

Charity No: 1126085

**SHROPSHIRE RURAL SUPPORT**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
30 JUNE 2025**

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## Shropshire Rural Support

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### Reference and administrative details

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Patron	Anna Turner, Lord-Lieutenant of Shropshire
President	Roger Parry
Charity registration number	1126085
Trustees	Rev. Adam Clayton John Brown Tony Howell Simon Latter Roger Parry Roger Pemberton Hayley Price
Officers	Roger Pemberton (Chairman) Hayley Price FCA (Treasurer) Jane Latter (Co-ordinator)
Principal office	c/o S L Latter & M D Shepherd Mutual House Sitka Drive Shrewsbury SY2 6LG
Bankers	Lloyds PO Box 6 1 Pride Hill Shrewsbury Shropshire SY1 1DG

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## Shropshire Rural Support

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# Shropshire Rural Support

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## Trustees' Report

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The Trustees present their annual report together with the financial statements of Shropshire Rural Support (the charity) for the year ended 30 June 2025.

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **CONSTITUTION**

The organisation is an unincorporated charity established under a constitution signed and dated 4th December 2007. The charity was granted charitable status in September 2009 and is registered charity No. 1126085.

#### **METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES**

Trustees are appointed during the charity's Annual General Meeting, where existing members of the charity are proposed and seconded by other members. Interim vacancies arising during the year are filled by recommendation of the Board of Trustees. All trustees must offer themselves for re-election at the Annual General Meeting.

#### **ORGANISATIONAL STRUCTURE AND DECISION MAKING**

The management of the charity is the responsibility of a Management Committee comprising the Board of Trustees and the Co-ordinator of the organisation. This committee meets on a regular basis to discuss the financial position as well as planned events in the future which will help to increase awareness and raise funds.

There is also an Annual General Meeting to which all the volunteers of the charity are invited to attend, along with other active members of the local rural community.

### **OBJECTIVES AND ACTIVITIES**

#### **POLICIES AND OBJECTIVES**

In shaping the Charity's objectives and planning its activities the trustees have considered the Charity Commission's revised guidance on public benefit. The Charity's objectives are:

1. Through voluntary and partnership effort, develop and offer support services that meet the needs of those suffering from all forms of stress arising from their rural way of life regardless of economic status.
2. Endeavour to make statutory authorities and other public bodies aware of the issues giving rise to rural stress, and to offer constructive suggestions on how these issues can be addressed and alleviated.

#### **ACTIVITIES FOR ACHIEVING OBJECTIVES**

The charity's funds are raised by donations received from businesses, individuals and groups.

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## Shropshire Rural Support

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### ACHIEVEMENTS AND PERFORMANCE

#### REVIEW OF ACTIVITIES

Shropshire Rural Support (SRS) has seen a steady increase in activity again this year with referrals, conversations and a greater awareness of the charity. Below shows the referrals received by SRS in the year. It is worth noting the new areas where referrals are being seen particularly at the livestock markets.

	2022	2023	2024	2025
SRS helpline	1	19	29	25
FCN referral	9	10	7	5
RABI	1	2	0	0
Social prescribers	8	2	2	0
CLA	0	1	0	0
APHA/trading standards	1	1	0	0
NFU	2	1	1	0
Livestock Market Health Check	0	1	0	0
Fire & Rescue	0	1	0	0
NHS discharge team	1	0	0	0
Butty Van	0	0	1	0
Mayfair Community Centre, Church Stretton	0	0	1	0
Shows/Events	0	0	1	0
Vets	0	0	2	0
Livestock Markets				7
Social Services and/or Shropshire Community Health				2
GP Surgeries				1
Email				2
TOTAL	23	38	44	

The trustees have held 5 meetings this year, with thanks to the Roger Parry and Dyke Yaxley for hosting the meetings.

We have had a busy show season and have been very fortunate with the dry summer weather which provided for ideal show conditions, but perhaps too hot for some. We attended many of the county's shows. This year we introduced the SRS Selfie Board which has aimed at raising awareness of both SRS and the Text service. This generated many positive conversations and new contacts.

We were joined by the Samaritans at Burwarton Show. Newport Show was a first supported by Tractor Hire UK. Oswestry Show in the north of the county was very successful along with Minsterley Show in its new location. Wattlesborough Show, Whitchurch YFC and Cruckton Ploughing matches had representation from SRS again. Thank you all for having us.

SRS was able to support Open Farm Sunday at 3 events, Leaton Knowles Estate, Home Farm, Attingham & Harper Adams University College, all offering a great opportunity to raise awareness of the work of the charity. Thank you to all the volunteers who have helped at all the various events throughout the year.

We are very grateful to Syrie Johnson for hosting an extremely successful Summer Garden Party in the magnificent grounds of the recently renovated Woodhill Park Estate Nr Oswestry. The Red Cross and SRS worked together

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## Shropshire Rural Support

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raising funds for both charities.

The SRS coordinator has created a positive presence at all six of the county's livestock markets. We now visit twice monthly or when the market sales permit. We are very grateful to all the auctioneers and staff at the markets for welcoming SRS.

SRS social media presence has increased monumentally over the year thanks to the coordinators persistence and wit. We now have 1000 followers who like, view and share our posts regularly. We are definitely reaching more of the rural community throughout the county which can only have a positive effect.

The Shropshire Federation of Young Farmers (SFYFC) have again been very supportive. Their support is not only through raising significant funds for SRS but whole heartedly embracing the charity's work. Following an invitation, we presented SRS and the work we do to the SFYFC New Officers. In October 2024 we were able to secure talks to all 17 Shropshire clubs over the coming months. The format was to introduce SRS to all the members, highlighting the support offered by the charity. There was an emphasis on looking after family and friends who were displaying stress with the message 'It's okay not to be ok'. Overarching all of this we are clear that confidential help is available.

Lastly but by no means least, we also introduced and promoted the Text Service. All of the county YFC's favored pubs now proudly display SRS toilet stickers!

The charity was very excited to have been invited to attend The Royal Countryside Fund's anniversary in February celebrating fifteen years since His Majesty created his Countryside Fund which SRS is part of. A reception was held at Buckingham Palace, and it was a great privilege and honour to attend with one of long serving volunteers.

We look ahead to another year where we are anticipating another busy year as a result of sustained pressures on the rural community. The newly appointed coordinator and the support of a dedicated group of volunteers. We welcomed six new volunteers this year, each of whom bring their own skills to the charity. SRS would like to thank all the trustees, volunteers, staff and supporters for helping the charity to evolve to support more of the rural and farming community of Shropshire.

### **FINANCIAL REVIEW**

There was a deficit in the year of £4,488 (2024: Surplus: £9,736).

We have received many generous donations from individuals, groups and companies in the year. However, the trustees are mindful that there is a continuing need for fundraising to meet the Charity's forecast expenditure in the years ahead. Consequently, the trustees are actively considering various fund-raising activities for the forthcoming year.

### **RESERVES POLICY**

Detailed budgeting is maintained to ensure that the organisation's reserves adequately cover approximately two years' typical expenditure. The charity maintains funds not needed on a day-to-day basis in an appropriate interest bearing account.

At the year end the charity held free reserves of £52,168 (2024: £56,656).

### **PLANS FOR THE FUTURE**

The Charity intends to increase awareness of the organisation by effective promotion and publicity, and to ensure adequate fundraising activity to meet the reserves policy of the charity.

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## Shropshire Rural Support

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### **BASIS OF ACCOUNTING**

The accounts of the Charity have been prepared on a Receipts and Payments basis in accordance with charity regulations.

This report was approved by the Trustees on 30 April 2026 and signed on their behalf, by:

Roger Pemberton

Chairman

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# Shropshire Rural Support

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

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I report on the accounts of the Charity for the year ended 30 June 2025 which are set out on pages 9 to 11.

### **Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 14 of the Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

Signed:



Date:

30 April 2026



## Shropshire Rural Support

### RECEIPTS AND PAYMENTS ACCOUNT - Year to 30 June

					<b>Unrestricted Funds</b>	<b>Unrestricted Funds</b>
					<b>2025</b>	<b>2024</b>
					<b>£</b>	<b>£</b>
<b>Receipts</b>						
Donations					33,257	37,879
Events					1,429	-
Interest					2,264	2,190
<b>Total Receipts</b>					<b>36,950</b>	<b>40,069</b>
<b>Payments</b>						
Staff salaries					27,595	19,686
Communications, postage, printing, stationery & travel					4,849	2,453
Insurance					655	627
Governance costs					267	132
Texting Service (annual sub to May 2025)					5,640	5,640
Promotional activities					2,432	1,795
<b>Total Payments</b>					<b>41,438</b>	<b>30,333</b>
Net Receipts - unrestricted funds					<b>(4,488)</b>	<b>9,736</b>
Cash and Bank Balances brought forward					56,656	46,920
Cash and Bank Balances carried forward					<b>52,168</b>	<b>56,656</b>

# Shropshire Rural Support

STATEMENT OF ASSETS AND LIABILITIES as at 30 June						
					2025	2024
					£	£
Bank and Cash Balances						
Cash at bank and in hand					52,168	56,656
					52,168	56,656
Accumulated Funds					52,168	56,656
Signed on behalf of the trustees on ..... by:						
Trustee				Trustee		

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## Shropshire Rural Support

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# NOTES TO THE FINANCIAL STATEMENTS

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### 1 **Trustees' remuneration and related party transactions**

During the year, no Trustees received any remuneration (2024 - £Nil).

During the year, no Trustees received any benefits in kind (2024 - £Nil).

During the year, no Trustees received any reimbursement of expenses (2024 - £Nil).