



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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FOR THE YEAR ENDED 31 DECEMBER 2023**

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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 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
COMPANY SECRETARY
FOUNDER AND ADVISOR

Jackie Palmer
Chris Stenlake
Pauline Kidner

EXTERNAL ADVISOR

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

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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.

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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.

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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 4,014 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.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

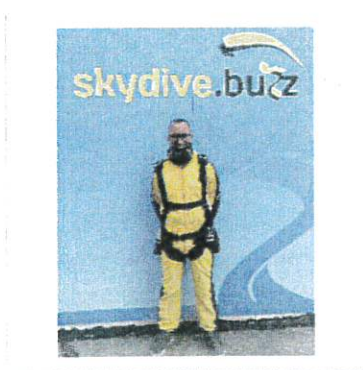
Legacy income is crucial as always, making up almost half our total income in 2023. Though unpredictable, gifts in wills are a vital source of income for us and were up 50% on 2022. Thank you so much to everyone who donated money, bought us essential items, raised money, shared our social media posts, 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:



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- 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.

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- 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.

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- 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.

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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

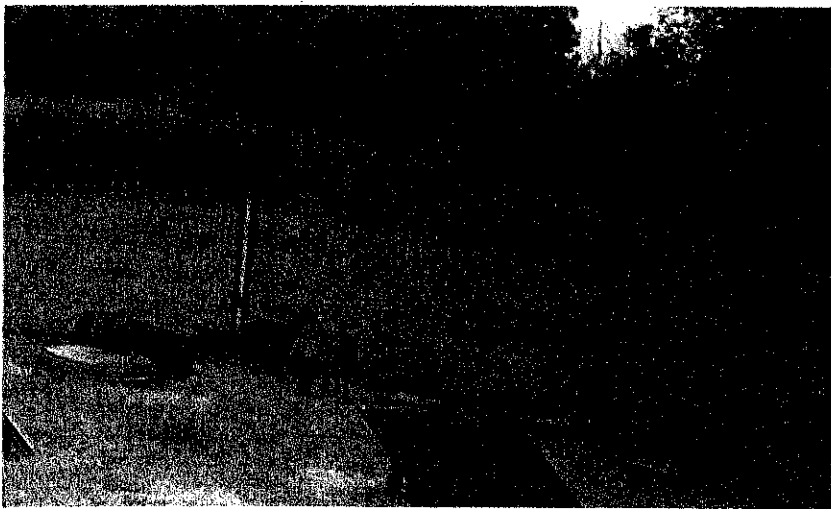
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Langford Small Animal Practice
Monkton Elm Garden Centre
The Music Royalty Company
Owley Woods Glamping
Protect the Wild
Radstock Cooperative Society
Rosemary Lodge Vet Hospital
Somerset Passenger Solutions
The Tank Museum
Tesco Glastonbury, Weston-Super-Mare & 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.



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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



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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.

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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.

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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

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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.

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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.

<u>Department</u>	<u>Number of Volunteers</u>
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.

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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)

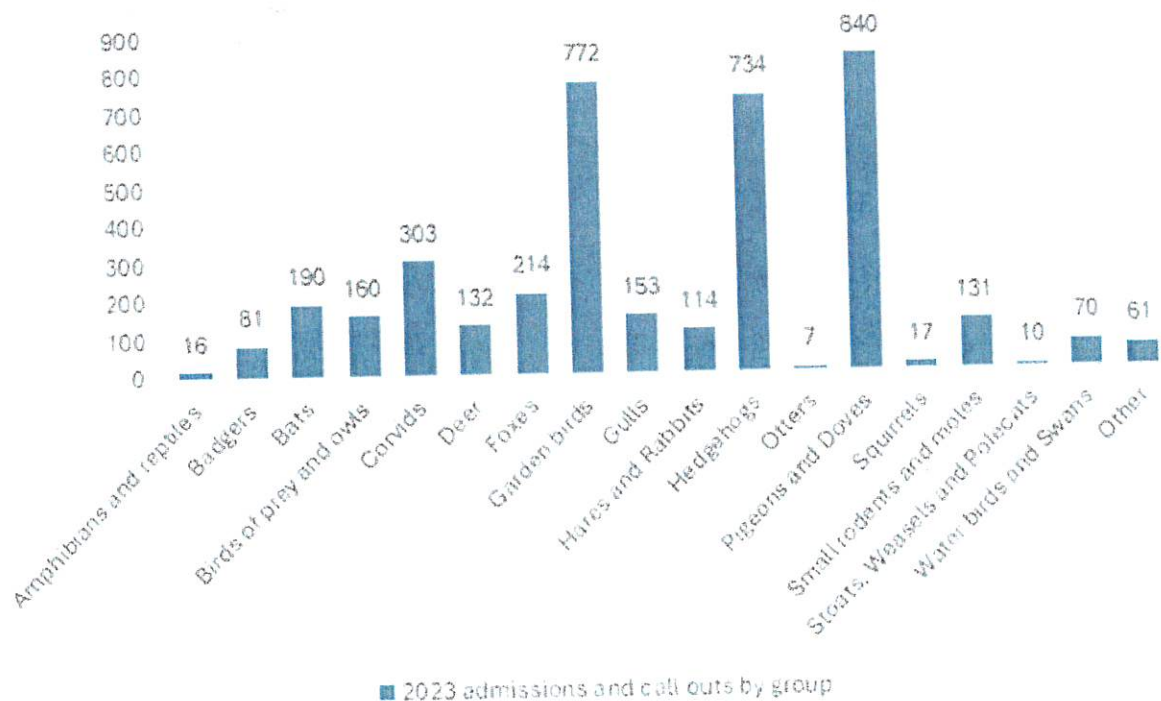


Chart showing the number of casualties admissions and call outs in 2023 by species group.

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.

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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.

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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.

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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 o2 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.

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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.

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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.

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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.

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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

**Secret World Wildlife Rescue – CONSOLIDATED REPORT OF THE TRUSTEES – incorporating the report
of the Directors for the year ended 31st December 2023**

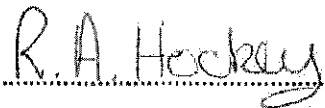
responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website.

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:

.....

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 least twelve months from when the financial statements are authorised for issue.

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

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 IRREGULARITIES, 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.

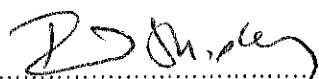
There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement 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 £	2022 £
FIXED ASSETS			
Intangible assets	11	2,278	4,078
Tangible assets	12	1,887,795	1,945,042
Investments		627	627
		<u>1,890,700</u>	<u>1,949,747</u>
CURRENT ASSETS			
Stocks	15	27,280	19,224
Debtors	16	152,253	30,434
Cash at bank and in hand		641,932	451,870
		<u>821,465</u>	<u>501,528</u>
LIABILITIES			
Creditors: amounts falling due within one year	17	(49,602)	(41,556)
NET CURRENT ASSETS		<u>771,863</u>	<u>459,972</u>
Total assets less current liabilities		2,662,563	2,409,719
Provision for liabilities	19	(10,000)	(10,000)
TOTAL NET ASSETS		<u>2,652,563</u>	<u>2,399,719</u>
TOTAL FUNDS OF THE CHARITY			
Unrestricted funds	21	2,623,857	2,365,404
Restricted funds	21	28,706	34,315
		<u>2,652,563</u>	<u>2,399,719</u>

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

and were signed on


Richard Hockey - Chair of Trustees

9/10/24

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2023

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

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 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 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
	<u>1,215,205</u>	<u>6,598</u>	<u>1,221,803</u>	<u>845,729</u>	<u>390</u>	<u>846,119</u>

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
	<u>151,809</u>	<u>5,598</u>	<u>157,407</u>	<u>72,296</u>	<u>-</u>	<u>72,296</u>

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
	<u>356,209</u>	<u>-</u>	<u>356,209</u>	<u>303,749</u>	<u>-</u>	<u>303,749</u>

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			Total
	Animal Care £	Education £	Other Expenditure £	£
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			Total
	Animal Care £	Education £	Other Expenditure £	£
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)

	31.12.23	31.12.22
Net resources are stated after charging/(crediting):	£	£
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
	<u>792,122</u>	<u>681,654</u>

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
	<u>35</u>	<u>29</u>

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

	2023	2022
	Website	Website
	£	£
11. INTANGIBLE FIXED ASSETS - GROUP AND CHARITY		
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

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

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	<u>-</u>	<u>-</u>	<u>880</u>	<u>1,461</u>

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	<u>3,307</u>	<u>3,307</u>	<u>4,240</u>	<u>3,360</u>
UNRESTRICTED FUNDS	<u>3,307</u>	<u>3,307</u>	<u>4,240</u>	<u>3,360</u>

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
	<u>27,280</u>	<u>19,224</u>	<u>15,753</u>	<u>3,855</u>

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	-	-
	<u>152,253</u>	<u>30,434</u>	<u>148,034</u>	<u>21,059</u>

17. CREDITORS:

	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Amounts falling due within one year				
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
	<u>49,602</u>	<u>41,556</u>	<u>33,609</u>	<u>48,355</u>

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

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

19. PROVISIONS - GROUP AND CHARITY

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

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
	<u>2,365,404</u>	<u>1,597,791</u>	<u>(1,339,338)</u>	<u>-</u>	<u>2,623,857</u>
RESTRICTED FUNDS					
Other restricted funds	34,315	6,598	(12,207)	-	28,706
	<u>34,315</u>	<u>6,598</u>	<u>(12,207)</u>	<u>-</u>	<u>28,706</u>
TOTAL FUNDS	<u>2,399,719</u>	<u>1,604,389</u>	<u>(1,351,545)</u>	<u>-</u>	<u>2,652,563</u>
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
	<u>2,010,561</u>	<u>1,165,374</u>	<u>(1,179,506)</u>	<u>368,975</u>	<u>2,365,404</u>
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
	<u>441,575</u>	<u>390</u>	<u>(38,675)</u>	<u>(368,975)</u>	<u>34,315</u>
TOTAL FUNDS	<u>2,452,136</u>	<u>1,165,764</u>	<u>(1,218,181)</u>	<u>-</u>	<u>2,399,719</u>

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)		
Adjustments for:	252,844	(52,417)
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	<u>229,864</u>	<u>48,403</u>
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.		