

LINK UP (UK)

England & Wales · Charity number 1147467

Details

Status	Registered
Legal form	Charitable company
Company number	07203872
Registered	2012-05-25
Register	View on the Charity Commission register

Contact

Address	40 Stapleton Hall Road London N4 3QG
Phone	07870633770
Email	info@greatbritishcommunity.org
Website	www.greatbritishcommunity.org

Activities

Objects: THE PROMOTION OF EQUALITY AND DIVERSITY FOR THE PUBLIC BENEFIT BY (IN PARTICULAR, BUT NOT EXCLUSIVELY):-(A) ADVANCING EDUCATION IN, AND RAISING AWARENESS OF, EQUALITY AND DIVERSITY AND NEGATIVE STEREOTYPING ISSUES;(B) PROMOTING ACTIVITIES TO FOSTER A POSITIVE UNDERSTANDING BETWEEN PEOPLE FROM DIVERSE BACKGROUNDS; AND(C) CULTIVATING A SENTIMENT AMONGST THE PUBLIC IN FAVOUR OF EQUALITY AND DIVERSITY.

Activities: Link Up (UK) offers a new approach to dealing with issues of citizenship and belonging. Developing projects that promote a sense of community and belonging ? and therefore combat a segregated society - by showing the benefits that diversity has brought to Britain both historically and today.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Arts/culture/heritage/science, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£43,100	£40,606	-	-
2024-03-31	£4,791	£4,638	-	-
2023-03-31	£3,900	£4,247	-	-
2022-03-31	£2,100	£3,135	-	-
2021-03-31	£2,500	£2,183	-	-

Trustees

Name	Role	Appointed
Anjali Greenwell		2014-09-02
DR VICTOR PAUL OLISA		2012-05-22
Dr JANE LESLEY CLEMENTS MBE		2012-08-14
Dr SUSAN ELIZABETH SMEDLEY		2012-05-22

LINK UP (UK)

England & Wales - Charity number 1147467

Accounts



**TRUSTEES' ANNUAL REPORT
WITH ANNUAL ACCOUNTS
FOR
LINK UP (UK)**

**For the Financial Year
1ST APRIL 2024 – 31ST MARCH 2025**

**Registered Charity no: 1147467
Limited Company no: 07203872**

Patrons:

**Krista Brown
Lord Dennis Stevenson**

Ambassador:

Lord Ahmad of Wimbledon

Trustees:

**Dr Jane Clements (Treasurer)
Mrs Anjali Greenwell
Dr Victor Olisa (Chair)
Dr Susan Smedley (Secretary)**

Examiner:

**Sav Nicotra, Connect Accounting, Rear of Raydean House, 15 Western Parade,
Barnet, EN5 1AH.**

Link Up (UK)
Elizabeth House, c/o 40 Stapleton Hall Road, London, N4 3QG
Contact – 07870 633770 – info@greatbritishcommunity.org
www.greatbritishcommunity.org

OBJECTIVES AND ACTIVITIES

Link Up (UK) is a registered charity that was set up to combat prejudice and discrimination.

Our Vision:

A vibrant cohesive society where all are valued, irrespective of ethnicity, religion or any other perceived differences.

Mission Statement:



Responding to the following needs:

- **DISCRIMINATION** - Prejudice and discrimination towards people from ethnic and culturally diverse backgrounds is still prevalent in our society
- **MISINFORMATION** - There is a rising trend in identifying diversity and multiculturalism as a negative force in Great Britain. This perception threatens our community cohesion.
- **INFLAMMATION** - This inflammatory message is compounded by elements of the media and extremist organisations
- **SEGREGATION** - Some parts of the UK are increasingly segregated and there is a climate of fear and distrust of 'otherness' from established communities
- **MISUNDERSTANDING** - there is a lack of understanding between different communities and little work being done around shared ideals and belonging for our communities.

Our Aims:

- To promote awareness and respect for the contribution that different communities have made and continue to make to the history and traditions of Britain.
- To combat prejudice, negative stereotypes and discrimination.
- To build a shared sense of belonging, by engaging with those who feel concerned about their stake in society.
- To increase our impact by developing effective partnerships with communities and cross sector organisation.
- Continually looking for innovative ways to bring communities together

STRUCTURE, GOVERNANCE AND MANAGEMENT

Link Up (UK) is both a Charity and a Company Limited by Guarantee. During the financial year 2024/2025 it was run the CEO – Michelle Lawrence - who was supported by a team of volunteers.

The CEO reports into the Board of Trustees who meet quarterly, all of whom are registered with both the Charity Commission and Companies House. The Trustees retain overall control of Link Up (UK), and are responsible for ensuring compliance with financial, charitable and company legislation. The day to day decision making and running of the organisation is delegated to the CEO. Trustee's responsibilities are outlined in the Articles of Association for a Charitable Company Limited by Guarantee.

DIRECTORS REPORT

Outlined on the following pages are a summary of the activities and finances of Link Up (UK):

Activities 2024/2025

Connect The Dots

This initiative was created to help bring cross sector organisations together to solve problems in local areas. This is generated a high level of interest from companies who see that this framework may help them to create meaningful Social Value initiatives.

Link Up (UK) had been commissioned by National Highways to do research with both their suppliers and with VCSE organisations to look at the issues they face with Social Value.

Subsequently, Link Up (UK) has joined the National Social Value Taskforce and sits on their working group for the VCSE sector.

Link Up (UK) projects

The team have been continuing to develop the IDBand, the Education Materials, the Family Tree Programme and the Myth Busting Quizzes.

Team

We continue to be hugely thankful to our team. From our Board members to our Patrons, Advisors, staff, interns and volunteers – we have been incredibly fortunate for their dedication and support.

This year we would particularly like to thank:

- Simi Belo
- Steve Sedor
- Mandip Sahota
- Lynne Thomas

ANNUAL ACCOUNTS**INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31ST MARCH 2025**

	<u>2025</u>		<u>2024</u>	
INCOME				
Director Expenses (Expenses paid by M Lawrence)				
Director Loan Repayment (M Lawrence)	(2,500)		(3,500)	
Donations (less loan repayment)	45,600		4,791	
Other income – Gift Aid refund	-----		-----	
		43,100		1,291
LESS: EXPENDITURE				
Accountancy	156		156	
Bank Charges	0		0	
Cleaning	0		0	
Project Costs	39,862		751	
Computer Expenses	381		120	
Insurance	0		0	
Legal & Professional	0		0	
Marketing, Publishing and Publicity	0		0	
Paypal & Credit Card Charges	0		0	
Printing, Postage & Stationery	0		0	
Office costs including Rent/Rates	31		50	
Repairs and Maintenance	0		0	
Salaries	0		0	
Seminars & Events	0		0	
Staff Recruitment	0		0	
Sundry	0		0	
Telephone & Internet	0		0	
Travel	126		0	
Website Design and Management	0		0	
Training	0		0	
Furniture & Fittings Depreciation	11		13	
Plant & Equipment Depreciation	38		48	
	-----		-----	
		40,606		1,138
		(2,494)		(153)

BALANCE SHEET
AS AT 31ST MARCH 2025

	2025			2024		
	Plant & Equipment	Furniture & Fittings	Total	Plant & Equipment	Furniture & Fittings	Total
FIXED ASSETS						
Opening Fixed Assets	2,396	778	3,174	2,396	778	3,174
Assets Purchased during Year	0	0	0	0	0	0
Total Cost of Fixed Assets	2,396	778	3,174	2,396	778	3,174
Depreciation of Fixed Assets Brt Forward	(2,206)	(725)	(2,931)	(2,158)	(712)	(2,870)
Depreciation of Fixed Assets	(38)	(11)	(49)	(48)	(13)	(61)
Net Book Value	152	42	194	190	53	243

CURRENT ASSETS

Bank Account	3,256	714
Base Rate Reward Account	53	53
	<u>3,309</u>	<u>767</u>

CURRENT LIABILITIES

Bank Account		
Accruals	156	156
	<u>156</u>	<u>156</u>
	3,153	611
	<u>3,348</u>	<u>854</u>

CAPITAL

Profit and Loss Account Brought Forward	854	701
Profit and Loss Account FOR THIS YEAR	2,494	153
	<u>3,348</u>	<u>854</u>

For the financial year 2024/2025, the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board

Signed



15 December 2025

Jane Clements, Director

Date

We continue to be very grateful for the in kind support that we have continued to receive:

This in-kind support has a huge value to the organisation, and whilst it does not sit in the accounts, it should be noted. In 2024/2025 Link Up (UK) has received in kind support to the following value:

	£	Notes
Chief Executive	50,000	The Chief Executive works full time and will continue to offer her time for free until funding can be identified.
Volunteers	8,500	The Heritage Lottery values volunteering on the following basis: Professional services = up to £350 a day Skilled labour = £150 a day Unskilled labour = £50 a day Over the course of the year, Link Up (UK) has benefitted from the following levels of volunteering: Professional services @ £350 a day X 20 days = 7,000 Skilled labour @ £150 a day X 10 days = 1,500
TOTAL	£58,500	

In addition, we have made extensive use of the many free services that are offered to the voluntary sector including a Google Adwords grant which has a value of \$10,000 a month and our free database from Salesforce. As an organisation Link Up (UK) is dedicated to finding the most cost-effective ways of delivering our services. Whilst we will be looking to gain funding to pay for development of our programmes, we will still ensure to use whatever in-kind support that we can.

Reserves Policy

The Trustees will be agreeing a reserves policy that will ratify the need to have reserves sufficient to cover three months' running costs of the charity. This policy will be underwritten by a High Value Donor who has already pledged to cover the reserves policy.

Funding sources

The majority of the charity's income has come through donations from Trusts and individuals.

Investment policy and objectives

The charity has no long-term investments. All cash reserves are held in the Barclays bank account.

PLANS FOR 2025/2026

In the coming year, Link Up (UK)'s aims are as follows:

- To get the funding to run a pilot of Connect The Dots
- This in turn will help build a sustainable source of income for the charity
- To build a team to run other Link Up (UK) projects
- To further establish the organisational track record and build our presence on social media.
- To develop and grow support for the charity – both financial and in terms of developing partnership working.
- To generate new programme concepts and progress existing project strands.

STATEMENT OF TRUSTEES RESPONSIBILITIES

The charity trustees are responsible for preparing an annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

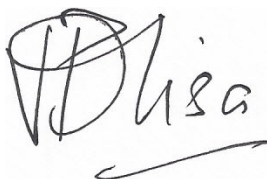
The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 1993, the Charity (Accounts and Reports) regulations 2008 and the provisions of the trust deed. The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees have considered the guidance provided by the Charity Commission with regard to meeting the public benefit objective. On reviewing their activities, the Trustees believe that Link Up (UK) is acting for the benefit of the public.

The trustees for the purposes of charity law who served during the year and up to the date of this report are set out on page 1.

Approved by the trustees and signed on its behalf by:



Dr Victor Olisa
Chair

15 December 2025

Date

EXAMINER'S UNQUALIFIED REPORT (FOR A COMPANY CHARITY)

Independent examiner's report to the trustees of

"Link Up (UK)"

I report on the accounts of the company for the year ended 31st March 2025, which are set out on the accompanying pages+.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Name: Mr Sav Nicotra

Signature:



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Relevant professional qualification or body: Institute of Financial Accountants

Address: Connect Accounting, Rear of Raydean House, 15 Western Parade, Barnet, EN5 1AH

Date: 12 December 2025