



Corinium House, Barnwood Point Business Park, Corinium Avenue, Gloucester, GL4 3HX

## Trustees Annual Report 1<sup>st</sup> May 2020 - 30 April 2021

### Structure & Governance

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014. The Hollie Gazzard Trust is also the only share holder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7<sup>th</sup> July 2015.

The Trust is managed by the Board of Trustees, which meets on a regular basis throughout the year. A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors who's responsibility is to oversee the running and Governance of the Trading Company. In accordance with the 2006 Companies Act, the Trading Company is governed by Articles of Association.

### Trustees

Alison Hook (Chair)  
Faye Kamara  
Jon Rooke  
Sophie Perkins  
Kim Whalen-Blake  
Rebekah Grant  
Charlie Tilley (Resigned 17.02.21)

### Aims & Objectives of the Charity

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence through creating and delivering programmes on domestic abuse and promoting healthy relationships in schools and colleges.

In addition, it funds hairdressing training for young people who may not otherwise have the funds to study – Hollie was passionate about hairdressing and HGT enables others to follow their dream. HGT also campaigns to reduce anti-social behaviour and knife crime. The aim of the Trust is to positively change the lives of young people through partnerships in communities, as well as working alongside other charities and professional agencies.

HGT was set up by Hollie's parents, Nick and Mandy, and her sister Chloe. They have been instrumental in developing concepts including Hollie Guard and the Hollie GaZZette. The objectives of HGT are:

- To provide educational and financial support to young hairdressers and beauticians in Gloucestershire
- To educate teenagers on healthy relationships and how to identify and deal with, domestic abuse and stalking
- To work to promote peace and divert young people away from anti-social behaviour and knife crime.





## Review of activities and developments

### **Hollie Guard**

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone – free of charge.

Key features of the app include:

- **Journey** - This feature can help you travel safely. Whenever you use this feature, your emergency contacts are informed about where you are going so, they can check on you in case you are in trouble. Ideal for travelling from one location to another.
- **Meeting** - This function allows the person to identify when they are going to a potentially dangerous meeting or working alone. An alert will automatically be created if the timer expires, or they do not cancel the meeting.
- **Man Down** - Man Down will send an alert to the dedicated contacts to make them aware if a person has not moved in a while. The app will flag sudden non-movement and impact, for example if someone has been assaulted or fallen.
- **Reports** – The report feature allows users to record an incident quickly and easily with supporting photo evidence that is automatically categorised, time stamped, and geo tagged. This feature can be used to create a log of events which can be used as evidence if required.

The number of people downloading and using Hollie Guard is growing rapidly (over 250k) and the Hollie Gazzard Trust is constantly developing the service in conjunction with PanicGuard to ensure its functionality is fit for purpose for users. We have worked with the Crown Prosecution service and the data that Hollie Guard holds can now be used as admissible evidence in court.

### **Hollie Guard Extra**

As well as all the features of Hollie Guard, users can choose to upgrade their service to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts triggered 24/7. The response monitor will be able to see the user's location in real-time as soon as an alert is activated. They will then be able to access the audio and video evidence created at the location, allowing them to determine a suitable response to the alert, which could include calling the emergency services.

During the year because of grant funding, we were able to support vulnerable victims of domestic abuse and stalking across 16 police forces, a number of charities and other supporting agents. In total we supported 1132 victims with Hollie Guard Extra.





### **Nottingham Trent University Evaluation**

We partnered with Nottingham Trent University on undertaking an evaluation of Hollie Guard and Hollie Guard Extra. We asked Students from the Criminology department to evaluate the “Hollie Guard” and “Hollie Guard Extra” apps and look at how effective they are in helping users feel safe and stay safe. The research aimed to help gain a better understanding of user experience and highlight any recommendations that may be useful to improve the apps in the future. Research was undertaken as a ‘Criminology in the Real World’ project as a part of their criminology course.

The outcomes from the project were very positive providing examples of user experience and feedback and recommendations.

### **Grant Funding**

Our first large grant came from the Julia and Hans Rausing Trust for a sum of £20,000. This funding was to support Hollie Guard, including staff and text costs.

In June 2020 we received funding of £6,683 from the Office of the Police and Crime Commissioner, Gloucestershire for 50 Hollie Guard Extra vouchers.

In July 2020 funding from the Home Office of £54,990 was agreed. This funded 672 vouchers for Hollie Guard Extra as well as a small sum to administer, evaluate and report on the project.

We received £1,000 from the Gloucestershire Emergency fund - Gloucestershire Community Foundation for a bespoke social media campaign and Hollie Guard costs inc design, print and distribution of leaflets.

We received £500 from Tesco Bags of Help. This went towards the costs of texts associated with people downloading or using Hollie Guard.

We were awarded a £1,000 grant by Tewkesbury Borough Council in April 2020. This provided us with a social media budget to create a campaign aimed at men/women of all ages in Tewkesbury via Facebook and Instagram over two-week period to alert them to new, improved Hollie Guard and costs to fund Hollie Guard.

We received £799.90 grant funding from Cheltenham Borough Council for 10 Hollie Guard Extra vouchers for Gloucestershire police to be used in Cheltenham. Vivid Housing/Aurora New Dawn funded a small pilot Hollie Guard Extra project. The funding of £957.30 paid for 10 HGE vouchers for Aurora New Dawn and a small sum for us to administer and evaluate the project. As with the Home Office funded project the aim was to use these projects to create an evidence base, on which we could apply for more funds to roll the project out.

Building on the Home Office funded project, we successfully applied for funding from The National Lottery Community Fund of £39,996. This funded 400 Hollie Guard Extra vouchers and administration costs.





In December 2020 we received confirmation that we had successfully bid for some of the Home Office Second Phase Covid 19 funding. We were awarded £27,419 to support the provision of Hollie Guard until 31.03.2021.

### **Events**

Holding events to generate income and raise the awareness of the charity are an important part of what we do however, a number of fundraising events were either cancelled or moved to online as a result of Covid-19. The following events were run:

- Gloucestershire Sporting Quiz Night
- Cheltenham Town v Leighton Orient Sponsored Match
- Hollie Trust Glitter Ball
- Virtual Quiz
- Big Give Campaign
- Virtual Easter Balloon Race

### **Training and Education**

In the United Kingdom, domestic abuse is thought to cost £14 billion in lost economic output due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay. Working Without Fear is a tailored programme of workshops designed to show employers the vital role they play in respect to safeguarding their employees against domestic violence & abuse, coercive control and stalking. We help them to do this through training, education and raising awareness. The Working Without Fear programme is delivered by the Charitable Trading Company and supported by Gloucestershire's Police and Crime Commissioner. Due to the COVID-19 pandemic these have been delivered VIA video communication platforms, such as ZOOM, Webex and Teams.

We have delivered workshops and training on raising awareness to educational facilities and businesses on; Hollie Guard, Stalking, Healthy Relationships, Coercive Control, Knife Crime. Ten workshops and training sessions have been delivered reaching 157 people. We have also been invited to speak as part of training sessions delivered by other organisations, as well as being asked to speak on various media outlets to raise awareness and talk about Hollie Guard/Extra following issues raised by the high profile case of Sarah Everard.

### **Details of Future Developments**

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. We have also developed Hollie Guard Business that will be rolled out to the business community to help businesses comply with the various Health & Safety and new domestic abuse act. We will also be rolling this out to the educational sector.

The commencement of a new project, Hollie's Project providing a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe. The business planning has been completed and we are in the process of sourcing a suitable premise that meets the needs of the hub. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas.





With the Covid-19 lockdown coming to end we will begin rolling out our training and educational workshops across schools, colleges and universities along with the business community.

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

#### **Declaration**

The trustees declare that they have approved the trustees' report  
Signed on behalf of the charity's trustees:

Signature:

*Alison Hook*

Name: Alison Hook

Position:

Chair

Date: 08.11.21



**CHARITY REGISTRATION NUMBER: 1156804**

**Hollie Gazzard Trust**  
**Unaudited Financial Statements**  
**30 April 2021**

# **Hollie Gazzard Trust**

## **Financial Statements**

**Year ended 30 April 2021**

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# Hollie Gazzard Trust

## Trustees' Annual Report

Year ended 30 April 2021

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The trustees present their report and the unaudited financial statements of the charity for the year ended 30 April 2021.

### Reference and administrative details

<b>Registered charity name</b>	Hollie Gazzard Trust
<b>Charity registration number</b>	1156804
<b>Principal office</b>	12 Martindale Road Churchdown Gloucester GL3 2DW
<b>The trustees</b>	A Hook - Chair C Tilley – (resigned 17.02.21) F Kamara J Rooke S Perkins K Whalen Blake R Grant
<b>Independent examiner</b>	Michael Bull Bsc FCA BPC Partners Ltd Chartered Accountants 3 Royal Crescent Cheltenham GL50 3DA



# Hollie Gazzard Trust

## Trustees' Annual Report *(continued)*

**Year ended 30 April 2021**

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### **Structure, governance and management**

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014.

The members of the CIO are the Charity Trustees. Membership of the CIO cannot be transferred to anyone else.

The Charity Trustees may create associate or other classes of non-voting membership and may determine the rights and obligations of such members.

The affairs of the charity are managed by the Trustees who may exercise all the powers of the CIO.

The Trustees who served during the year are shown on page 1 of this report.

The Trust is managed by the Board of Trustees, which meets on a regular basis throughout the year. A treasurer was appointed to manage the Trust's financial functions on a day to day basis.

The Hollie Gazzard Trust is also the only shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7th July 2015.

A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors who's responsibility is to oversee the running and Governance of the Trading Company.

In accordance with the 2006 Companies Act, the Trading Company is governed by Articles of Association.

### **Public Benefit**

The Trustees confirmed they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives for the year. The public benefit has been met through the achievements and activities as outlined below.

### **Objectives and activities**

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence through creating and delivering programmes on domestic abuse and promoting healthy relationships to schools and colleges.

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# Hollie Gazzard Trust

## Trustees' Annual Report *(continued)*

### Year ended 30 April 2021

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The objectives of HGT are:

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### Review of the developments in the year

#### Hollie Guard

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# Hollie Gazzard Trust

## Trustees' Annual Report *(continued)*

### Year ended 30 April 2021

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# Hollie Gazzard Trust

## Trustees' Annual Report *(continued)*

**Year ended 30 April 2021**

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### Events

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With the Covid-19 lockdown coming to end we will begin rolling out our training and educational workshops across schools, colleges and universities along with the business community.

### Investment powers

In accordance with the Declaration of Trust the Trustee's have the absolute discretion to apply or invest money as they see fit.

### Financial review

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

# Hollie Gazzard Trust

## Trustees' Annual Report *(continued)*

Year ended 30 April 2021

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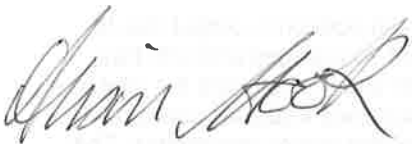
### Reserves policy

It has been the Trustees' policy, after meeting all approved expenditure, to hold surplus income for future spending on its programmes and projects.

### Risk Management

The Trustees have assessed the major risks to which the charity is exposed, those related to the operations and finances of the Trust and are satisfied that systems are in place to mitigate exposure to the major risks.

The trustees' annual report was approved on 25 January 2022 and signed on behalf of the board of trustees by:



A Hook - Chair  
Trustee

# Hollie Gazzard Trust

## Independent Examiner's Report to the Trustees of Hollie Gazzard Trust *(continued)*

### Year ended 30 April 2021

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I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust ('the charity') for the year ended 30 April 2021.

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

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

I report in respect of my examination of the Trustee's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, for this report, or the opinions I have formed.

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

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

- (1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.



Michael Bull Bsc FCA  
Independent Examiner

BPC Partners Ltd  
Chartered Accountants  
3 Royal Crescent  
Cheltenham  
GL50 3DA

Date: 26<sup>th</sup> January 2022

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The notes on pages 10 to 18 form part of these financial statements.

# Hollie Gazzard Trust

## Statement of Financial Activities

Year ended 30 April 2021

		Unrestricted funds £	2021 Restricted funds £	Total funds £	2020 Total funds £
	Note				
<b>Income and endowments</b>					
Donations and legacies	4	35,536	172,029	207,565	35,788
Other trading activities	5	4,741	—	4,741	19,974
Investment income	6	46	—	46	6,688
<b>Total income</b>		<u>40,323</u>	<u>172,029</u>	<u>212,352</u>	<u>62,450</u>
<b>Expenditure</b>					
Expenditure on raising funds:					
Costs of other trading activities	7	13,434	—	13,434	13,497
Expenditure on charitable activities	7	13,127	163,814	176,941	73,687
<b>Total expenditure</b>		<u>26,561</u>	<u>163,814</u>	<u>190,375</u>	<u>87,184</u>
<b>Net income/(expenditure)</b>		<u>13,762</u>	<u>8,215</u>	<u>21,977</u>	<u>(24,734)</u>
Transfers between funds		7,413	(7,413)	—	—
<b>Net movement in funds</b>		<u>21,175</u>	<u>802</u>	<u>21,977</u>	<u>(24,734)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		91,590	—	91,590	116,324
<b>Total funds carried forward</b>		<u>112,765</u>	<u>802</u>	<u>113,567</u>	<u>91,590</u>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

The notes on pages 10 to 18 form part of these financial statements.



# Hollie Gazzard Trust

## Statement of Financial Position

30 April 2021

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible fixed assets	13	248	1,066
Investments	14	1	1
		<u>249</u>	<u>1,067</u>
<b>Current assets</b>			
Stocks	15	1,000	400
Debtors	16	—	1,432
Cash at bank and in hand		115,820	98,327
		<u>116,820</u>	<u>100,159</u>
<b>Creditors: amounts falling due within one year</b>	17	<u>3,502</u>	<u>9,636</u>
<b>Net current assets</b>		<u>113,318</u>	<u>90,523</u>
<b>Total assets less current liabilities</b>		<u>113,567</u>	<u>91,590</u>
<b>Net assets</b>		<u>113,567</u>	<u>91,590</u>
<b>Funds of the charity</b>			
Restricted funds		802	—
Unrestricted funds		112,765	91,590
<b>Total charity funds</b>	18	<u>113,567</u>	<u>91,590</u>

These financial statements were approved by the board of trustees and authorised for issue on 25 January 2022, and are signed on behalf of the board by:



Ms. A Hook

The Charity's registration number is 1156804

The notes on pages 10 to 18 form part of these financial statements.

# Hollie Gazzard Trust

## Notes to the Financial Statements

Year ended 30 April 2021

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### 1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 12 Martindale Road, Churchdown, Gloucester, GL3 2DW.

### 2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

### 3. Accounting policies

#### Taxation

The Charity's activities fall within the exemptions afforded by the provision of the Income and Corporation Taxes Act 1988. Accordingly, there is no taxation charge in these financial statements. The company is not registered for VAT.

#### Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

#### Going concern

The Charity relies on the donations and trusts to support its charitable activities.

The Trustees have prepared the financial statements on a going concern basis on the assumption that their funding will be met. Due to the nature of cash flows, there is always some uncertainty. Should the charity not be able to continue as a going concern, adjustments would be necessary to write down the value of assets to their recoverable amounts, make provisions for further liabilities that would arise on cessation of activities and to reclassify fixed assets and non-current assets and liabilities.

#### Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

# Hollie Gazzard Trust

## Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

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### 3. Accounting policies *(continued)*

#### Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

#### Incoming resources

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

# Hollie Gazzard Trust

## Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

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### 3. Accounting policies *(continued)*

#### 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 classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

#### Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

#### Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 33% straight line

#### Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

# Hollie Gazzard Trust

## Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

### 3. Accounting policies *(continued)*

#### Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

### 4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £
<b>Donations</b>			
Donations	35,536	—	35,536
<b>Grants</b>			
Julia and Hans Rausing Trust	—	20,000	20,000
Home Office	—	82,409	82,409
The National Lottery Community Fund	—	39,996	39,996
Office of the Police & Crime Commissioner	—	6,683	6,683
Panic Guard	—	13,544	13,544
Other Grants	—	9,397	9,397
	<u>35,536</u>	<u>172,029</u>	<u>207,565</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
<b>Donations</b>			
Donations	34,788	—	34,788
<b>Grants</b>			
Tewkesbury Borough Council	1,000	—	1,000
	<u>35,788</u>	<u>—</u>	<u>35,788</u>

# Hollie Gazzard Trust

## Notes to the Financial Statements (continued)

Year ended 30 April 2021

### 5. Other trading activities

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
Golf day	–	–	3,000	3,000
A night to remember	–	–	9,559	9,559
Cheltenham Town Football Club related activities	4,501	4,501	5,970	5,970
Other fund raising events and donations	240	240	1,445	1,445
	<u>4,741</u>	<u>4,741</u>	<u>19,974</u>	<u>19,974</u>

Of all of the income received £nil related to restricted funds.

### 6. Investment Income

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
Dividend income	–	–	6,514	6,514
Interest received	46	46	174	174
	<u>46</u>	<u>46</u>	<u>6,688</u>	<u>6,688</u>

### 7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	Total funds 2021 £
Fundraising expenses	13,434	–	–	13,434
Hollie Guard	–	124,905	–	124,903
Hollie Project	–	3,640	–	3,640
Recharge of staff costs	–	19,957	–	19,957
Marketing and website costs	–	–	9,238	9,238
Website and IT costs	–	–	8,675	8,675
Insurance	–	–	925	925
Other support costs	–	–	3,260	3,260
Premises expenses	–	–	4,923	4,923
Independent examination	–	–	600	600
Depreciation	–	–	818	818
	<u>13,434</u>	<u>148,502</u>	<u>28,439</u>	<u>190,375</u>

# Hollie Gazzard Trust

## Notes to the Financial Statements (continued)

Year ended 30 April 2021

### Total expenditure (Prior year comparative)

	Raising funds	Charitable activities	Support and governance costs	Total funds 2020
	£	£	£	£
Fundraising expenses	13,497	—	—	13,497
Hollie Guard	—	14,338	—	14,338
Hollie Project	—	14,723	—	14,723
Recharge of staff costs	—	23,719	—	23,719
Marketing and website costs	—	—	9,639	9,639
Website and IT costs	—	—	3,848	3,848
Insurance	—	—	898	898
Other support costs	—	—	5,104	5,104
Independent examination	—	—	600	600
Depreciation	—	—	818	818
	<u>13,497</u>	<u>52,780</u>	<u>20,907</u>	<u>87,184</u>

All of the expenditure in 2020 was charged to unrestricted funds.

### 8. Net income/(expenditure)

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

	2021	2020
	£	£
Depreciation of tangible fixed assets	<u>818</u>	<u>818</u>

### 9. Independent examination fees

	2021	2020
	£	£
Fees payable to the independent examiner for:		
Independent examination of the financial statements	<u>600</u>	<u>600</u>

### 10. Staff costs

There were no employees during the year or the preceding year.

### 11. Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 30th April 2021 nor for the year ended 30th April 2020.

### 12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.



# Hollie Gazzard Trust

## Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

### 13. Tangible fixed assets

	Equipment £
<b>Cost</b>	
At 1 May 2020 and 30 April 2021	<u>2,588</u>
<b>Depreciation</b>	
At 1 May 2020	1,522
Charge for the year	818
At 30 April 2021	<u>2,340</u>
<b>Carrying amount</b>	
At 30 April 2021	<u>248</u>
At 30 April 2020	<u>1,066</u>

### 14. Investments

	Shares in group undertakings £
<b>Cost or valuation</b>	
At 1 May 2020 and 30 April 2021	<u>1</u>
<b>Carrying amount</b>	
At 30 April 2021	<u>1</u>
At 30 April 2020	<u>1</u>

All investments shown above are held at valuation.

### 14. Investment entities

#### Subsidiaries and other investments

	Class of share	Percentage of shares held
<b>Subsidiary undertakings</b>		
Hollie Gazzard Consulting Ltd	1	100

### 15. Stocks

	2021 £	2020 £
Raw materials and consumables	<u>1,000</u>	<u>400</u>

# Hollie Gazzard Trust

## Notes to the Financial Statements (continued)

Year ended 30 April 2021

### 16. Debtors

	2021	2020
	£	£
Prepayments and accrued income	—	1,432

### 17. Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	1,487	8,435
Accruals and deferred income	600	1,200
Other creditors	1,415	1
	<u>3,502</u>	<u>9,636</u>

### 18. Analysis of charitable funds

#### Unrestricted funds

	At 1 May 2020	Income	Expenditure	Transfers	At 30 April 2021
	£	£	£	£	£
General funds	<u>91,590</u>	<u>40,323</u>	<u>(26,561)</u>	<u>7,413</u>	<u>112,765</u>

	At 1 May 2019	Income	Expenditure	Transfers	At 30 April 2020
	£	£	£	£	£
General funds	<u>116,324</u>	<u>62,450</u>	<u>(87,184)</u>	<u>—</u>	<u>91,590</u>

#### Restricted funds

	At 1 May 2020	Income	Expenditure	Transfers	At 30 April 2021
	£	£	£	£	£
Hollie Guard	—	172,029	(160,174)	(11,053)	802
Hollie's Project	—	—	(3,640)	3,640	—
	<u>—</u>	<u>172,029</u>	<u>(163,814)</u>	<u>(7,413)</u>	<u>802</u>

#### Purpose of restricted fund

Hollie Guard	Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.
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# Hollie Gazzard Trust

## Notes to the Financial Statements (continued)

Year ended 30 April 2021

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone – free of charge.

Hollie's Project -

To provide a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe.

### 19. Analysis of net assets between funds

	Restricted Funds	Unrestricted Funds	Total Funds 2021
	£	£	£
Tangible fixed assets	–	248	248
Investments	–	1	1
Current assets	2,216	114,604	116,820
Creditors less than 1 year	(1,414)	(2,088)	(3,502)
<b>Net assets</b>	<b>802</b>	<b>112,765</b>	<b>113,567</b>

	Unrestricted Funds	Total Funds 2020
	£	£
Tangible fixed assets	1,066	1,066
Investments	1	1
Current assets	100,158	100,158
Creditors less than 1 year	(601)	(601)
<b>Net assets</b>	<b>100,624</b>	<b>100,624</b>

### 20. Related party transactions

The Hollie Gazzard Trust is the sole shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd. A board of directors, including charity trustees oversees the running of the business. The charity did not receive an annual dividend in the year (2020 - £1,036).

# Hollie Gazzard Trust

## Independent Examiner's Report to the Trustees of Hollie Gazzard Trust *(continued)*

### Year ended 30 April 2021

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I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust ('the charity') for the year ended 30 April 2021.

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

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

I report in respect of my examination of the Trustee's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, for this report, or the opinions I have formed.

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

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

- (1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.



Michael Bull Bsc FCA  
Independent Examiner

BPC Partners Ltd  
Chartered Accountants  
3 Royal Crescent  
Cheltenham  
GL50 3DA

Date: 26<sup>th</sup> January 2022

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The notes on pages 10 to 18 form part of these financial statements.