



Annual Report 2024

Registered Company Number: 04672215 (England and Wales)

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

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

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

Secret World Limited (Company No. 03658761)

The Bluebell Sett Charitable Trust

Bluebell Sett

Regulatory Affiliations:

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

Patrons:

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

**Secret World Wildlife Rescue – CONSOLIDATED REPORT OF THE TRUSTEES – incorporating the report of
the Directors for the year ended 31st December 2024**

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Legal and Administrative Details

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

The financial statements have been prepared in accordance with:

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

Legal Status

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

Linked Charities:

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

Linked Trading Company:

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

Registered Office and Operational Address

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

Trustees:

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

Senior Leadership:

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

Acknowledgements

Patrons:

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

Bankers:

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

Auditor:

Prentis & Co LLP

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

Fundraising Regulator

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

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

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

What We Do:

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

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

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

Our Core Aims

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

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- **Rehabilitate and Release**

We offer expert care to all wildlife admitted to our centre, working to return them to the wild as healthy and self-sufficient animals wherever possible.

- **Expertise and Excellence**

We aim to be a respected source of knowledge, advice and a centre of excellence for British wildlife care, continuously improving standards and sharing best practice.

- **Inspire and Educate**

We deliver engaging education programmes and outreach to inspire people of all ages to better understand and value British wildlife.

- **Sharing Knowledge**

We champion the sharing of our expertise and enthusiasm—both with the public and with professionals in the field.

By engaging people in learning about British wildlife, we help them reconnect with nature and foster a sense of responsibility for protecting its future.

Our Values

- **Respecting**

We use our resources wisely and value the commitment of our supporters, volunteers, and Employees — everyone plays a vital role.

- **Acting Responsibly**

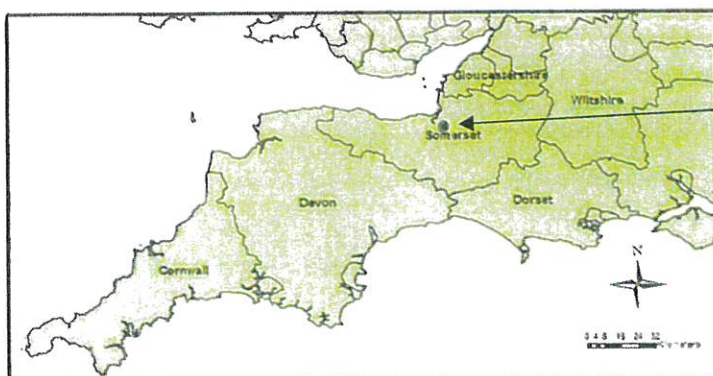
We uphold high standards in everything we do, ensuring our actions are ethical, sustainable, and accountable.

Where We Work:

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

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

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



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

Public Benefit

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

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

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

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



Our wildlife ambulance with some friends.



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

Inspiring Learning and Supporting Public Services

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

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

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

Achievements and Performance in 2024

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

LEGAL STRUCTURE

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

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

GROUP STRUCTURE

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

ORGANISATIONAL STRUCTURE

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

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

BOARD OF TRUSTEE GOVERNANCE AND RECRUITMENT

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

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

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

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

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

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

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

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

Appointment of Trustees

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

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

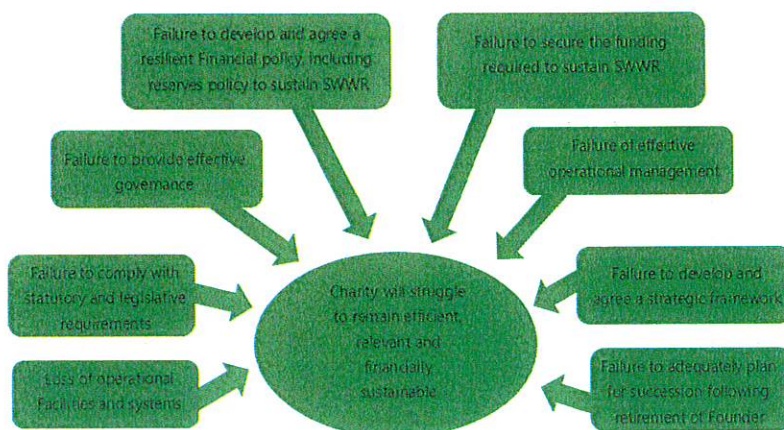
Trustee Induction and Training

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

RISK MANAGEMENT

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

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



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

PEOPLE AND CULTURE

OUR SUPPORTERS

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

OUR PATRONS

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

MANAGEMENT AND STAFFING

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

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

OUR PEOPLE

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

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

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

A HEARTFELT THANK YOU

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

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

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

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

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

Jackie Palmer, Chief Executive Officer

FOUNDER'S REPORT

Pauline Kidner, Charity Founder and Advisor

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

Education and Outreach

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

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



Conservation and Habitat Work



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

Badger Advocacy

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

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

Support and Community.

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



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Animal Stories and Successes

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

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



Volunteering Report

Gemma Payton, Head of Volunteering

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

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

Volunteer Contributions by Department (2024)

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

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

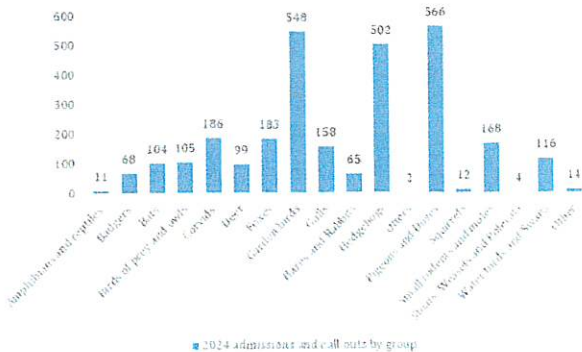
Our heartfelt thanks go to all our volunteers—you make everything we do possible

Wildlife Care Report 2024

Laura Bennett, Wildlife Care Manager

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

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



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

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

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

Department Developments

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

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



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

Facilities & Veterinary Partnership

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

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

Wildlife Releases Report 2024

Charlotte Wroe, Release Co-ordinator

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

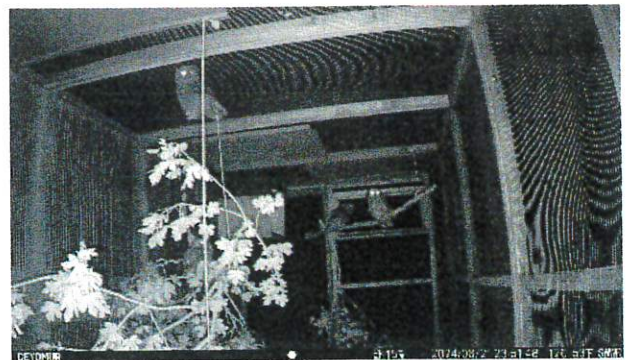
Notably, we reunited two badger cubs and a fox cub with their mothers following short stays in our care, avoiding the need for long-term rehabilitation.

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



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

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



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

Learning and Education Report 2024

George Bethell, Head of Education & Public Relations

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



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

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

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

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

Adult Learning and Events

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

Looking Ahead to 2025

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



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

Retail Report 2024

Mike Still, Head of Retail

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

Store Performance Overview

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

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Retail Hub & Merchandise

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

Trading & Events

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

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

Looking Ahead

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



Fundraising Report 2024

Peter Holdway-Bradley, Fundraising Manager

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



We launched two major appeals in 2024:



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

Fundraising Highlights

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

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

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



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

*Charlie Webb
Thanks for being a Wildlife
Champion!!*



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



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



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



Trust & Foundation Support

We're especially grateful for funding from:

- Animal Saviours: For Hedgehog House Workshops.

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

A Final Thank You

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

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

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

Facilities & Maintenance Report 2024

Nick Davis, Head of Facilities

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

Site Development & Infrastructure

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

Facility Improvements

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

Security & Sustainability

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

Secret World Wildlife Rescue – CONSOLIDATED REPORT OF THE TRUSTEES – incorporating the report of the Directors for the year ended 31st December 2024

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

Supporting Community Engagement & Fundraising

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

Weather Response & Ongoing Work

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

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

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

Financial Review

Summary – 2024

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

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

Income

In 2024, again due to pressures previously identified, Secret World Wildlife Rescue generated a total income of **£1,299,264**, a **19% reduction** from the previous year.

Fundraising and legacy gifts accounted for **£789,672** (or **61%**) of total income, with the remainder coming from trading activities such as our charity shops and educational events.

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

Secret World Wildlife Rescue – CONSOLIDATED REPORT OF THE TRUSTEES – incorporating the report of the Directors for the year ended 31st December 2024

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

Despite this, **legacy gifts remained our largest single income stream**, bringing in **£487,604**. These generous contributions were instrumental in helping us meet rising costs and continue providing essential care to the wildlife in our care.

Close behind were our **trading activities**, which brought in **£463,044**—a vital and more stable component of our financial strategy.

Expenditure

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

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

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

Reserves Policy

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

Our reserves strategy includes:

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

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

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

Conclusion

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

Secret World Wildlife Rescue – CONSOLIDATED REPORT OF THE TRUSTEES – Incorporating the report of the Directors for the year ended 31st December 2024

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

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

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to assume the group will continue in operation.

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

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

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

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

Approved by the Trustees and signed on their behalf by:


.....

Richard Hockey, Chair of Trustees

Date 10/9/25

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

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

OPINION

We have audited the financial statements of Secret World Wildlife Rescue (the Group) for the year ended 31st December 2024, which comprise Statement of Financial Activities, Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standards 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group and charity's affairs as at 31st December 2024 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006 and Charities Act 2011.

BASIS OF OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and charity in accordance with ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at 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 2024

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

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

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

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Annual Report.

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

RESPONSIBILITIES OF THE TRUSTEES

As explained more fully in the trustees' responsibilities statement set out on page 36 the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group and charity or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditors under the Charities Act 2011 s144 and report in accordance with the regulations made under the Act and relevant regulations made or having effect there under.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but it not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

THE EXTENT TO WHICH OUR PROCEDURES ARE CAPABLE OF DETECTING 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 2024

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

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

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

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

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

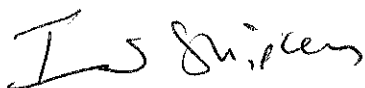
There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement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

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditor's report.

USE OF OUR REPORT

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



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

115c Milton Road
Cambridge
CB4 1XE

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

16th September 2025

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

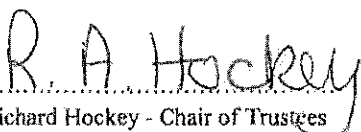
FOR THE YEAR ENDED 31 DECEMBER 2024

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

CONSOLIDATED BALANCE SHEET
FOR THE YEAR ENDED 31 DECEMBER 2024

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

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


Richard Hockey - Chair of Trustees

CHARITY BALANCE SHEET
YEAR ENDED 31 DECEMBER 2024

	Note	2024		2023	
		£	£	£	£
FIXED ASSETS					
Tangible assets	12		1,862,229		1,858,244
Investments			30,093		30,093
			<u>1,892,322</u>		<u>1,888,337</u>
CURRENT ASSETS					
Stocks	15		10,716		15,753
Debtors	16		61,833		148,034
Cash at bank and in hand			406,360		597,495
			<u>478,909</u>		<u>761,282</u>
LIABILITIES					
Creditors: amounts falling due within one year	17		(57,742)		(33,609)
NET CURRENT ASSETS			<u>421,167</u>		<u>727,673</u>
Total assets less current liabilities			2,313,489		2,616,010
Provision for liabilities	19		-		(10,000)
TOTAL NET ASSETS			<u>2,313,489</u>		<u>2,606,010</u>
TOTAL FUNDS OF THE CHARITY					
Unrestricted funds			2,264,193		2,577,304
Restricted funds			49,296		28,706
			<u>2,313,489</u>		<u>2,606,010</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 2024 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies but, as the company is a charity, it is subject to audit under the Charities Act 2011.

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


Richard Hockey - Chair of Trustees

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

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The principal accounting policies adopted in the preparation of the financial statements are set out below.

Secret World Wildlife Rescue meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

PREPARATION OF FINANCIAL STATEMENTS ON A GOING CONCERN BASIS

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

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

GROUP FINANCIAL STATEMENTS

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

INCOMING RESOURCES

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

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

RESOURCES EXPENDED

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

ALLOCATION AND APPORTIONMENT COSTS

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

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

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

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

INTANGIBLE FIXED ASSETS

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES...../continued

TANGIBLE FIXED ASSETS

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

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

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

STOCKS

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

TAXATION

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

FUND ACCOUNTING

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

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

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

HIRE PURCHASE AND LEASING COMMITMENTS

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

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

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

DONATED GOODS

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

2. DONATIONS AND LEGACIES - GROUP

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

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

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

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

3. OTHER TRADING ACTIVITIES - GROUP

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

4. INVESTMENTS - GROUP

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

5. OTHER INCOME - GROUP

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

6. COSTS OF RAISING FUNDS - GROUP

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

7. DIRECT CHARITABLE COSTS - GROUP
CURRENT YEAR

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

DIRECT CHARITABLE COSTS - GROUP
PRIOR 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
	<u>757,424</u>	<u>164,462</u>	<u>6,882</u>	<u>928,768</u>

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

9. TRUSTEES' REMUNERATION AND BENEFITS - GROUP AND CHARITY

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

TRUSTEES' EXPENSES

Total Trustee expenses claimed were £Nil for the year ended 31 December 2024 (2023: £Nil).

Total donations received from Trustees in the year were £890 (2023: £840).

10. STAFF COSTS - GROUP AND CHARITY

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

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

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

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

The key management personnel of the Charity in 2024 comprised the Trustees, Chief Executive Officer, Charity Founder and Advisor and Head of Animal Care Services.

The employee benefits of the key management personnel for 2024 were £67,539 (2023: £59,262).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

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

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

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

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

13. FIXED ASSETS INVESTMENTS - CHARITY
SUBSIDIARIES

Secret World Limited

Country of Incorporation: England and Wales

Nature of Business: Trading

	%		
Class of shares:	holding	Year ended	Year ended
Ordinary	100.00	31.12.24	31.12.23
		£	£
Ordinary share capital		29,466	29,466
Retained earnings		46,642	46,553
		<u>76,108</u>	<u>76,019</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	
	2024	2023	2024	2023
	£	£	£	£
INCOME				
Donations	-	-	12,558	5,940
EXPENDITURE				
Bank charges	-	-	(60)	(60)
Transfers made	-	-	(8,000)	(5,000)
Net Income	<u>-</u>	<u>-</u>	<u>4,498</u>	<u>880</u>

SUMMARY BALANCE SHEET

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

15. STOCK

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

16. DEBTORS

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

17. CREDITORS:

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

18. OPERATING LEASE COMMITMENTS - GROUP AND CHARITY

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

19. PROVISIONS - GROUP AND CHARITY

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

21a. MOVEMENT IN FUNDS - GROUP CURRENT YEAR	At	Incoming		Transfers	At
	1 January 2024	Resources	Expenditure	between Funds	31 December 2024
	£	£	£	£	£
UNRESTRICTED FUNDS					
General fund	2,249,027	1,269,660	(1,592,682)	-	1,926,005
DESIGNATED FUNDS					-
Capital Build Reserve	374,830	-	-	-	374,830
	<u>2,623,857</u>	<u>1,269,660</u>	<u>(1,592,682)</u>	<u>-</u>	<u>2,300,835</u>
RESTRICTED FUNDS					
Other restricted funds	28,706	29,604	(9,014)	-	49,296
TOTAL FUNDS	<u>2,652,563</u>	<u>1,299,264</u>	<u>(1,601,696)</u>	<u>-</u>	<u>2,350,131</u>
21b. MOVEMENT IN FUNDS - GROUP PRIOR YEAR	At	Incoming		Transfers	At
	1 January 2023	Resources	Expenditure	between Funds	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>

OTHER FUNDS

These are small funds donated for restricted purposes.

22. RELATED PARTY TRANSACTIONS - GROUP AND CHARITY

Mrs P Kidner was a member of the key management personnel of Secret World Wildlife Rescue during the year ended 31 December 2024. Mr D Kidner is the spouse of Mrs P Kidner.

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

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

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

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

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

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

23. RECONCILIATION OF INCOMING RESOURCES TO NET CASH FLOW FROM OPERATING ACTIVITIES	Total Funds 2024 £	Total Funds 2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	(292,432)	252,844
Adjustments for:		
Depreciation and amortisation	79,436	98,850
(Increase)/Decrease in stocks	(1,371)	(8,056)
(Increase)/Decrease in debtors	92,582	(121,819)
Increase/(Decrease) in creditors	3,261	8,046
Net cash provided by/(used in) operating activities	<u>(118,524)</u>	<u>229,865</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.