



THE
FLORRIE

THE FLORENCE INSTITUTE TRUST
ANNUAL REPORT

1ST APRIL 2023 - 31ST MARCH 2024

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**STAFF AT THE FIRST BIG GUITAR IN
AT ST GEORGES HALL**



**OUR TEAM OF FUNDRAISERS AHEAD OF
THE LIVERPOOL HALF MARATHON**

Trustees Report

The Trustees are pleased to report a resounding success in the charity's efforts once again thanks to the hard work and commitment of the staff team, volunteers and several stakeholders. This year, after several long years of planning and fundraising we successfully secured capital investment funding to refurbish and re-purpose our basement area into a dedicated children's zone; 'The Basement' has a new radio recording studio, a games room and a state of the art cinema.

Other parts of the building have also undergone some much needed repairs and upgrading, including the grand hall, wc's and meeting rooms, with further works scheduled for the coming year to include the building exterior and courtyard.

We have further news about the Florrie Community Land Trust and at the time of writing have submitted a pre-planning proposal for new homes and managed workspaces that will support the charity in perpetuity. Other good news stories include major events and activities through our Community Hub Programme, Events team, Community Fundraising and Men's Mental Health Group, all of which are further detailed within the main body of this report.

At last years AGM we welcomed three new Trustees to the Board, who bring with them a wealth of experience to help continue steering and supporting the growth of the charity, ensuring we continue to look after The Florrie's heritage and Grade II listing and the charity remains financially healthy and stable.

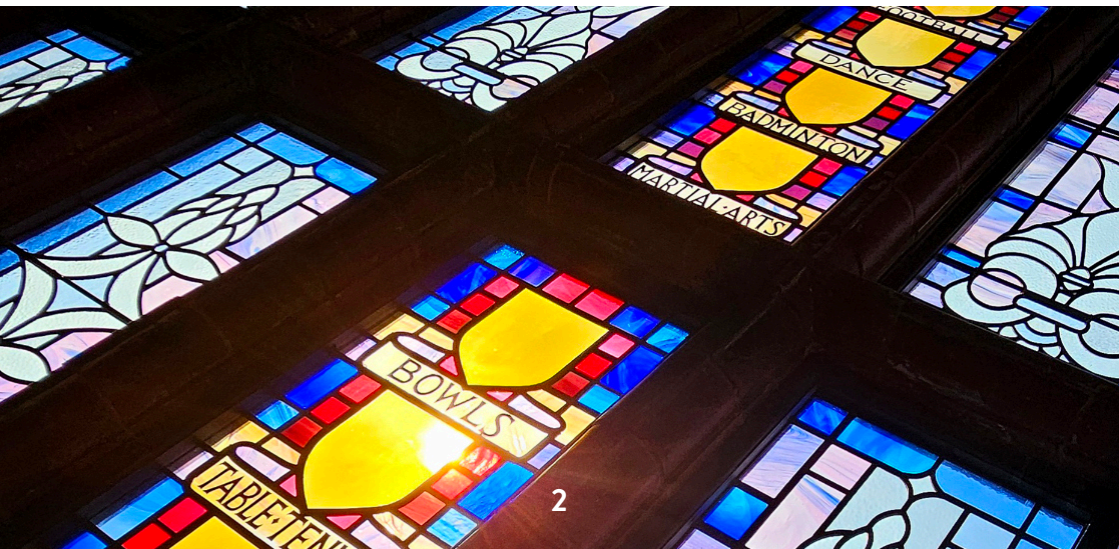
"As a Trustee I'm proud of what The Florrie has achieved and I'm excited for the future plans that will give the charity a sustainable future and help us continue delivering great events, activities, classes and supporting our members and people who use our services"

John Welsh

Key Aims and Objectives for 2024-25

1. Maintain The Florrie's Grade II heritage listing and secure funds for the ongoing facility management and upkeep of the building and repairs.
2. Continue to deliver organised community hub activities and support those individuals and families who are in need, are affected by the cost of living rises and use our facilities and services.
3. Secure further funding to ensure the delivery of children's activities in the new youth facility.
4. Continue to build the annual events side of the charities business which generates much needed unrestricted income.
5. Work with partners to secure the successful transfer of banked land adjacent to the Florrie for community led housing through the LCC Community Asset Land Transfer process.
6. Further develop a robust fundraising strategy that balances commercial and grant income with community fundraising and community events.
7. Ensure the charity continues to review and realign its business priorities to remain solvent and operational.

The Florence Institute Trust (The Florrie) is a charity established in 2010. Charity No. 1109301. The Florence Institute Trust follow the Charity Governance Code as set out by the Charities Commission and practice the codes seven principles - leadership; integrity; decision making; risk and control; board effectiveness; diversity; openness and accountability. These principles underpin the charities governance and organisation purpose.



CEO Report

It has been an extremely challenging year for everyone at The Florrie, one of the hardest in my nine years as CEO and although we have been successful in delivering a packed year of successful events and activities and secured much needed funding to support and deliver our activities and services, it has been a year filled with personal sadness and losses. We have felt the loss of loved ones and have overcome both personal and work challenges to ensure we give our best to this charity.

We will always advocate for and ensure the health and wellbeing of our staff, volunteers and those who use our services. I am full of gratitude for all of the support shown by the trustees, staff and our valued volunteers and hold so much admiration for their strength and purpose to always put this charity and the people who use our facility and services at the heart of everything we do. Staff have passion for their job, they talk about The Florrie and the work they do with enthusiasm which fuels their brilliant creativity and makes what we do meaningful, which you will see examples of throughout this report.

I am extremely proud of the team, finally securing funding and overseeing the refurbishment of the basement after nine years of fundraising and delivering youth activities on little or no budget. Partners and colleagues past and present will know how hard we have all campaigned and worked to make this happen and we hope the schools, community groups and children are enjoying their new facility.

We have been reporting on The Florrie CLT plans since 2021 and expect to share a decision later this year on the progression of the transfer of three pockets of land from LCC into the ownership of The Florrie as we progress through the Asset Land Transfer process.

Finally, on behalf of everyone at The Florrie I would like to thank all our partners and stakeholders for their continued support, especially everyone who has fund raised for or volunteered their time at an event or activity; from giving free welfare advice to running marathons to playing guitar/ukulele, your efforts have been admired and praised around the world. Thank you.

Anne London
CEO

Financial Overview

We are pleased to report that the charity remains solvent despite a huge rise in building and utility costs, generating both restricted and unrestricted capital and revenue income from a mix of fundraising events, grant, trade events, and commercial bookings.

Trustees and members will note from the annual accounts our utility costs rose by a massive 74% this year and we expect further rises in the coming financial year, this coupled with the rises in the National Living Wage have also increased salary costs. The charity is committed to reviewing all salaries affected to ensure we are a Real Living Wage employer by January 2025 and this is reflected in the proposed income targets for 2024-2025.

In the financial reporting year of 1st April 2023 to 31st March 2024, the charity generated a total income of £794,123 and incurred total expenditure of £611,031 resulting in surplus for the year of £184,092. Of this income £405,000 was capital income and direct expenditure for The Basement refurbishment.

The charity carries forward an accumulated surplus of restricted, designated, and unrestricted funds (excluding fixed assets) of £706,366, into the new 2024/2025 financial year, this includes additional capital expenditure to the Basement refurbishment totalling £308,994, leaving £84,306 representing unrestricted funds.

Note: Capital expenditure incurred this year will be written off over the expected life of the asset (20 years) and included in the depreciation figure above.

Reserves policy:

It is the intention of the charity to ensure that once the charity achieves sustainability via its activities, that a surplus of income over expenditure be achieved, The objective of the charity is to be in a position to procure up to 12 months annual running costs which would be held and sustained in a reserves account.

Beverley Forde

Finance Manager

Dave Eden Trust

We continue to receive a beneficiary donation from the Trust established by our good friend Dave Eden who sadly passed away in 2020. Dave was a member of The Florrie Guitar Group and thanks to the Trusts generous donation, this year we were able to support families at Christmas with hampers, toys and utilities.

David Clarke Donation

With thanks to David Clarke who made a donation from his late mothers estate to four local L8 organisations, The Florrie being one of them. This funding has helped keep all of our Community Hub activities free and contributes towards a counsellor, welfare support worker, community shop, and other support services, including the Walk Florrie Mens Mental Health support group.

Community Hub & Fundraising

The Community Hub is a programme of FREE services, activities and events that engage, empower and support people.

We do this through a weekly timetable of activities and classes, under the themes of: (1) community arts and music (2) education and training and (3) health and wellbeing.

In total over 40 hours of activities are delivered every week, entirely run by volunteers. This year classes and activities have included; Keep Fit, Yoga, Kata, Tai Chi, Guitar, Ukulele, Table Tennis, Art Group, Local History, Reading Group, Languages (English, Spanish & French), Dyslexia Support, Autism Support, Board Games, Walking Football, Sense of Calm, Mens Walking Group, Bike Club, Gardening Club, Drama Group, Florrie Radio, Cinema Club, Social Welfare Support.

Find out more about our Community Hub Activities on our website at www.theflorrie.org/communityhub.


THE FLORRIE

COMMUNITY HUB ACTIVITIES

MEET NEW PEOPLE, LEARN NEW SKILLS & HAVE FUN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
COMMUNITY CYCLING GROUP 9:30AM <small>80 WEEKLY. FOR MORE INFO & TIMES EMAIL: INFO@COMMUNITYCYCLINGGROUP.COM</small>	YOGA 10:00AM	GARDENING CLUB 10:00AM DYSLEXIA GROUP 10:00AM	TAI CHI 9:30AM	UKULELE 10:00AM
MEN'S WALKING GROUP 10:30AM	SENSE OF CALM 11:00AM	KATA TRAINING 11:30AM TABLE TENNIS 1:00PM	GUITAR THEORY GROUP 10:00AM LOCAL HISTORY 12:00PM	MEN'S WALKING GROUP 10:30AM
	FITNESS FOR ALL 12:00PM	ART GROUP 1:00PM LEARN FRENCH 1:00PM		BOARD GAME CLUB 12:30PM
ART GROUP 1:00PM	GUITAR 6:00PM	WALKING FOOTBALL 5:00PM	DRAMA WORKSHOPS 2:00PM	READERS GROUP 1:00PM AUTISM SUPPORT GROUP <small>MONTHLY. FOR MORE INFO & TIMES EMAIL: HELP@THEFLORRIE.ORG</small>

PLEASE EMAIL TIM ON TIM@THEFLORRIE.ORG TO JOIN IN.
PLEASE CHECK OUR WEBSITE FOR THE MOST UP TO DATE INFO ON OUR ACTIVITIES

THE FLORENCE INSTITUTE - 377 MILL STREET - L8 4RF - CHARITY NO: 1109301



**THE FLORRIE ART GROUP IN
OUR COMMUNITY HUB ROOM**



**OUR COMMUNITY
CYCLING GROUP**



**THE WALKING GROUP HEADING OUT
FOR THE 24HR WALKATHON**



**THE GARDENING GROUP LOOKING
AFTER THE TOMMY BACHE COMMUNITY GARDEN**

Community Hub & Fundraising Highlights

- Guitar Group playing St Georges Hall for delegates from the US.
- Celebrating our volunteers, two of whom are in their 8th year of volunteering.
- In total over 1400 guitarists performing at St Georges Hall, with special guests: Pete Wylie, Nasher from Frankie Goes To Hollywood, Michael Head, The Bluebells & more.
- Hosting the first 24hr Walkathon fundraiser by Florrie Walk.
- Our European Stories night, an evening with Liverpool Legends Alan Kennedy, Sammy Lee, Howard Gale & David Fairclough.
- Four Open Mic Nights with over 100 performers.
- Florence and The Ukes playing to support good causes around the city.
- Gardening Group sharing their first harvest.
- The Guitar Group now has over 250 members and have welcomed guests from The Coral, Jamie Webster, Ian Prowse, Steve Pilrgim, Mick Head and others coming along to support the charity. They even received a personal message of support from Elvis Costello.
- Becoming shirt sponsors for Marshall FC with The Florrie's logo on over 600 kids football kits.
- Sefton Park Rangers supporting The Florrie by fundraising.
- The Florrie featured twice in LFCs official match day programme.
- A feature on LFCs official sponsor Kodansha worldwide.

“who would of thought playing guitar could make such a difference. Its changed my life!”



Florrie Guitar

Members range from ages 7yrs to 86yrs, this family shared activity started in 2016 and to date over 1500 people have been part of the group, learning guitar, teaching each other, playing together. With three generations of one family taking part, one of the highlights this year was playing not once but three times at St. Georges Hall. People from all over the city were invited to play guitar together with some of Liverpool's best musicians. In total over 1400 people got to experience playing guitar at the amazing St Georges Hall.

Florrie Guitar takes place every Tuesday, led by Community Hub Co-ordinator Timo, it is free and open to anyone to come along.



“I love it, I never left the house for 2 yrs before coming The Florrie”

Florence & The Ukes

Led by our wonderful volunteer Helen, the Ukulele Group meet every Friday at The Florrie, again, it is free to join and a great way to meet new friends and learn a new skill.

Not only do the Ukes enjoy practising and playing together they support the Florrie and other charities and community organisations around the City such as Everton In The Community and like the guitar group, continue to fundraise while being part of something quiet magical.

Florence and The Ukes practice every Friday morning, its free and open to anyone to come along.

THIS YEAR IN NUMBERS:

- **22391** visitors to the building.
- **391** people received free welfare support.
- **545** people received food support.
- **529** people received household & utility bill support.
- **58** people were referred to additional support from local councillors.
- **61** people supported back into employment or training.
- **746** of Community Hub Activities.
- **7160** people attended Community Hub Activities.
- **3622** people attended Community Hub Events.
- **8** music events & exhibitions.
- **8** family & community events.
- **6** fundraising events.
- **2** new facilities opened or improved (garden & basement).
- **6000+** volunteer hours.
- **50** people helped with personal discretionary support.
- **920** people received Christmas toys, hampers, gifts or meals.
- **19** people accessed counselling support.
- **9** families helped to spend holiday time together.
- **4** people helped to access drug & alcohol support from partners.
- **35** new businesses booked The Florrie for meetings or events.
- **30** repeat business bookings.
- **200** commercial bookings.
- **2.3M+** people reached through our online & social channels.

Community Fundraising

Community fundraising and commercial events allows us to keep all of our Community Hub activities FREE - The Florrie currently does not receive any grant to support the running costs of our community activities.



Ricky & Sue Take a Trip or Two:

In February this year we showcased a sold out premier of an LA Productions show 'Ricky & Sue Take a Trip or Two, hosted by our patron Ricky Tomlinson and raised over £1000 for the charity.

Marshalls FC Kits:

Marshalls FC are based at Heron Eccles in South Liverpool. They have over 600 children on their books who attend regular training and competitive matches. David Hoare has been coming the Florrie Guitar Group for over 6 years and manages the under 11's team. After arranging a number of food collections at their training grounds both himself and the other managers thought it was a good idea to skip the usual sponsorship money that the club receives and use The Florries logo and Mens Walk logo on their shirts as well as presenting us with their shirt at their end of season event in June 2024

Sefton Park Rangers:

Sefton Park Rangers was started and managed by Jake Nolan. Set up as a Community Football team for men's mental health and to give everyone an opportunity. The Club has gone from strength to strength and has a number of teams competing in different leagues as well as a women's team. SPR has run a number of fundraising events to support the Florrie such as running the length of Liverpool to Amsterdam and in June held their end of season party as a fundraiser for The Florrie.

Keep The City Clean:

Walk Florrie have a 'keep the city clean' campaign at the end of every month where the group take litter pickers and refuse bags around the L8 area and beyond and pick up litter while walking.

Christmas Food & Toy Appeal:

Our Christmas appeal had huge support with people and organisations from around the city dropping off donations of food and toys. Helping us support families over the Christmas period.

Health & Well Being:

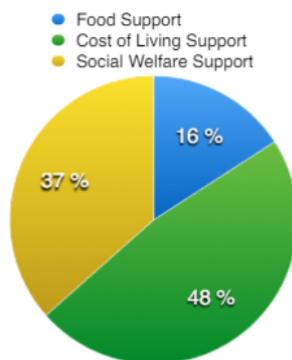
94% of beneficiaries taking part in Community Hub activities reported a positive outcome or improvement in physical or mental health and wellbeing, social isolation or loneliness, economic improvement, feeling safer in their community, gaining new skills, volunteering, feeling part of a community.

Employment & Training

We formed working partnerships with recruitment and employment agencies, resulting in 16 people directly gaining employment from this intervention and support, a further six men from Walk Florrie also gained employment.

Social, Welfare & Cost of Living Support

Community fundraising contributes to the employment of a Welfare Support Officer to assist people with issues such as DWP claims and housing support. We are able to employ a counsellor who supports men's mental health. As part of our Community fundraising we have supported over 50 families with household support items such as white goods and other living costs that have affected them directly because of the cost of living crisis.



Percentage of people who have accessed social, welfare & cost of living support

Utilities Support

Alongside our local councillors we supported over 500 local people to access the household support fund, up to £250 towards their utility bills.

Walk Florrie

As part of Walk Florrie we have supplied waterproof coats and walking boots to 20 men. Through a donor who does not want any publicity we have given away over 40 pairs of Nike trainers, tracksuits and winter coats.

Defibrillator

We had our life saving defibrillator installed by the fantastic Oliver King Foundation thank to support from Bongo's Bingo who funded the defibrillator & training for our staff.

Tommy Bache Community Garden

The Tommy Bache Community Garden is a tranquil beautiful outdoor space, lovingly maintained by our army of volunteer gardeners, led by volunteer Kirsty. The garden is an edible garden and they have produced several harvests this year, all shared with the local community.

24hr Walkathon

Our first 24-hour walkathon in 2023 was set up in conjunction with World Men's Mental Health Day to raise awareness of men's mental health and in some small way try to end the stigma that men don't talk. As a group the men walked a grand total of 400 miles over the 24-hour period, with some famous faces joining the walk along the way.

The Florrie Community Land Trust

Our strategic plans as a Community Land Trust are to acquire and steward three parcels of land through the LCC Community Asset Land transfer process, for the long-term benefit of our community. Our proposed scheme would see a new affordable, quality housing development across the three sites and would result in the creation of new homes and new managed work space units, dedicated green open spaces, private and public gardens across all three sites and a public civic courtyard space that is central to the three sites being united as one whole development directly surrounding The Florrie Grade II Listed building. At the time of writing we have submitted a pre-planning application to LCC and are preparing our business plan for submission as part of the Asset Land Transfer process.



**CLT DIRECTORS & MEMBERS WITH
CLLR. SARAH DOYLE**



Opened 19th April 2024
by MP Kim Johnson

The Basement

Youth Activities at The Florrie

As part of our long term planning for children, we have re-purposed our basement area into a dedicated youth zone.

With capital investment from the Youth Investment Fund, 'The Basement' is a brand new facility consisting of a radio/recording studio, a games room and a state of the art cinema. In its first three months of opening the new facility has been visited by five local schools and nurseries, other community and youth centres.

Dingle and Granby Children's Centre deliver their activities from here three days per week and our after school youth offer delivers activities a further three evenings a week (Tuesday, Wednesday, Thursday 5pm-7pm).

Revenue funding for the Basement Co-ordinator and two part-time youth workers is only secured for 12 months (April 24-March 25). The priority for us this year is to safeguard the delivery of services for children in our new facility by securing additional funding for salary and running costs for The Basement.

Find out more about our Youth Activities on our website at www.theflorrie.org/youth.



Although The Basement children's facility opened in April 2024, the refurbishment, part financial spend and completion all took place before end March 2024 and is reflected in this years annual accounts.

Impact and usage will be evidenced in the 2024/25 AGM report, as per our grant conditions.



YOUNG PEOPLE PLAYING TABLE TENNIS IN THE GAMES ROOM



A SCHOOL GROUP USING THE FLORRIE CINEMA



READING ABOUT THE HISTORY OF THE FLORRIE ON OUR TIMELINE

Trade, Commercial & Events

2023/24 has produced our best year on record for booking commercial events and generating unrestricted income that supports the charities running costs and objectives. We've managed to achieve this through:

- Securing long-term contracts and block bookings, which will continue into 2024/25.
- Customer recommendations, leading to new sales-leads.
- Regularly communicating with existing clients and prompting them to check their events to book in advance.
- Formulating Corporate alliances & partnerships.
- 3rd party fundraising Partners, both commercial & domestic.
- Market research & analysis.
- Market trends and new initiatives
- Up-selling, e.g. food & drink, staging & lighting and much more. This has been extremely successful in 2023/24, which we'll continue and improve going forward
- Meetings with former Live Music Promoters, e.g. Live Nation & SJM to attract 3rd Party concerts and gigs.

Regardless of this, venue hire throughout Merseyside remains competitive and we have saw a significant decrease in enquiries via our website events-hire enquiry form. To counteract this, we recently appointed a freelance SEO (Search Engine Optimisation) specialist to address our internet / Google rankings, which we'll receive regular monthly reports on for our latest positioning on all relevant keywords & phrases. Furthermore, we've managed to retain long-term contracts and repeat / block bookings from the NHS, Merseycare, Food for Thought, LCC, Team Teach, City Region Combined Authority, Alder Hey Hospital and many more.

Amongst our Corporate bookings was some standout events that included:

- Film location for the Brian Epstein movie, 'Midas Man' that turned our Grand Hall into Abbey Road Studios.
- The touring 'Irish in Britain' exhibition.
- Age Concerns 95th Anniversary party
- The Charity Commissions Annual Conference

Going forward, we will reintroduce The Florrie's annual events, but in order to do this effectively, we must strip back our offer on our corporate events and reduce the number delivered massively.

To offset this deficit, we will apply for external funding & grants, which will include:

- Florrie Fest (a free community festival, with live music, attractions and entertainment)
- Florrie Socials, live music (artists), open mics, bingo, raffles and more.
- The Courtyard Sessions, afternoon and early evening live music and open mic sessions.
- Plus, more ideas , fundraisers and community events, we'll announce throughout the year.

Laurence Fenlon
COO



**THE CHARITY COMMISSION
ANNUAL CONFERENCE**



**THE IRISH IN
BRITAIN EXHIBITION**



**LIQUIDATION'S 30TH
BIRTHDAY PARTY/GIG**

Media & Marketing

This year, we produced diverse marketing content for our events and services, including posters, videos, radio broadcasts, and other printed materials.

We promoted initiatives such as Community Hub Activities, hire spaces, weddings, The Florrie Community Shop, Open Mic Nights, and events featuring Ricky Tomlinson & LFC legends. A major highlight was our marketing for the Big Guitar Ins, which filled St. George's Hall twice.

We received extensive media coverage from outlets like The Liverpool Echo, BBC, ITV, Times Radio, and local news sites. Our events and activities were well-documented on our website and social media, with digital and physical archives of posters and photos.

In 2023-2024 our website attracted 22,000 users and 62,000 page views, mainly from organic search and direct traffic. The archive and art shop saw strong engagement.

On social media, The Florrie achieved nearly 1.5 million Twitter impressions, over 1.4 million on Facebook and Instagram, and 19,000 YouTube views with a reach of 233,300. Overall, we reached 2.3 million people online.

Florrie Radio

Florrie Radio had an outstanding 2023/24, welcoming new volunteers and launching new shows like "The Right Track – Northern Soul & Motown" and "Mark & Vic's Eclectic Mix." We averaged 2,300 monthly listeners, totalling 5,728.85 listening hours, with significant growth in the latter half. On Mixcloud, we had 11,056 minutes listened.

We partnered with Mellowtone Records to showcase local artists, hosted live sessions, and collaborated with Africa Oye to promote their festival. Our main playlist featured 10-20 new artists monthly, and we live-streamed events like The Big Guitar Ins at St. George's Hall.

To sustain growth, we are seeking new funding sources, including grants, sponsorship, and listener donations. Thanks to our volunteers, listeners, and community, Florrie Radio thrives. With our new studio and upcoming shows, we anticipate another exciting year.

Learn more at www.theflorrie.org/florrieradio.



MARSHALLS FC AT ONE OF THEIR FOOD COLLECTIONS



HOWARD GALE & VOLUNTEER JAMIELA ON FLORRIE RADIO



RICKY & SUE TAKE A TRIP OR TWO PREMIER WITH HOST COLIN MCKEOWN MBE



OLD BOY TOMMY BACHE VISITING ON HIS 85TH BIRTHDAY



DEFIBRILLATOR INSTALLATION WITH THE OLIVER KING FOUNDATION



SANTA AT THE BLACKBURNE ARMS CHRISTMAS TOY COLLECTION



REMY & DAN BROADCASTING LIVE FROM ST GEORGES HALL



LFC LEGENDS ON STAGE AT OUR EUROPEAN STORIES EVENT

In Memory

In last years AGM report we paid a special tribute to one of our volunteers Bob Unsworth, in which we praised his dedication to volunteering and supporting people here at The Florrie. This year we are sad to report that Bob has passed on.

One of our dear patrons, supporters of The Florrie for many years, including the long campaign to save The Florrie, artist, anarchistic and dear personal friend Jamie Reid also sadly passed on.

Other Florrie members we have sadly lost this year;

James Merrill

Tony James

Joey Pugh

Our love and condolences to all their family and friends. You are all sadly missed by everyone in The Florrie.



**JAMIE'S WILD FLOWERS IN BLOOM
IN THE COMMUNITY GARDEN**



THE FLORRIE

Trustees:

Paul Dickson
Christine Hendrick
Susanne Osagi
Daniel Blunt
Kevin McManus
Paul Jagota
John Welsh
Paul Taylor (Trade)

Staff:

Anne Lundon
Laurence Fenlon
Beverley Forde
Tim Tierney
Ian Broadhurst
Tony Caveney
Osman Hassan
Kellee Benjamin
Tony Chin
Caithlin Ellis
Paul Foster

The Florence Institute Trust Ltd	Email: info@theflorrie.org
377 Mill Street	Phone No: 0151 728 2323
Liverpool	Company No: 0533085
L8 4RF	Charity No: 1109301

REGISTERED COMPANY NUMBER: 5330850
REGISTERED CHARITY NUMBER: 1109301

**Report of the Trustees and
Financial Statements For The Year Ended 31 March 2024
for
The Florence Institute Trust Limited**

The Florence Institute Trust Limited

**Contents of the Financial Statements
for the Year Ended 31 March 2024**

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The Florence Institute Trust Limited

Report of the Trustees for the year Ended 31 March 2024

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 March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities'.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

5330850

Registered Charity number

1109301

Registered office

377 Mill Street

Dingle

Liverpool

Merseyside

L8 4RF

Trustees

Paul Dickson

Christine Hendrick

John Welsh

Daniel Blunt

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisation and Administration

The charity is developing and growing its membership. The named Directors are the board of Trustees elected via nomination by the membership the AGM. We employ a team of staff to operationally run and manage The Florrie along with apprentices and volunteers as required.

Risk management

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

The charity undertook a review which included a risk analysis and mitigation strategy. Measures have been put in place to manage the identified risks and are being employed and monitored.

OBJECTIVES AND ACTIVITIES

The company was incorporated on 12th January 2005 under the Companies Act 1985, under the terms of the Memorandum and Articles of Association dated 22nd December 2004, and was subsequently registered as a charity in accordance with this governing document on 3rd May 2005.

The objects of the charity are: -

- (a) To preserve for the public benefit of the people of the County of Merseyside and of the nation at large, the building known as the Florence Institute on Mill Street in the city of Liverpool ("the Florence Institute") ; and
- (b) In the interests of social welfare to provide or assist in the provision of facilities for recreation and other leisure time occupation for the public at large with the object of improving their conditions of life; and

The Florence Institute Trust Limited

Report of the Trustees for the year ended 31 March 2024

(c) To educate and assist young persons through their leisure time activities so as to develop their physical, mental and spiritual capacities that they may grow to full maturity as individuals and members of society and that their conditions of life may be improved and in furtherance of that object to provide in the Florence Institute from time to time a centre for meetings, lectures, classes and other forms of leisure time occupation for the benefit of young person's; and

(d) The promotion for the public benefit of urban regeneration in areas of social and economic deprivation (and in particular the district and surrounding area of Liverpool 8) by all or any of the following means

- the relief of poverty in such ways as may be thought fit;
- the relief of unemployment in such ways as may be thought fit;
- the advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience.

Principal Activity

The company was established to develop plans and pursue with funding application to repair, restore, conserve and convert the building known as The Florence Institute For Boys, Mill Street, Liverpool 8 and manage the same to achieve its objects as stated in its governing document for the aforesaid beneficiaries.

ACHIEVEMENT AND PERFORMANCE

The charity generated a total income of £470,074 and carries forward a healthy surplus of restricted, designated and unrestricted income of £595,195 into new financial year, with £84,304 representing unrestricted funds. This represents free reserves available towards the running costs of the charity. The Annual Accounts are presented to the AGM as a true and accurate record and will be signed off and submitted to the Charity Commission by our accountants.

FINANCIAL REVIEW

Finance: The Statement of Financial Activities shows a net expenditure for the year of £105,005.

The charity carries forward an unrestricted fund of £84,304. This represents free reserves available for the running costs of the charity.

An impairment review on the freehold property was carried out by the trustees in 2019 and the building was valued at £412,000. The restricted fund balance was £826,068 which represents this building valuation along with restricted grants received and not yet spent. These are not free reserves and do not represent cash in the bank.

Reserves policy

It is the intention of the charity to ensure that once the charity achieves sustainability via its activities, that a surplus of income over expenditure be achieved. The objective of the charity is to be in a position to procure up to 1/4 annual running costs which would be held and sustained in a reserves account.

The Florence Institute Trust Limited

Report of the Trustees for the year ended 31 March 2024

FUTURE DEVELOPMENTS

Ensuring sustainability is still the key driver for 2024/25, building up the staff core team and securing salary for new posts to develop our marketing strategy, a youth/development worker in order to continue to engage young people in our activities and training programmes and a new Events Manager and Commercial Manager to oversee and support the CEO in the strategic direction and income generation of the Florrie activities.

We are moving forward with the Conservation Maintenance Programme to preserve the heritage asset and promote the Florrie as an exemplar of outstanding community led regeneration is an ongoing outcome that is the golden thread of everything we do here at the Florrie.

The Florrie belongs to everyone and we will always work to ensure it remains open to all members of the community offering a multitude of free services to adults, children, young people and community groups.

Public Benefit

The Trustees have considered the Charities Commissions' guidance on public benefit in the shaping of its mission and the planning of the Florence Institute Trust's activities for the year.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing those financial statements, the directors should follow best practice and:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue on that basis.

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

This report has been prepared in accordance with the Statement of Recommended Practice, "Accounting and Reporting by Charities" and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

.....
Christine Hendrick - Trustee

Date:

The Florence Institute Trust Limited

**Statement of Financial Activities
for the year ended 31 March 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total Funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	3	159,622	581,789	741,411	413,140
Investment income		3,500	-	3,500	825
Activities for generating funds		<u>50,212</u>	<u>-</u>	<u>50,212</u>	<u>56,109</u>
Total incoming resources		213,334	581,789	795,123	470,074
RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income	4	1,038	-	1,038	2,440
Charitable activities	5	212,296	362,914	575,210	539,865
Governance costs	6	<u>-</u>	<u>34,783</u>	<u>34,783</u>	<u>32,774</u>
Total resources expended		213,334	397,697	611,031	575,079
NET INCOMING RESOURCES					
		-	184,092	184,092	(105,005)
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>84,306</u>	<u>826,068</u>	<u>910,374</u>	<u>1,015,379</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>84,306</u></u>	<u><u>1,010,160</u></u>	<u><u>1,094,466</u></u>	<u><u>910,374</u></u>

Movements in funds are disclosed in Note 12 to the financial statements.

DESIGNATED AND ENDOWMENT FUNDS

The charity had no designated or endowment funds in either the current year or the previous year.

The notes form part of these financial statements.

The Florence Institute Trust Limited

**Balance Sheet
At 31 March 2024**

		Unrestricted funds	Designated/ Restricted funds	2024 Total Funds	2023 Total Funds
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	8	-	706,366	706,366	448,650
Investments	9	<u>1</u>	<u>-</u>	<u>1</u>	<u>1</u>
		1	706,366	706,367	448,651
CURRENT ASSETS					
Cash in hand		-	731,119	731,119	555,778
Debtors	10	84,305	11,607	95,913	89,619
CREDITORS					
Amounts falling due within one year	11	-	(336,632)	(336,632)	(50,202)
NET CURRENT ASSETS		<u>84,305</u>	<u>406,094</u>	<u>490,400</u>	<u>595,195</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		84,306	1,112,462	1,196,767	1,043,846
CREDITORS: Amounts falling due after more than one year	12	<u>-</u>	<u>(102,301)</u>	<u>(102,301)</u>	<u>(133,472)</u>
NET ASSETS		<u>84,306</u>	<u>1,010,160</u>	<u>1,094,466</u>	<u>910,374</u>
FUNDS					
Unrestricted funds				84,306	84,306
Restricted funds				<u>1,010,160</u>	<u>826,068</u>
TOTAL FUNDS				<u>1,094,466</u>	<u>910,374</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements were approved by the Board of Directors on 19 July 2024 and were signed on its behalf by:

.....
Christine Hendricks – Director

The notes form part of these financial statements.

The Florence Institute Trust Limited

Notes to the Financial Statements for the year ended 31 March 2024

1. STATUTORY INFORMATION

The Florence Institute Trust Limited is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Accounting convention

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities. The financial statements have been prepared under the historical cost convention.

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.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Tangible fixed assets are originally measured at cost

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

- Fixtures and fittings – 20% straight line
- Motor vehicles – 20% straight line

Freehold property is subject to regular impairment reviews and depreciation is provided accordingly.

Taxation

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

Fund accounting

Unrestricted 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 funds are raised for particular restricted purposes.

The Florence Institute Trust Limited
Notes to the Financial Statements - continued
for the year ended 31 March 2024

3. VOLUNTARY INCOME

	2024	2023
	£	£
Grants		
National Heritage Lottery Funding	64,606	-
National Lottery Community Fund	54,100	44,000
Liverpool City Council	5,533	-
Mayor's Fund	-	6,300
Long Covid	-	63,300
Community Hub	8,250	16,500
Public Health	-	26,000
Community Foundation Liverpool	-	2,000
Garfield and Weston	-	30,000
Morgan Foundation	6,000	11,000
Workers Educational Association	19,870	19,370
Citizen Advice – Food Union	7,857	32,973
Youth Investment Fund	404,873	12,827
CAF Resilience Fund	-	2,500
MPAC	-	6,500
Granby Toxteth Development Trust	5,000	3,000
LCVS	-	29,500
Red Touch Media	-	4,998
Nespresso Fund	5,000	-
Torus Foundation	700	-
Other grants	-	250
Donations	159,622	73,703
Trading company profit donated	<u>-</u>	<u>28,599</u>
	<u><u>741,411</u></u>	<u><u>413,140</u></u>

4. COSTS OF GENERATING VOLUNTARY INCOME

	2024	2023
	£	£
Telephone & IT	438	285
Travelling and volunteer expenses	-	1,594
Publicity and promotions	<u>600</u>	<u>561</u>
	<u><u>1,038</u></u>	<u><u>2,440</u></u>

5. BREAKDOWN OF COSTS OF CHARITABLE ACTIVITIES

	Direct costs	Support costs	Total
	£	£	£
Running costs of the building	133,729	36,711	170,440
Activities for community benefit	<u>335,312</u>	<u>69,459</u>	<u>404,771</u>
	<u><u>469,041</u></u>	<u><u>106,170</u></u>	<u><u>575,210</u></u>

The Florence Institute Trust Limited
Notes to the Financial Statements - continued
for the year ended 31 March 2024

6. GOVERNANCE COSTS

	2024	2023
	£	£
Wages and salaries	<u>34,783</u>	<u>32,774</u>
	<u>34,783</u>	<u>32,774</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There was no trustees' remuneration or other benefits for the year ending 31 March 2024, nor for the period ended 31 March 2023.

8. TANGIBLE FIXED ASSETS

	Improvements to Property £	Fixtures, Fittings & Motor Vehicles £	Total £
COST:			
At 1 April 2023	6,306,020	136,998	6,443,018
Additions	<u>284,139</u>	<u>-</u>	<u>284,139</u>
At 31 March 2024	<u>6,590,159</u>	136,998	<u>6,727,157</u>
DEPRECIATION:			
At 1 April 2023	5,894,020	100,348	5,994,368
Charge for year	<u>14,207</u>	<u>12,216</u>	<u>26,423</u>
At 31 March 2024	<u>5,908,227</u>	<u>112,564</u>	<u>6,020,791</u>
NET BOOK VALUES:			
At 31 March 2024	<u>681,932</u>	<u>24,434</u>	<u>706,366</u>
At 31 March 2023	<u>412,000</u>	<u>36,650</u>	<u>448,650</u>

The charity has acquired the Florence Institute for Boys freehold property from the Duchy of Lancaster for no cost.

The trustees have carried out an impairment review on the freehold property and value it at £412,000.

9. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
COST	
At 1 April 2023 and 31 March 2024	<u>1</u>
NET BOOK VALUE	
At 31 March 2024	<u>1</u>
At 31 March 2023	<u>1</u>

The Florence Institute Trust Limited
Notes to the Financial Statements - continued
for the year ended 31 March 2024

10. DEBTORS

	2024	2023
	£	£
Trade debtors	9,831	1,371
Amounts owed by group undertakings	84,305	84,305
Other debtors	<u>1,777</u>	<u>3,943</u>
	<u>95,913</u>	<u>89,619</u>

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	3,860	21,451
Taxation and social security	334	5,308
Grants received in advance	308,994	-
Loans falling due within 1 year	<u>23,444</u>	<u>23,444</u>
	<u>336,632</u>	<u>50,203</u>

12. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

Loans falling due after more than one year	<u>102,301</u>	<u>133,472</u>
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13. MOVEMENT IN FUNDS

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
Unrestricted funds			
General fund	84,306	-	84,306
Restricted funds			
Restricted fund	826,068	184,092	1,010,160
	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	<u>910,374</u>	<u>184,092</u>	<u>910,374</u>

Net movement in funds, included in the above are as follows:

	Incoming Resources	Resources Expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	213,334	213,334	-
Restricted funds			
Restricted fund	581,789	397,697	184,092
	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	<u>795,123</u>	<u>611,031</u>	<u>184,092</u>

**Independent Examiner's Report to the Trustees of
The Florence Institute Trust Limited**

Independent examiner's report to the trustees of The Florence Institute Trust Limited ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached

P C Taylor
74 Brook Vale
Waterloo
Liverpool
Merseyside L22 3YB

19th July 2024

The Florence Institute Trust Limited

**Profit and Loss Account
for the year ended 31 March 2024**

	2024	2023
	£	£
Income:		
Rents received	50,212	55,808
Café and merchandise sales	<u>-</u>	<u>301</u>
	50,212	56,109
Other income:		
Grants received	581,789	310,838
Donations received	159,622	73,703
Trading company profit donated	-	28,599
Bank interest	<u>3,500</u>	<u>825</u>
	795,123	470,074
Administration costs:		
Wages and staff costs	278,781	256,868
Rates and water	1,832	2,522
Telephone & IT	4,376	2,850
Motor expenses	2,643	4,936
Travelling and volunteer expenses	-	3,187
Publicity and promotion	600	561
Computer expenses	177	233
Light and heat	77,727	44,561
Repairs and renewals	17,659	19,286
Security	3,993	4,477
Events and activities	178,822	204,600
Audit and accountancy	526	1,173
Licences and insurance	15,702	16,628
Legal, professional and consultancy fees	1,610	828
Bank charges	160	153
Depreciation of tangible fixed assets	<u>26,423</u>	<u>12,216</u>
	<u>611,031</u>	<u>575,079</u>
NET SURPLUS/(DEFICIT)	<u>184,092</u>	<u>(105,005)</u>

This page does not form part of the statutory financial statements

**Independent Examiner's Report to the Trustees of
The Florence Institute Trust Limited**

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19th July 2024