



# **The Ickle Pickle Partnership Limited**

## **Report and Accounts**

**Year to 31<sup>st</sup> December 2024**

**Registered Charity Number 1129763  
Company Registration Number 06831065**

# **The Ickle Pickle Partnership Limited**

## **Report and Financial Statements**

### **Year Ended 31 December 2024**

#### **Reference and administrative information**

Charity Names:	The Ickle Pickle Partnership Limited
Charity Registration Number:	1129763
Company Registration Number:	06831065
Charity Working Name:	Ickle Pickles
Registered Office:	128 City Road, London, England, EC1V 2NX
Website address:	<a href="http://www.icklepickles.org">www.icklepickles.org</a>

#### **Board of Trustees**

The current Board of Trustees is:

Mr. Andrew Marsh (Chair)  
Mrs. Rachael Marsh  
Mr. Michael Black  
Dr Nigel Kennea  
Mr. Ben Harvey

#### **Directors**

Mr. Andrew Marsh (Chair)  
Mrs. Rachael Marsh  
Mr. Michael Black

#### **Bankers**

Natwest Bank  
30 Tooting High Street  
Tooting  
London  
SW17 0RG

#### **Independent Examiner**

David Warren  
Cocke, Vellacott & Hill  
Chartered Accountants  
Unit 15 City Business Centre  
Lower Road  
London  
SE16 2XB

# **The Ickle Pickle Partnership Limited**

## **Report and Financial Statements**

### **Year Ended 31 December 2024**

#### **Trustees' Report Incorporating Directors' Report**

The trustees present their annual report and financial statements of the charity for the year ended 31 December 2024. This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's trust deed and the Charities Act 2011.

#### **Structure, Governance and Management**

The Ickle Pickle Partnership is a Charitable Company, limited by guarantee on 26th February 2009 and registered as a charity on 29th May 2009 under registration number: 1129763

The following individuals are Directors of Ickle Pickle Partnership Limited:

- Andrew Marsh
- Rachael Marsh
- Michael Black

The Directors of the company are responsible for the financial administration and governance of the company.

#### **Review of 2024 Activities and Achievements**

In 2024 we were able to build upon the growth of 2023 and realise fundraising revenues of £375k. This represented growth of 30% and is a result of the expansion with focus strategy we have been implementing since the start of 2023.

We now have 23 units signed up to (or in the process of approving) the Ickle Pickles Pledge and this number will continue to grow in 2025.

156 of our supporters took personal challenges, raising funds via sponsorship and we donated over £150k to Neonatal units by issuing restricted grants for the purchase of 133 items of intensive & special care equipment for the units we support.

49 of the 156 people who undertook a personal challenge, did so via Run for Charity, which aggregates places in events and challenges across the country. Working with Run for Charity is a lower-risk strategy as we only pay for places that are taken-up and don't prepay for places that may not be used. The 49 supporters undertaking Run for Charity challenges raised over £10,000.

From a Marketing perspective, we developed our understanding of our supporting audiences and designed messaging to engage and convert them from followers to advocates. We upgraded our technology from Mailchimp to Mailer-Lite, a more functionality rich platform and consequently online audiences have expanded to over 16,000 people and we continue to get good coverage in online & traditional media.

Our content planning and production continues to develop creatively, reaching and engaging new audiences - for example the video we developed for World Prematurity Day on 17th November to promote awareness of premature birth achieved 17.6k views - our best performing piece of content to date.

We are working on a new website and planning a CRM roll-out to further grow and enhance our relationship with our audiences. Whilst the delivery of these initiatives will be in 2025, it is important to acknowledge the planning & strategic work from the team in 2024.

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### **Year Ended 31 December 2024**

We continued to organise large events, the London Incubator Ball at Plaisterer's Hall raised over £75k and we have introduced the Incubator Push, a community event where supporters can push an Incubator a set distance with family & friends to acknowledge and celebrate the care their baby received. We organised 2 Incubator Pushes in London and Hampshire raising over £6.5k and they proved to be so popular that we expect to hold more of these events in 2025.

Grant & Trust Fund applications continues to be an area of growth for the charity, realising over £50k from 13 successful applications and we will continue to invest in the tools and expertise to extend this success in 2025.

Our team remains largely the same with a dedicated, core team focused on their individual roles and areas of expertise to help the wider team achieve our strategic and fundraising targets. We are indebted to their dedication and continued commitment and look forward to furthering our work in 2025.

#### **Public Benefit**

Our charitable activities primarily focus on raising money for Neonatal units that treat premature babies and are undertaken to further our charitable purposes for public benefit. The trustees have referred to the Charities Commission's guidance on the need for charities to deliver a public benefit and have complied with the duty in section 17(2) of the Charities Act 2011.

#### **Impact Statement**

It is difficult to measure exactly how many babies' lives are saved or impacted as a result of providing these pieces of equipment to NNUs and Neonatal transfer services – however we can say that the impact on every baby treated and their families is significant and tangible.

Each individual unit treats hundreds of babies each year, for instance Queen Alexandra in Portsmouth treats approximately 600 babies, while St. George's Hospital in Tooting treats approximately 500.

Neonatal transport teams such as the London Neonatal Transfer Service (LNTS), Embrace in Yorkshire and the Southampton & Oxfordshire Neonatal Transfer team (SONeT) deliver an essential service, each taking responsibility for the transport of approximately 2,000 sick and premature babies across a network of over 50 neonatal units in London, Yorkshire & Humberside Hampshire & Oxfordshire.

The equipment we donate greatly contributes directly to the treatment of these babies and also enhances the environment that these babies and their families experience whilst in Neonatal care.

We continue to receive many messages from parents, nurses and clinicians expressing their positive views on the difference the equipment we purchase makes. A selection of these messages are shown below as they very effectively demonstrate the tangible impact of the charity's work on the treatment of the smallest and sickest babies born in the UK.

## The Ickle Pickle Partnership Limited Report and Financial Statements Year Ended 31 December 2024



“ Over the last 10 years, we have worked closely with Ickle Pickles and they have been immensely supportive of our neonatal unit at King's College Hospital.

They have donated Zaky and Bertie hands, Kangaroo mother care recliner chairs and foot stools, breastfeeding pillows & breast pumps, pressure relieving mattresses, high-chairs for our bigger babies, bouncer chairs and a bathing table, surgical lights & head torches, a Giraffe Incubator and a specialist cot enabling bereaved families to spend precious additional family time with their infant.

They have also refurbished our parent bedrooms to make our families feel comfortable when they stay on the unit and are currently supporting the purchase of infant cots that can be raised & lowered enabling mum's post-surgery or with disability to fully participate in their infant's care.

Our Ickle Pickles champions have participated in Park Runs ,Winter Walks and Incubator Pushes. We are most grateful for their relentless efforts in fundraising in so many ways and they have made such a big difference to our neonatal unit here at King's College Hospital.

**Dr. Anusha Arasu**

Interim Cross Site Lead for Neonatal Services

”



“ My wife and I had twins in May 2024. They were ten weeks premature and required a lengthy stay in NICU in St George's and then at Croydon.

As the saying goes, "it's the little things". Ickle Pickles had raised funds for the first twin cot in Croydon NICU and we were fortunate to be given it for our twins to use. It meant that they could be close which is so important for their development. Once a month, there was an Ickle Pickles coffee morning, and I would always remember everyone feeling a little bit brighter and lighter when we came back to the unit to be with our babies.

Ickle Pickles offers unique support that you simply would not get anywhere else. We will always be grateful for everything the charity does for families.

**Saiorse & Celena**

Parents to twins born at 30 weeks.

”



# The Ickle Pickle Partnership Limited

## Report and Financial Statements

### Year Ended 31 December 2024



“ I am truly grateful for the continuous support received from the team at Ickle Pickles. With their help via fundraising and donations, we have been able to purchase several pieces of live saving medical equipment including Billi blankets (a specialized blanket used for treating neonatal jaundice), Privacy screens, Baby Thermometers, Kangaroo Reclining Chairs (for supporting skin to skin cuddles at bedside which aids bonding) an Accuvein, and just recently the transformation of our x3 parents rooming rooms with furniture and sticker decals for the wall. Without this support we would struggle to purchase such expensive items using the trusts limited budget. I look forward to continuing to work with Ickle Pickles in the future, so to further improve the lives of premature babies and their families. ”

**Sarah O'Mallo**  
Discharge co-ordinator at Lewisham NICU.

## Financial review

In the year ended 31 December 2024, the revenues of the charity were £375,290 (2023: £287,005) with expenses of £181,526 (2023: £162,297), providing a surplus of £193,764 (2023: £124,708) for the year available for donations. The expenses were largely incurred when organising fundraising events and in salaries and related employment costs.

Included within revenues, the following Companies / Trust funds donated amounts over £1k during 2024:

- SJP Foundation: £10,000
- Morrisons: £9,739
- Howden & Howden Foundation: £9,354
- Masonic Lodge: £5,152
- East Alpha Limited: £5,000
- The Eight Foundation: £3,750
- Grimsdell School PFA: £4,000
- Chapel of Life: £2,195
- EAGB: £2,166
- Tesco Groundwork Grant: £1,031
- Google: £1,000

As a result of this fundraising across the country, the charity is delighted to have made donations totalling £152,115 during 2024 (2023: £122,387). The following donations were made during the year:

- £11,422 to **St.Helier University Hospital, Sutton** (x1 Drager BiliLUX Phototherapy Light; x1 LED examination light; x2 Nellcor Monitors; x200 milk cool bags; x1 Bedding for parents' room; x12 parent diaries)
- £2,876 to **Queen Alexandra Hospital, Portsmouth** (x10 Milton cold water sterilizers; x600 breastfeeding covers; x2 Storage Drawers for parents' room; x3 Microwaves for Parents' kitchen; x10 Bottle brushes; x4 toasters; x500 milk cool bags; Butterfly memory bags for parents; Developmental care items)

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- £13,663 to **Princess Anne Hospital, Southampton** (x5 Cot bed Tents and Poles; x2 Masimo RAD 97 saturation monitors; x200 milk cool bags; Craft ink pads; x3 Transport Pod restraints; Items for Parent Rooms/ New ward)
- £8,515, (including £3,428 funded from unrestricted funds) to **University Hospital Lewisham, London** (x2 Biliblankets; x16 Lockers for Parents; x2 Emergency Backpacks)
- £1,030 to **St Richard's Hospital, Chichester** (x1 Double Mattress & duvet for Parent Room; 150 Nipple Shields)
- £6,425 to **Pembury Hospital** (1x VapoTherm, x1 Simulation Training Doll)
- £51,949 to **London Neonatal Transfer Service** (x1 Transport trolley for ambulance; x3 Transport Incubators; Lanyards for LNTS team)
- £11,435 to **Kings College Hospital, London** (x4 Recliner Chairs & armrest covers; 2x Baby Weighing Scales)
- £10,631 to **Croydon University Hospital, London** (x2 Recliner Chairs & armrest covers; x3 Breastfeeding pillows; milk cool bags; x1 twin cot; x72 Ickle Pickle branded mugs for staff)
- £10,389 (including £3,428 funded from unrestricted funds) to **Queen Elizabeth Hospital, Woolwich** (x18 Bertie Baby Positioners; x2 Biliblankets; x2 Siss Apnoea Monitor; x2 Emergency Grab Bags & inner bags; x1 Simulation Training Doll)
- £3,184 to **St Mary's, Isle of Wight** (x2 Recliner Chairs; Developmental care items)
- £8,573 to **Worthing Hospital** (x1 Neo Blue Phototherapy Blanket; x2 privacy screens; x16 cuddle wraps & muslins; x1 Symphony Breast Pump; 1x milk warmer)
- £3,762 to **Basingstoke and North Hampshire Hospital** (x3 Recliner chairs)
- £4,424 to **Bristol Hospital** (x1 Kanmed Twin Cot)
- £1,517 to **Royal Hampshire County Hospital** (x1 Transport pod; Parent room refurbishment expenses)
- £580 to **Epsom Hospital, London** (x1 Double Bed & drawers for parents' room)
- £584 to **Royal London** (x1 Bereavement Pram)
- £378 to **Dorset County Hospital, Dorchester** towards Parents' room refurbishment
- £261 for the **Embrace Transport Service, Yorkshire & Humberside** (x4 Peli Cases for Vein Finders)
- £274 to **Leicester Royal Infirmary** (towards funding of Baby Pod)
- £165 to **Barnet Hospital** (x30 Children's reading books)
- £78 to **Royal Cornwall** (Breast soothing pads)

The charity is registered with Just Giving & Enthuse, receiving an additional 16-23% on any donation for which:

- a) The donor's personal circumstances qualifies the donation for Gift Aid
- b) The donor has provided a signed Gift Aid declaration

Together with monies carried forward from 2023, the charity currently has £223,558 (2023: £181,909) of funds to be carried forward for 2025. Of these funds £169,449 (2023: £79,345) are restricted for donations to various neonatal units, leaving an unrestricted surplus of £54,109 (2023: £102,564), which, in the opinion of the trustees, provides an acceptable level of reserves for the charity to continue working towards meeting its stated objects.

The charity is continuing to raise funds and looks forward to donating monies and equipment to many more Neonatal Units during 2025.

#### Reserves Policy

The charity has a policy of maintaining 3-6 months of funds in reserves to cover the day-to-day operating cost of the charity.

The procurement processes vary between NHS hospital trusts and it can often take several weeks or even months for the relevant finance and procurement teams to approve a purchasing request from the neonatal

# **The Ickle Pickle Partnership Limited**

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### **Year Ended 31 December 2024**

unit. The clinical teams are frequently asked to prove that the item they wish to purchase is best of breed and the most fitting for the job and this can cause delays to the overall purchase. Meanwhile the funds raised for that unit, either from donations or events, are held in the charity's reserves until these approvals have been granted.

#### **Trustee Recruitment & Training**

The Board of Trustees seeks to recruit a diverse mix of business, medical and patient expertise. All the Trustees, upon election, meet with the Chair to discuss and agree specific requirements of the role.

#### **Members of the Board of Trustees**

Members of the Board of Trustees, including those who are directors for the purpose of company law, and trustees for the purpose of charity law, who served during the year and up to the date of this report, are set out on page 1.

#### **Responsibilities of the Board of Trustees**

Company Law requires the Board of 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 income resources and application or resources, including income and expenditure, for the financial year. In preparing those financial statements, the Board of Trustees has followed best practice and:

- Selected suitable accounting policies and then applied them consistently;
- Made judgements and estimates that are reasonable and prudent;
- Prepared the financial statements on the going concern basis unless it was inappropriate to assume that the company will continue on that basis; and
- Are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.

#### **Independent Examiners**

The charity's trustees consider that an audit is not required for this year and that an independent examination is needed. Accordingly Cocke, Vellacott & Hill Chartered Accountants represented by David Warren in his capacity as Independent Examiner have reviewed the following financial statements.

This Trustees report was approved by the Trustees on 21 July 2025 and is signed on the Board's behalf by the Charity's chairman.



Andrew Marsh  
Chair of the Board of Trustees  
The Ickle Pickle Partnership Limited



# **The Ickle Pickle Partnership Limited**

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### **Year Ended 31 December 2024**

#### ***Independent examiner's report to the trustees of The Ickle Pickle Partnership Limited***

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024. As the charity's trustees of the Company (who are also the directors of the company 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").

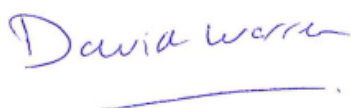
Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("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).

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below) which gives me cause to believe that:

- accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
- the accounts do not accord with such records; or
- the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 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
- the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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.



David Warren BA FCA  
Cocke, Vellacott & Hill  
Chartered Accountants  
Unit 15 City Business Centre  
Lower Road  
London  
SE16 2XB

21 July 2025

# The Ickle Pickle Partnership Limited

## Report and financial statements

### Year ended 31 December 2024

Statement of Financial Activities (including Income & Expenditure Accounts) for the year ended 31 December 2024.

		Year ended 31 December 2024			Year ended 31 December 2023		
		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
		£	£	£	£	£	£
<b>Incoming resources</b>							
<b>Incoming resources from generated funds</b>							
Bank interest		2,221	-	2,221	1,791	-	1,791
<b>Incoming resources from charitable activities</b>							
Activities for generating funds	Note 2	89,723	115,935	205,658	135,895	43,603	179,498
Donations		76,612	90,480	167,092	54,766	49,760	104,526
Other Income		319	-	319	1,190	-	1,190
<b>Total incoming resources</b>		<b>168,875</b>	<b>206,415</b>	<b>375,290</b>	<b>193,642</b>	<b>93,363</b>	<b>287,005</b>
<b>Resources expended</b>							
<b>Charitable activities</b>							
Costs of charitable activities	Note 3	(114,278)	(4,308)	(118,586)	(111,438)	(2,080)	(113,518)
Support costs	Note 5	(61,637)	(1,303)	(62,940)	(48,597)	(182)	(48,779)
<b>Total Expenses</b>		<b>(175,915)</b>	<b>(5,611)</b>	<b>(181,526)</b>	<b>(160,035)</b>	<b>(2,262)</b>	<b>(162,297)</b>
Charitable donations		(41,415)	(110,700)	(152,115)	(7,920)	(114,467)	(122,387)
<b>Total resources expended</b>		<b>(217,330)</b>	<b>(116,311)</b>	<b>(333,641)</b>	<b>(167,955)</b>	<b>(116,729)</b>	<b>(284,684)</b>
<b>Net incoming/(outgoing) resources</b>		<b>(48,455)</b>	<b>90,104</b>	<b>41,649</b>	<b>25,687</b>	<b>(23,366)</b>	<b>2,321</b>
<b>Gross transfers between funds</b>							
		-	-	-	-	-	-
<b>Net movement in funds</b>		<b>(48,455)</b>	<b>90,104</b>	<b>41,649</b>	<b>25,687</b>	<b>(23,366)</b>	<b>2,321</b>
<b>Total funds brought forward</b>		<b>102,564</b>	<b>79,345</b>	<b>181,909</b>	<b>76,877</b>	<b>102,711</b>	<b>179,588</b>
<b>Total funds carried forward</b>	Note 4	<b>54,109</b>	<b>169,449</b>	<b>223,558</b>	<b>102,564</b>	<b>79,345</b>	<b>181,909</b>

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing operations.

The statement of the financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# The Ickle Pickle Partnership Limited

## Balance Sheet as at 31 December 2024

	Note	As at 31 December 2024			As at 31 December 2023		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
		funds	funds		funds	funds	
		£	£	£	£	£	£
<b>Current assets</b>							
Stocks		751	-	751	1,060	-	1,060
Other Debtors		5,140	-	5,140	-	-	-
Cash at Bank and in hand		64,304	169,449	233,753	102,056	79,345	181,401
		<u>70,195</u>	<u>169,449</u>	<u>239,644</u>	<u>103,116</u>	<u>79,345</u>	<u>182,461</u>
Creditors: amounts falling due within 1 year	9	(16,086)	-	(16,086)	(552)	-	(552)
<b>Net current assets/(liabilities)</b>		<u>54,109</u>	<u>169,449</u>	<u>223,558</u>	<u>102,564</u>	<u>79,345</u>	<u>181,909</u>
<b>Total assets less current liabilities</b>		<u>54,109</u>	<u>169,449</u>	<u>223,558</u>	<u>102,564</u>	<u>79,345</u>	<u>181,909</u>
Creditors: amounts falling due after 1 year		-	-	-	-	-	-
<b>Net assets</b>		<u><b>54,109</b></u>	<u><b>169,449</b></u>	<u><b>223,558</b></u>	<u><b>102,564</b></u>	<u><b>79,345</b></u>	<u><b>181,909</b></u>
<b>Funds of the charity</b>	4						
Unrestricted funds		54,109	-	54,109	102,564	-	102,564
Restricted funds		-	169,449	169,449	-	79,345	79,345
		<u><b>54,109</b></u>	<u><b>169,449</b></u>	<u><b>223,558</b></u>	<u><b>102,564</b></u>	<u><b>79,345</b></u>	<u><b>181,909</b></u>

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 and has taken advantage of the provisions available to small companies.

Approved by the Board of Trustees on 21 July 2025 and signed on its behalf by:



Andrew Marsh  
Chair of the Board of Trustees  
The Ickle Pickle Partnership Limited

**The Ickle Pickle Partnership Limited**  
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**Notes to the financial statements for the year ended 31 December 2024**

**1. Accounting policies**

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

**(a) Basis of accounting**

These financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

The Ickle Pickle Partnership is a limited company registered in England and meets the definition of a public benefit entity under FRS 102. The functional and presentational currency is sterling.

**(b) Going Concern**

At the time of approving the financial statements the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

**(c) Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

**(d) Incoming resources**

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in the Statement of Financial Activities when receivable.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these financial statements.
- Incoming resources from charitable trading activity are accounted for when earned.
- Gift aid on donations is accounted for on an accruals basis and adjusted to the extent that there may be any fees liable on its recovery.

**(e) Resources expended**

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Cost of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include costs such as audit fees and costs linked to the strategic management of the charity.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned out on an appropriate basis.

# The Ickle Pickle Partnership Limited

## Report and financial statements

### Notes to the financial statements for the year ended 31 December 2024

#### 1. Accounting policies (cont.)

##### (f) Pensions

The charity operates a defined contribution pension scheme for all qualifying employees. The contributions are recognised as an expense in the statement of financial activities when they fall due.

##### (g) Stocks

Stocks are recognised at the lower of cost and net realisable value.

#### 2. Activities for generating funds

	Year ended 31 December 2024			Year ended 31 December 2023		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
<b>Parties and Balls</b>						
Incubator Ball London	65,015	21,870	86,885	108,100	-	108,100
Incubator Ball Portsmouth	400	-	400	12,457	-	12,457
Donations in kind	5,410	-	5,410	2,500	-	2,500
	<b>70,825</b>	<b>21,870</b>	<b>92,695</b>	<b>123,057</b>	<b>-</b>	<b>123,057</b>
<b>Other events</b>						
Bake sale	-	7,915	7,915	-	6,290	6,290
Christmas cards	48	-	48	114	-	114
Cycling & rowing events	-	3,404	3,404	2,735	1,001	3,736
Other events	10,015	58,366	68,381	2,080	23,178	25,258
Pub quiz	1,637	-	1,637	50	2,376	2,426
Raffle	-	10	10	-	18	18
Running & walking events	4,268	22,549	26,817	1,507	10,740	12,247
Skydive	-	1,821	1,821	-	-	-
	<b>15,968</b>	<b>94,065</b>	<b>110,033</b>	<b>6,486</b>	<b>43,603</b>	<b>50,089</b>
<b>Sale of merchandise</b>	2,930	-	2,930	6,352	-	6,352
<b>TOTAL FROM ACTIVITIES</b>	<b>89,723</b>	<b>115,935</b>	<b>205,658</b>	<b>135,895</b>	<b>43,603</b>	<b>179,498</b>



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**Notes to the financial statements for the year ended 31 December 2024**

**3. Costs of charitable activities**

	Year ended 31 December 2024			Year ended 31 December 2023		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
<b>Parties &amp; balls</b>						
Incubator Ball London	21,641	-	21,641	31,797	-	31,797
Incubator Ball Portsmouth	150	-	150	5,090	-	5,090
Use of donations in kind	5,410	-	5,410	2,500	-	2,500
	<b>27,201</b>	<b>-</b>	<b>27,201</b>	<b>39,387</b>	<b>-</b>	<b>39,387</b>
<b>Other events/activities</b>						
Bake sale	-	1,030	1,030	-	439	439
Christmas cards	11	-	11	142	-	142
Corporate fundraising	-	18	18	-	-	-
Cycling & rowing events	600	-	600	7	-	7
Other events	1,029	1,239	2,268	901	1,060	1,961
Pub quiz	93	-	93	-	113	113
Raffle	236	-	236	5	-	5
Running & walking events	4,625	1,665	6,290	8	58	66
	<b>6,594</b>	<b>3,952</b>	<b>10,546</b>	<b>1,063</b>	<b>1,670</b>	<b>2,733</b>
<b>Other costs</b>						
Merchandise production	3,658	354	4,012	4,150	386	4,536
Marketing	5,809	2	5,811	1,586	-	1,586
Staff costs	70,241	-	70,241	62,671	-	62,671
Other costs	775	-	775	2,581	24	2,605
	<b>80,483</b>	<b>356</b>	<b>80,839</b>	<b>70,988</b>	<b>410</b>	<b>71,398</b>
<b>Costs of Charitable Activities</b>	<b>114,278</b>	<b>4,308</b>	<b>118,586</b>	<b>111,438</b>	<b>2,080</b>	<b>113,518</b>

# The Ickle Pickle Partnership Limited

## Report and financial statements

### Notes to the financial statements for the year ended 31 December 2024

#### 4. Reconciliation of movement in funds

	Year Ended 31 December 2024	As at 1 Jan 2024 £	Income Generated £	Costs Incurred £	Donations £	Transfers £	As at 31 Dec 2024 £
NNU002	St Georges	247	-	-	-	-	247
NNU003	Portsmouth	8,934	21,966	(1,395)	(2,876)	-	26,629
NNU004	LNTS	(9,569)	28,608	(115)	(19,072)	-	(148)
NNU005	Birmingham	110	-	-	-	-	110
NNU006	Pembury	1,245	5,646	(211)	(6,425)	-	255
NNU007	Chichester	331	3,922	(30)	(1,030)	-	3,193
NNU008	Southampton	1,059	14,456	(948)	(13,663)	-	904
NNU010	Arrowe Park	(6)	-	-	-	-	(6)
NNU014	Calderdale	(46)	-	-	-	-	(46)
NNU015	Middlesbrough	39	-	-	-	-	39
NNU016	UCLH	3,001	1,000	-	-	-	4,001
NNU017	The Royal	0	3,576	(223)	(584)	-	2,769
NNU018	Whipps Cross	5,326	1,820	-	-	-	7,146
NNU021	Winchester	57	1,817	(388)	-	-	1,485
NNU022	Chelsea & Westminster	82	300	-	-	-	382
NNU023	Ormskirk	270	-	-	-	-	270
NNU024	Southend	91	-	-	-	-	91
NNU027	Royal Cornwall	137	-	-	(78)	-	59
NNU029	University Hospital Lewisham	3,601	7,047	(269)	(5,087)	-	5,292
NNU030	Queen Charlotte	-	68	-	-	-	68
NNU033	Basingstoke	53	3,849	-	(3,762)	-	140
NNU034	Bristol	29	5,212	-	(4,424)	-	818
NNU035	Frimley Park	555	-	-	-	-	555
NNU036	Worthing	4,812	5,308	(184)	(8,573)	-	1,363
NNU037	Leicester Royal	274	-	-	(274)	-	-
NNU040	SONeT	72	-	-	-	-	72
NNU041	Isle of Wight	-	3,384	-	(3,184)	-	200
NNU042	Kings College	47,518	17,884	(268)	(11,435)	-	53,699
NNU043	Queen Elizabeth	1,826	8,701	(152)	(6,961)	-	3,414
NNU046	Queens Hospital Romford	334	-	-	-	-	334
NNU047	Croydon University Hospital	8,035	40,339	(638)	(10,631)	-	37,105
NNU049	Homerton Hospital	(12)	-	-	-	-	(12)
NNU050	Epsom	862	2,257	(42)	(580)	-	2,497
NNU051	St Helier	(1,481)	17,296	(209)	(11,422)	-	4,184
NNU052	Embrace	1,181	-	-	(261)	-	920
NNU053	Dorchester	378	-	-	(378)	-	-
NNU054	Barnet	-	11,959	(539)	-	-	11,420
	<b>Total restricted</b>	<b>79,345</b>	<b>206,415</b>	<b>(5,611)</b>	<b>(110,700)</b>	<b>-</b>	<b>169,449</b>
NNU001	Unrestricted	102,564	168,875	(175,915)	(41,415)	-	54,109
	<b>Grand total</b>	<b>181,909</b>	<b>375,290</b>	<b>(181,526)</b>	<b>(152,115)</b>	<b>-</b>	<b>223,558</b>

**The Ickle Pickle Partnership Limited**  
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**4. Reconciliation of movement in funds (continued)**

Year Ended 31 December 2023	As at 1 Jan 2023 £	Income Generated £	Costs Incurred £	Donations £	Transfers £	As at 31 Dec 2023 £
St Georges	150	97	-	-	-	247
Portsmouth	15,984	15,814	(977)	(21,887)	-	8,934
LNTS	21,776	106	-	(31,451)	-	(9,569)
Birmingham	110	-	-	-	-	110
Pembury	1,516	1,214	(48)	(1,437)	-	1,245
Chichester	2,266	1,156	(82)	(3,009)	-	331
Southampton	221	32,191	(4)	(31,349)	-	1,059
Arrowe Park	(6)	-	-	-	-	(6)
Calderdale	(46)	-	-	-	-	(46)
Middlesbrough	39	-	-	-	-	39
UCLH	2,001	1,000	-	-	-	3,001
Whipps Cross	7,606	131	(8)	(2,403)	-	5,326
Winchester	1,595	138	(11)	(1,665)	-	57
Chelsea & Westminster	34	48	-	-	-	82
Ormskirk	-	270	-	-	-	270
Southend	91	-	-	-	-	91
Royal Cornwall	695	-	-	(558)	-	137
University Hospital Lewisham	3,060	7,213	(264)	(6,408)	-	3,601
Queen Charlotte	-	-	-	-	-	-
Basingstoke	(42)	95	-	-	-	53
Bristol	-	29	-	-	-	29
Frimley Park	55	500	-	-	-	555
Worthing	(11)	4,830	(7)	-	-	4,812
Leicester Royal	274	-	-	-	-	274
SONeT	72	-	-	-	-	72
Kings College	38,074	9,738	(294)	-	-	47,518
Queen Elizabeth	1,176	3,946	(130)	(3,166)	-	1,826
Queens Hospital Romford	334	-	-	-	-	334
Croydon University Hospital	2,907	9,660	(316)	(4,216)	-	8,035
Homerton Hospital	(12)	-	-	-	-	(12)
Epsom	524	2,220	-	(1,882)	-	862
St Helier	537	2,589	(121)	(4,486)	-	(1,481)
Embrace	1,731	-	-	(550)	-	1,181
Dorchester	-	378	-	-	-	378
<b>Total restricted</b>	<b>102,711</b>	<b>93,363</b>	<b>(2,262)</b>	<b>(114,467)</b>	<b>-</b>	<b>79,345</b>
Unrestricted	76,877	193,642	(160,035)	(7,920)	-	102,564
<b>Grand total</b>	<b>179,588</b>	<b>287,005</b>	<b>(162,297)</b>	<b>(122,387)</b>	<b>-</b>	<b>181,909</b>

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**5. Support Costs**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Staff Costs	50,638	39,140
Independent Examiners' Fee	480	480
Printing, postage and stationery	1,171	603
Storage	2,517	3,180
Website and phone	2,438	1,432
Travel & Subsistence	2,757	2,190
Insurance	966	683
Staff Ent	866	516
Other	1,107	555
	<hr/>	<hr/>
	62,940	48,779
	<hr/>	<hr/>

**6. Employees**

Staff costs are apportioned between costs of charitable activities and support costs based on time spent on activities.

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Staff costs consist of:		
Wages and salaries	114,403	98,432
Social security costs	3,539	801
Other pension costs	2,937	2,578
	<hr/>	<hr/>
	120,879	101,811
	<hr/>	<hr/>

No employees received emoluments of more than £60,000. The average number of employees during the year was 6 (2023:5).

**7. Related party transactions**

During the year Rachael Marsh, a Trustee and Director of the Charity, received remuneration totalling £49,980 (2023: £45,830) and employer pension contributions totalling £1,499 (2023: £1,375) to perform the role of Operations Manager of the Charity. These payments have been approved and are provided for in the governing document of the charity.

In addition, one trustee, Rachael Marsh received expenses to the value of £1,251 (2023 £1,211). These expenses were incurred in relation to the organisation of fundraising events or in the day-to-day operations and governance of the charity. All expenses payments are reviewed and approved before being reimbursed.

**The Ickle Pickle Partnership Limited**  
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**8. Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of the Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

**9. Creditors: amounts falling due within one year**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade Creditors	4,567	-
Deferred Income	10,920	-
Accruals	480	480
Other Creditors	119	72
	<hr/>	<hr/>
	16,086	552
	<hr/>	<hr/>

Deferred income of £10,920 (2023: £nil) relates to amounts received in advance for ticket sales for the 2025 London Incubator Ball. As the event will be held in 2025, the associated income will be recognised in the Statement of Financial Activities in that financial year.