



Your Local
Cancer Charity

Trustees Annual Report 2025

The Pink Place

The Orchard, White Hart Lane, Basingstoke RG21 4AF

Charity Reg. No. 1153494

Company No: 08326594



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Introduction

An estimated one-in-two of us will be diagnosed with some form of Cancer in our lifetime. That's why it's so important for us to continue offering wellbeing services to people in our community going through treatment.

Emotional support is essential during such a difficult time and our aim is to be there for as many people as possible, with one eye on a sustainable long-term outlook for the running of the charity.

It costs us around £129,000 each year to deliver our free, high-quality support for women living with cancer. Funding is provided by grants, donations and fundraising, and it is only through the generosity of our community, volunteers and other supporters that we are able to continue this work into our 15th year.

Our services provide benefits that can help people (particularly following medical treatments) to develop emotional resilience, a sense of well-being, and personal belief and we review these annually to understand the need and demand. We reflect on what has been achieved and the difference we are making to the women we support in Basingstoke and the neighbouring areas. We accomplish this by regularly monitoring management data and, more importantly, seeking feedback from service users, volunteers, and partners.

The Trustees, who are Directors for the purposes of company law, present their annual report with the financial statements for the year ended 31st March 2025.



Chair Report

The charity has encountered various challenges during 2024 and the first half of 2025, which have put pressure on the running of the organisation and the services it offers. Total income was down significantly from 23-24, mainly due to the increased competition for grants and a reduction in available grant funding in the Health and Wellbeing sector.

We also saw changes in our board of trustees with two long-term trustees, Wendy Lee and Richard Birkin, retiring after 14 years of dedicated service, and we would like to take this opportunity to acknowledge and thank them for their many years of valued support. Thanks also to Elspeth Mackeggie Gurney and Lesley Murphy, both of whom made significant contributions and will be sorely missed.

These changes to the board of trustees highlighted a specific issue with our governance, which in turn hampered a grant opportunity. This was rectified at an EGM during the year to change our articles to establish a minimum of three trustees instead of five, which was deemed more relevant for a charity of this size.

During the first quarter of 2025, the board of trustees took the difficult decision to close our Alton Wellbeing sessions and our provision for men - The Blue Space. Making these tough choices has allowed us the opportunity to step back and focus on our core competencies to ensure we offer maximum value to those who need it most for many years to come.

Although I am personally relatively new to the charity, having joined as a trustee in October 2023, and after having been through quite a challenging year, I am still incredibly positive about where we now find ourselves as a charity with a much clearer vision of the future.

During Q2 of 2025, we welcomed three new trustees to the board to broaden our expertise across business, fundraising and cancer support services, with the appointment of Kevin Croombs, Gary Livingstone and Eileen Stonock. I am pleased to report that they are already having an impact on the way we run as a charity, helping us to identify opportunities to ensure the relevance and longevity of The Pink Place.

Despite the challenge of increased costs for the financial year, which are up 12% on last year and 43% from two years ago, our ability to fundraise has improved with a wider profile for the charity and a focus on maximising income, specifically with a growth in business connections.

Therefore, I am positive for the future, if not excited. We have already introduced a new, more relevant brand, which was 100% funded by local businesses through donations, expertise and time. So, with a clearer outlook, the trustees are now focused on three core objectives for the coming year:

- **Establish a stable structure for our staff. They work tirelessly to deliver a lot with a little and we are committed to offering maximum support that is relevant to the work they do.**
- **To better understand our service offering in collaboration with our stakeholders (especially the ladies who rely on our support), with a view to developing further what we offer and how we deliver it.**
- **Continue to develop the new brand with increased promotion and profile building for fundraising and growing connections, and also to become more visible to those who need our services.**

Craig Killick
Chair of Trustees

The Charity

Throughout the year, we have continued to deliver our core range of services, including complementary therapies, counselling, hair, skin and nail advice, and a variety of social and wellbeing sessions. These support services are offered primarily from our central office and therapy base, with additional wellbeing sessions held at a community venue in Basingstoke. (We refer to our service users as guests.)

Our Team

We have a small but dedicated team of three skilled staff members who work closely together to ensure the smooth operation and delivery of our services. Together, this team not only manages the day-to-day activities of The Pink Place but also actively engages with our guests, volunteers, healthcare organisations, and the wider community.



Kay Alsop
Operations Manager



Nicola Middleton
Therapist Manager



Christine Griffiths
Business &
Fundraising Manager

**On average
38 volunteer
hours were
donated each
week.**

This is additional to the many volunteer hours given to fundraising and events.



Our Volunteers

We recognise that the backbone of The Pink Place lies in our incredible volunteers whose commitment, time and expertise are essential to the delivery of our core services, including:

- **Counselling and complementary therapy sessions**
- **Mindfulness, yoga and wellbeing activities**
- **Hair, skin, and nail advice**
- **Events and fundraising activities**
- **Serving refreshments and baking cakes, and providing a welcoming environment at all our wellbeing sessions**
- **Bookkeeping and admin support**

Complementary Therapy Provision

Our Complementary Therapy provision has grown with the addition of further treatments, including Aromatherapy and Holistic Facials. This means we have a wider variety of services available to our guests, supporting them to manage a range of side effects of cancer treatments as well as some much-needed pampering and care.

We have introduced a series of wellbeing workshops giving advice, and self-care tips – topics have included facial skincare, aromatherapy, hand and nail care and managing hair loss. These are offered to small groups and also provide another opportunity for guests to share experiences and support each other.

We have a team of volunteer therapists who generously give their time to support our guests, as well as a growing network of trusted partners that we are able to signpost our guests to. These include wig services, permanent makeup and post-surgery underwear.



Impact & Achievement

Demand for Support

New guests using The Pink Place services are up 21.6% for the first half of 2025 compared to the same period in 2024.

Initial enquiry to guest take-up has also improved by 10.6%, which would suggest our messaging is clearer and our processes more effective.

Wellbeing Sessions

Users of the wellbeing sessions in Basingstoke were up 9.25% for the first half of 2025 compared to the same period in 2024.

Due to a range of factors, specifically resource limitations, the trustees decided in Q1 of 2025 that the twice-monthly Alton coffee-morning sessions would cease in May 2025. Current Alton Pink Place Guests are still able to utilise the full range of Pink Place services that are delivered online or from one of our Basingstoke locations.

Despite our best efforts to engage with men with cancer, and due to minimal take up over its lifespan, it was also decided to cease support for men in May 2025 and stop promoting The Blue Space.

These two difficult decisions will allow the charity to focus on improving and developing its core services within the strict financial and staff time limitations we find ourselves imposed by.

Other Core Services

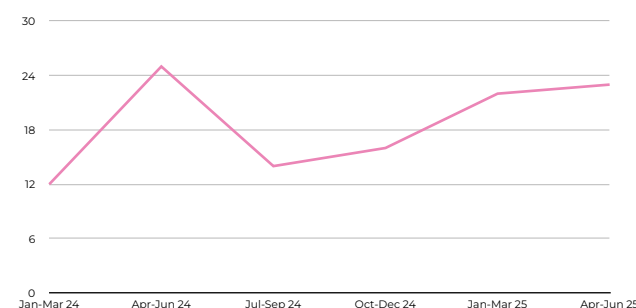
Other core services delivered by the charity have also been measured, demonstrating the versatility of our offering. This will help us to understand more about the demand and value for each of our services to develop our overall offering.

Service Development

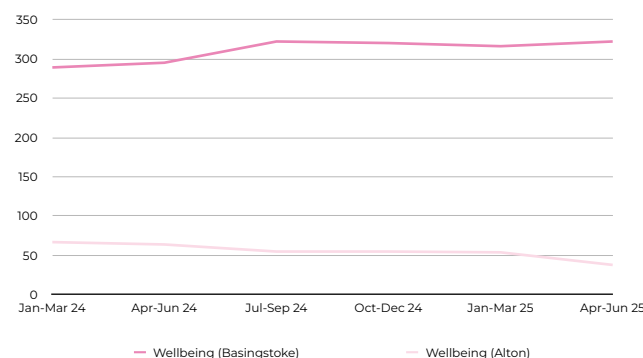
One of the major projects that has been identified for Q1 of 2026 is to engage with our users/guests and other stakeholders to better understand the impact of the services we offer and to help establish a clearer path as to how these services should be developed.

This will be focused on the wellbeing impact of the services and will be developed in a transparent collaboration with all stakeholders, especially guests of each service.

New Guests Utilising Pink Place Services (by quarter)



Number of Guests Attending Wellbeing Sessions (by quarter)



Our Guests

Behind everything we do as a charity is a person whose life we are looking to add value to at a very difficult time with our range of services.



We rely on feedback from our guests to understand if we are having the impact we strive for. Here are just two examples from ladies who have just finished using our services:

I can't believe it's three years since I first walked into your group. Joining this group was the best thing I could ever have done.

From the moment I walked in the welcome and warmth I felt from everyone was overwhelming, being surrounded by people who truly understood how I felt was such a help, my family and friends are very supportive but couldn't begin to understand how I felt. Emotional support, shared stories and practical advice made a huge difference in my life.

To anyone considering joining the Pink Place I would say do, these ladies know what you're going through and will give you so much support. I for one am deeply grateful for the support I have received

Saying thank you just doesn't seem to be enough, I don't know how I would have coped. I wish the Pink Place well and hope you can continue the brilliant work you do. Thank you so much.

I can't begin to express how deeply grateful I am for the incredible support you've provided me during my breast cancer journey. Your kindness, compassion, and unwavering encouragement from my first meeting when I was at my lowest, have been a beacon of light during some of my toughest moments.

You have given me the help and support I really didn't think I needed. (I definitely needed it!!)

Through this experience, I've not only found strength and hope but also something truly special too ... friendships that will last a lifetime. and I owe so much of that to the incredible community you've built.

Thank you for the extraordinary Bingo , quizzes , trips, massages, yoga and countless other activities. Also for being a safe haven, a source of inspiration, and a huge reminder that I'm never alone From the bottom of my heart, I am forever thankful.

Principal Funding Sources

The Pink Place relies on fundraising to provide its services, requiring a dedicated staff resource to help achieve this. Like other organisations, the Pink Place continues to operate in a climate of limited funding with ever-increasing demand for major and small grant schemes as well as corporate and individual giving. This can make it difficult to plan or significantly develop services confidently.

Despite this challenging funding environment, The Pink Place continues to identify and apply for relevant grants to help fund our services and projects.

Grants aside, our income is up 28.84% on 23-24 through donations, corporate support, lotteries, sales and fundraising events.

We have also identified a need to utilise our reserves more effectively by changing banking providers and opening a savings account with CAF Bank, thereby making the most of the money we hold without incurring any unnecessary risk.

Regular and diverse fundraising events, including a Golf Day supported by local companies and individuals, numerous Skydives, and a wonderful fashion show involving our guests and supported by Basingstoke Firefighters, have been crucial in generating community support.

Strategic initiatives reflect a multi-pronged approach to secure necessary resources and expand awareness amidst ongoing funding challenges. Particular effort has been focused on further developing corporate partnerships, which has yielded positive outcomes, especially a charity of the year partnership with Philips Law and local support for our rebranding project.

The Pink Place continues to actively collaborate with other health and cancer-related providers, including Hampshire Hospitals NHS Foundation Trust and Macmillan Cancer Support, to ensure coordinated support for those in our community living with cancer.



Financial Summary

The income of the charity fell by £22,772 to £94,590 for the year to 31st March 2025, compared to year ended 31st March 2024, owing mainly to a failure to secure any significant grants. Expenditure at £128,659 was £13,946 higher than in the previous year, mainly as a result of increased cost of fundraising activity and staff costs. The charity's expenditure exceeded its income by £34,069 in the year.

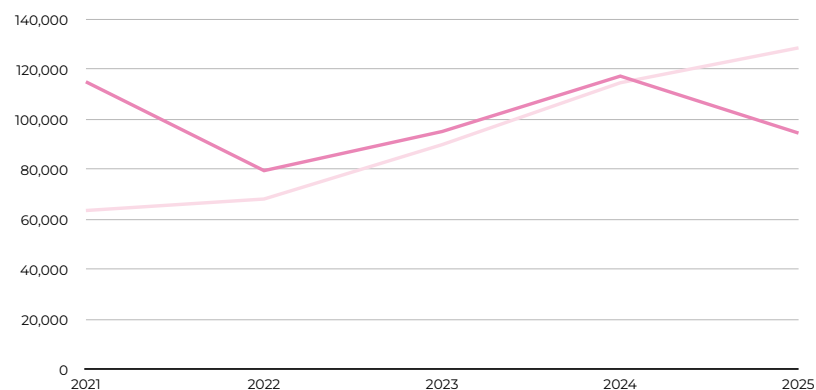
The forecast for year ended 31st March 2026 looks much improved and the trustees expect to achieve a net increase in funds during the year, having already received a sizeable grant and a significant legacy gift.

Reserves

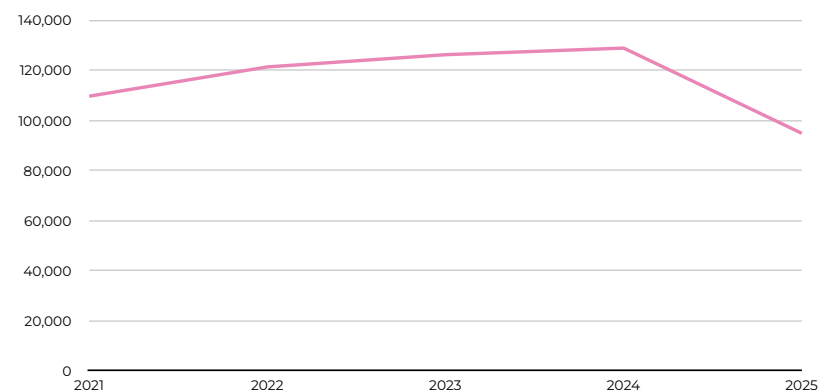
Reserves are £94,873 at the balance sheet date, including unrestricted reserves of £82,164 and restricted reserves of £12,709, down as a total by 26.42% on the previous year. – Reserves are expected to return in line with previous levels during the year to 31st March 2026.

The Trustees have reviewed the charity's need for reserves in line with the guidance of the Charity Commission and have set a policy that reserves should not fall below £70,000, to safeguard the commitment to provision of services to beneficiaries for at least a six-month period.

Income v Expenditure



Reserves



Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of The Pink Place for the purposes of company law) are responsible for preparing the financial statements and trustees' report in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company Law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements the trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business
- The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and ensure that the financial statements comply with the Companies Act 2006.
- They 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.

Public Benefit

In setting its plans and priorities for areas of work, the Trustees of The Pink Place have regard to the guidance of the Charity Commission on public benefit and confirm they have complied with section 17 of the Charities Act 2011. A principle of equity of access to the charity's services is upheld for any member of the public who needs them, irrespective of capacity, ethnicity, faith or socioeconomic status.

Summary

The Trustees believe the charity will continue as a going concern for a period of at least 12 months from the date of signing off the 2024-2025 accounts. These can be found on the [Charity Commission Website](#).

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory financial arrangements.



thepinkplace.org.uk

This annual report was kindly produced free of charge by Click 71, a company owned and managed by one of our trustees.

REGISTERED COMPANY NUMBER: 08326594 (England and Wales)
REGISTERED CHARITY NUMBER: 1153494

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 March 2025
for
THE PINK PLACE

B20 Limited
Chartered Certified Accountants
Charwell House
Wilsom Road
Alton
Hampshire
GU34 2PP

THE PINK PLACE

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THE PINK PLACE

Report of the Trustees for the Year Ended 31 March 2025

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 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objectives of the charity are to relieve the need of those experiencing Cancer within a palliative setting by the provision of counselling, social and interest activities, information and advice, practical support and assistance, complementary therapies directed to relieving their needs (including Mindfulness, Reflexology, skincare and nail care, hair advice and Yoga) and other services as may provide benefits to those in such need particularly following medical treatment to help develop emotional resilience, a sense of wellbeing and personal belief

Public benefit

In setting its plans and priorities for areas of work, the Trustees of The Pink Place have regard to the guidance of the Charity Commission on public benefit and confirm they have complied with section 17 of the Charities Act 2011.

A principle of equity of access to the charity's services is upheld to any member of the public who needs them, irrespective of capacity, ethnicity, faith or social economic activity.

FINANCIAL REVIEW

Financial position

Income of the charity fell by £22,772 compared to 2024 owing mainly to increased difficulty in obtaining grants.

Expenditure at £128,659 was £13,946 higher than in the previous year, mainly as a result of increased cost of fundraising activity. The charity's expenditure exceeded its income by £34,069 during the year.

Reserves are £94,873 at the balance sheet date made up of unrestricted reserves of £82,164 and restricted reserves of £12,709.

Reserves policy

The Trustees have reviewed the charity's need for reserves in line with the guidance of the Charity Commission and have set a policy that reserves should not fall below £70,000. This is in order to safeguard the commitment to the provision of service to beneficiaries for at least a 6 month period.

Going concern

The Trustees believe the charity will continue as a going concern for a period of at least 12 months from the date of signing these accounts.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is constituted as a company limited by guarantee and is governed by a memorandum and articles of association.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

08326594 (England and Wales)

Registered Charity number

1153494

Registered office

The Orchard
White Hart Lane
Basingstoke
RG21 4AF

THE PINK PLACE

**Report of the Trustees
for the Year Ended 31 March 2025**

Trustees

R V Birkin (resigned 18.11.24)

J A Boots

C S Killick

W E Lee (resigned 18.11.24)

E M Mackeggie Gurney (resigned 6.12.24)

L Murphy (resigned 31.5.25)

Company Secretary

Independent Examiner

B20 Limited

Chartered Certified Accountants

Charwell House

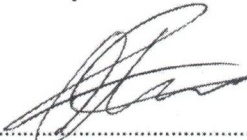
Wilsom Road

Alton

Hampshire

GU34 2PP

Approved by order of the board of trustees on **18th August 2025** and signed on its behalf by:



.....
C S Killick - Trustee

**Independent Examiner's Report to the Trustees of
THE PINK PLACE**

Independent examiner's report to the trustees of THE PINK PLACE ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

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.



Mrs Caroline Scull FCCA

B20 Limited
Chartered Certified Accountants
Charwell House
Wilsom Road
Alton
Hampshire
GU34 2PP

Date:5/9/2025.....

THE PINK PLACE

**Statement of Financial Activities
for the Year Ended 31 March 2025**

	Notes	Unrestricted fund £	Restricted fund £	31.3.25 Total funds £	31.3.24 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		56,070	2,870	58,940	82,344
Charitable activities					
Activities and sessions		6,759	-	6,759	6,580
Other activities	2	28,349	-	28,349	27,884
Investment income	3	<u>542</u>	<u>-</u>	<u>542</u>	<u>554</u>
Total		<u>91,720</u>	<u>2,870</u>	<u>94,590</u>	<u>117,362</u>
EXPENDITURE ON					
Raising funds	4	35,130	2,437	37,567	27,907
Charitable activities					
Activities and sessions		83,280	5,550	88,830	82,864
Other		<u>2,262</u>	<u>-</u>	<u>2,262</u>	<u>3,942</u>
Total		<u>120,672</u>	<u>7,987</u>	<u>128,659</u>	<u>114,713</u>
NET INCOME/(EXPENDITURE)		(28,952)	(5,117)	(34,069)	2,649
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>111,116</u>	<u>17,826</u>	<u>128,942</u>	<u>126,293</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>82,164</u></u>	<u><u>12,709</u></u>	<u><u>94,873</u></u>	<u><u>128,942</u></u>

The notes form part of these financial statements

THE PINK PLACE

Balance Sheet 31 March 2025

	Notes	Unrestricted fund £	Restricted fund £	31.3.25 Total funds £	31.3.24 Total funds £
FIXED ASSETS					
Tangible assets	8	108	3,711	3,819	3,379
CURRENT ASSETS					
Cash at bank and in hand		84,761	8,998	93,759	126,984
CREDITORS					
Amounts falling due within one year	9	(2,705)	-	(2,705)	(1,421)
NET CURRENT ASSETS		<u>82,056</u>	<u>8,998</u>	<u>91,054</u>	<u>125,563</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>82,164</u>	<u>12,709</u>	<u>94,873</u>	<u>128,942</u>
NET ASSETS		<u>82,164</u>	<u>12,709</u>	<u>94,873</u>	<u>128,942</u>
FUNDS	10				
Unrestricted funds				82,164	111,116
Restricted funds				<u>12,709</u>	<u>17,826</u>
TOTAL FUNDS				<u>94,873</u>	<u>128,942</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that 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 charitable 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 charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on **18th August 2025**..... and were signed on its behalf by:


.....
C S Killick - Trustee

The notes form part of these financial statements

THE PINK PLACE

Notes to the Financial Statements for the Year Ended 31 March 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. 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

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

Plant and machinery	- 33% on cost
Computer equipment	- 33% on cost

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.

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

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

THE PINK PLACE

Notes to the Financial Statements - continued for the Year Ended 31 March 2025

2. OTHER ACTIVITIES

	31.3.25	31.3.24
	£	£
Fundraising events	25,200	25,190
Lotteries, sales and subs	<u>3,149</u>	<u>2,694</u>
	<u>28,349</u>	<u>27,884</u>

3. INVESTMENT INCOME

	31.3.25	31.3.24
	£	£
Deposit account interest	<u>542</u>	<u>554</u>

4. RAISING FUNDS

Raising donations and legacies

	31.3.25	31.3.24
	£	£
Staff costs	23,670	23,200
Fundraising costs	11,039	4,647
Support costs	<u>2,858</u>	<u>60</u>
	<u>37,567</u>	<u>27,907</u>

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	31.3.25	31.3.24
	£	£
Depreciation - owned assets	<u>2,858</u>	<u>1,854</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees' expenses

There were no trustees' expenses, incurred in the performance of their duties as Trustees, paid for the year ended 31 March 2025 nor for the year ended 31 March 2024.

THE PINK PLACE

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

7. STAFF COSTS

	31.3.25	31.3.24
	£	£
Wages and salaries	79,394	71,114
Other pension costs	<u>6,012</u>	<u>5,736</u>
	<u>85,406</u>	<u>76,850</u>

The average monthly number of employees during the year was as follows:

	31.3.25	31.3.24
Staff	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

8. TANGIBLE FIXED ASSETS

	Plant and machinery £	Computer equipment £	Totals £
COST			
At 1 April 2024	5,008	1,258	6,266
Additions	<u>601</u>	<u>2,697</u>	<u>3,298</u>
At 31 March 2025	<u>5,609</u>	<u>3,955</u>	<u>9,564</u>
DEPRECIATION			
At 1 April 2024	1,947	940	2,887
Charge for year	<u>1,869</u>	<u>989</u>	<u>2,858</u>
At 31 March 2025	<u>3,816</u>	<u>1,929</u>	<u>5,745</u>
NET BOOK VALUE			
At 31 March 2025	<u>1,793</u>	<u>2,026</u>	<u>3,819</u>
At 31 March 2024	<u>3,061</u>	<u>318</u>	<u>3,379</u>

THE PINK PLACE

Notes to the Financial Statements - continued
for the Year Ended 31 March 2025

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.25	31.3.24
	£	£
Social security and other taxes	1,955	555
Accrued expenses	<u>750</u>	<u>866</u>
	<u>2,705</u>	<u>1,421</u>

10. MOVEMENT IN FUNDS

	At 1.4.24	Net movement in funds	At 31.3.25
	£	£	£
Unrestricted funds			
General fund	111,116	(28,952)	82,164
Restricted funds			
Restricted Fund	17,826	(5,117)	12,709
	<u>128,942</u>	<u>(34,069)</u>	<u>94,873</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	91,720	(120,672)	(28,952)
Restricted funds			
Restricted Fund	2,870	(7,987)	(5,117)
	<u>94,590</u>	<u>(128,659)</u>	<u>(34,069)</u>

Comparatives for movement in funds

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
Unrestricted funds			
General fund	122,703	(11,587)	111,116
Restricted funds			
Restricted Fund	3,590	14,236	17,826
	<u>126,293</u>	<u>2,649</u>	<u>128,942</u>

THE PINK PLACE

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

10. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	69,888	(81,475)	(11,587)
Restricted funds			
Restricted Fund	47,474	(33,238)	14,236
TOTAL FUNDS	<u>117,362</u>	<u>(114,713)</u>	<u>2,649</u>

11. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2025.

THE PINK PLACE

Detailed Statement of Financial Activities for the Year Ended 31 March 2025

	31.3.25 £	31.3.24 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	44,131	23,362
Corporate donations	12,838	13,508
Grants	<u>1,971</u>	<u>45,474</u>
	58,940	82,344
Other activities		
Fundraising events	25,200	25,190
Lotteries, sales and subs	<u>3,149</u>	<u>2,694</u>
	28,349	27,884
Investment income		
Deposit account interest	542	554
Charitable activities		
Activities and trips	<u>6,759</u>	<u>6,580</u>
Total incoming resources	94,590	117,362
EXPENDITURE		
Raising donations and legacies		
Wages	21,883	21,460
Pensions	1,787	1,740
Fundraising costs	<u>11,039</u>	<u>4,647</u>
	34,709	27,847
Charitable activities		
Wages	49,447	42,189
Pensions	3,921	3,397
Volunteer costs	277	454
Activities costs	1,015	2,125
Session costs	<u>2,640</u>	<u>3,352</u>
	57,300	51,517
Support costs		
Management		
Wages	5,974	5,365
Pensions	132	431
Premises costs	20,836	20,402
Insurance	1,243	733
Telephone	471	435
Carried forward	28,656	27,366

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THE PINK PLACE

**Detailed Statement of Financial Activities
for the Year Ended 31 March 2025**

	31.3.25 £	31.3.24 £
Management		
Brought forward	28,656	27,366
Computer and stationery	538	453
Advertising	246	321
Sundries	179	26
Supervision	300	665
Bank charges	60	60
Payroll costs	<u>801</u>	<u>662</u>
	30,780	29,553
Governance costs		
Wages	2,090	2,100
Pensions	172	168
Accountancy fees	750	1,674
Depn of equipment	1,869	1,669
Depn of computer equip	<u>989</u>	<u>185</u>
	<u>5,870</u>	<u>5,796</u>
Total resources expended	<u>128,659</u>	<u>114,713</u>
Net (expenditure)/income	<u>(34,069)</u>	<u>2,649</u>

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REGISTERED COMPANY NUMBER: 08326594 (England and Wales)
REGISTERED CHARITY NUMBER: 1153494

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 March 2025
for
THE PINK PLACE

B20 Limited
Chartered Certified Accountants
Charwell House
Wilsom Road
Alton
Hampshire
GU34 2PP

THE PINK PLACE

Contents of the Financial Statements for the Year Ended 31 March 2025

	Page
Report of the Trustees	1 to 2
Independent Examiner's Report	3
Statement of Financial Activities	4
Balance Sheet	5
Notes to the Financial Statements	6 to 10
Detailed Statement of Financial Activities	11 to 12

THE PINK PLACE

Report of the Trustees for the Year Ended 31 March 2025

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 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objectives of the charity are to relieve the need of those experiencing Cancer within a palliative setting by the provision of counselling, social and interest activities, information and advice, practical support and assistance, complementary therapies directed to relieving their needs (including Mindfulness, Reflexology, skincare and nail care, hair advice and Yoga) and other services as may provide benefits to those in such need particularly following medical treatment to help develop emotional resilience, a sense of wellbeing and personal belief

Public benefit

In setting its plans and priorities for areas of work, the Trustees of The Pink Place have regard to the guidance of the Charity Commission on public benefit and confirm they have complied with section 17 of the Charities Act 2011.

A principle of equity of access to the charity's services is upheld to any member of the public who needs them, irrespective of capacity, ethnicity, faith or social economic activity.

FINANCIAL REVIEW

Financial position

Income of the charity fell by £22,772 compared to 2024 owing mainly to increased difficulty in obtaining grants.

Expenditure at £128,659 was £13,946 higher than in the previous year, mainly as a result of increased cost of fundraising activity. The charity's expenditure exceeded its income by £34,069 during the year.

Reserves are £94,873 at the balance sheet date made up of unrestricted reserves of £82,164 and restricted reserves of £12,709.

Reserves policy

The Trustees have reviewed the charity's need for reserves in line with the guidance of the Charity Commission and have set a policy that reserves should not fall below £70,000. This is in order to safeguard the commitment to the provision of service to beneficiaries for at least a 6 month period.

Going concern

The Trustees believe the charity will continue as a going concern for a period of at least 12 months from the date of signing these accounts.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is constituted as a company limited by guarantee and is governed by a memorandum and articles of association.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

08326594 (England and Wales)

Registered Charity number

1153494

Registered office

The Orchard
White Hart Lane
Basingstoke
RG21 4AF

THE PINK PLACE

**Report of the Trustees
for the Year Ended 31 March 2025**

Trustees

R V Birkin (resigned 18.11.24)

J A Boots

C S Killick

W E Lee (resigned 18.11.24)

E M Mackeggie Gurney (resigned 6.12.24)

L Murphy (resigned 31.5.25)

Company Secretary

Independent Examiner

B20 Limited

Chartered Certified Accountants

Charwell House

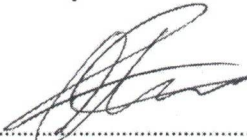
Wilsom Road

Alton

Hampshire

GU34 2PP

Approved by order of the board of trustees on **18th August 2025** and signed on its behalf by:



.....
C S Killick - Trustee

**Independent Examiner's Report to the Trustees of
THE PINK PLACE**

Independent examiner's report to the trustees of THE PINK PLACE ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

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.



Mrs Caroline Scull FCCA

B20 Limited
Chartered Certified Accountants
Charwell House
Wilsom Road
Alton
Hampshire
GU34 2PP

Date:5/9/2025.....

THE PINK PLACE

**Statement of Financial Activities
for the Year Ended 31 March 2025**

	Notes	Unrestricted fund £	Restricted fund £	31.3.25 Total funds £	31.3.24 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		56,070	2,870	58,940	82,344
Charitable activities					
Activities and sessions		6,759	-	6,759	6,580
Other activities	2	28,349	-	28,349	27,884
Investment income	3	<u>542</u>	<u>-</u>	<u>542</u>	<u>554</u>
Total		<u>91,720</u>	<u>2,870</u>	<u>94,590</u>	<u>117,362</u>
EXPENDITURE ON					
Raising funds	4	35,130	2,437	37,567	27,907
Charitable activities					
Activities and sessions		83,280	5,550	88,830	82,864
Other		<u>2,262</u>	<u>-</u>	<u>2,262</u>	<u>3,942</u>
Total		<u>120,672</u>	<u>7,987</u>	<u>128,659</u>	<u>114,713</u>
NET INCOME/(EXPENDITURE)		(28,952)	(5,117)	(34,069)	2,649
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>111,116</u>	<u>17,826</u>	<u>128,942</u>	<u>126,293</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>82,164</u></u>	<u><u>12,709</u></u>	<u><u>94,873</u></u>	<u><u>128,942</u></u>

The notes form part of these financial statements

THE PINK PLACE

Balance Sheet 31 March 2025

	Notes	Unrestricted fund £	Restricted fund £	31.3.25 Total funds £	31.3.24 Total funds £
FIXED ASSETS					
Tangible assets	8	108	3,711	3,819	3,379
CURRENT ASSETS					
Cash at bank and in hand		84,761	8,998	93,759	126,984
CREDITORS					
Amounts falling due within one year	9	(2,705)	-	(2,705)	(1,421)
NET CURRENT ASSETS		<u>82,056</u>	<u>8,998</u>	<u>91,054</u>	<u>125,563</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>82,164</u>	<u>12,709</u>	<u>94,873</u>	<u>128,942</u>
NET ASSETS		<u>82,164</u>	<u>12,709</u>	<u>94,873</u>	<u>128,942</u>
FUNDS	10				
Unrestricted funds				82,164	111,116
Restricted funds				<u>12,709</u>	<u>17,826</u>
TOTAL FUNDS				<u>94,873</u>	<u>128,942</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that 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 charitable 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 charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on **18th August 2025**..... and were signed on its behalf by:


.....
C S Killick - Trustee

The notes form part of these financial statements

THE PINK PLACE

Notes to the Financial Statements for the Year Ended 31 March 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. 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

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

Plant and machinery	- 33% on cost
Computer equipment	- 33% on cost

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.

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

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

THE PINK PLACE

Notes to the Financial Statements - continued for the Year Ended 31 March 2025

2. OTHER ACTIVITIES

	31.3.25	31.3.24
	£	£
Fundraising events	25,200	25,190
Lotteries, sales and subs	<u>3,149</u>	<u>2,694</u>
	<u>28,349</u>	<u>27,884</u>

3. INVESTMENT INCOME

	31.3.25	31.3.24
	£	£
Deposit account interest	<u>542</u>	<u>554</u>

4. RAISING FUNDS

Raising donations and legacies

	31.3.25	31.3.24
	£	£
Staff costs	23,670	23,200
Fundraising costs	11,039	4,647
Support costs	<u>2,858</u>	<u>60</u>
	<u>37,567</u>	<u>27,907</u>

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	31.3.25	31.3.24
	£	£
Depreciation - owned assets	<u>2,858</u>	<u>1,854</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees' expenses

There were no trustees' expenses, incurred in the performance of their duties as Trustees, paid for the year ended 31 March 2025 nor for the year ended 31 March 2024.

THE PINK PLACE

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

7. STAFF COSTS

	31.3.25	31.3.24
	£	£
Wages and salaries	79,394	71,114
Other pension costs	<u>6,012</u>	<u>5,736</u>
	<u>85,406</u>	<u>76,850</u>

The average monthly number of employees during the year was as follows:

	31.3.25	31.3.24
Staff	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

8. TANGIBLE FIXED ASSETS

	Plant and machinery £	Computer equipment £	Totals £
COST			
At 1 April 2024	5,008	1,258	6,266
Additions	<u>601</u>	<u>2,697</u>	<u>3,298</u>
At 31 March 2025	<u>5,609</u>	<u>3,955</u>	<u>9,564</u>
DEPRECIATION			
At 1 April 2024	1,947	940	2,887
Charge for year	<u>1,869</u>	<u>989</u>	<u>2,858</u>
At 31 March 2025	<u>3,816</u>	<u>1,929</u>	<u>5,745</u>
NET BOOK VALUE			
At 31 March 2025	<u>1,793</u>	<u>2,026</u>	<u>3,819</u>
At 31 March 2024	<u>3,061</u>	<u>318</u>	<u>3,379</u>

THE PINK PLACE

Notes to the Financial Statements - continued
for the Year Ended 31 March 2025

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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	<u>2,705</u>	<u>1,421</u>

10. MOVEMENT IN FUNDS

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TOTAL FUNDS			

THE PINK PLACE

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

10. MOVEMENT IN FUNDS - continued

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THE PINK PLACE

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Donations and legacies		
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Corporate donations	12,838	13,508
Grants	<u>1,971</u>	<u>45,474</u>
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THE PINK PLACE

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Pensions	172	168
Accountancy fees	750	1,674
Depn of equipment	1,869	1,669
Depn of computer equip	<u>989</u>	<u>185</u>
	<u>5,870</u>	<u>5,796</u>
Total resources expended	<u>128,659</u>	<u>114,713</u>
Net (expenditure)/income	<u>(34,069)</u>	<u>2,649</u>

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