
Depreciation	77,161	78,947
Fundraising costs	21,968	33,596
Insurance, licences and compliance	8,736	5,629
Legal fees	450	2,820
Light and heat	16,509	17,285
Motor, travel and subsistence	7,455	15,609
Office equipment costs	6,064	4,536
Other charges	3,992	4,377
Other operating leases	14,639	13,863
Payroll	377	1,052
Postage and stationery	6,942	9,747
Professional fees	3,427	3,096
Purchases	10,808	12,934
Rates and water	8,358	10,483
Repairs, renewals and waste disposal	27,946	38,814
Sundries	8,227	8,888
Telephone, IT and internet	12,649	12,995
Vet advisor	9,100	9,523
Website maintenance	781	149
Wages	454,742	448,288
National Insurance	26,049	22,745
Pension	16,053	16,320
TOTAL	798,014	844,269