GROW COOK LEARN

England & Wales · Charity number 1158795

Details

Status	Registered
Legal form	Charitable company
Company number	08755152
Registered	2014-10-06
Register	View on the Charity Commission register

Contact

Address	Shropshire Hills Discovery Centre School Road Craven Arms SY7 9RS
Phone	01588 676060
Email	info@shropshirehillsdiscoverycentre.co.uk
Website	www.shropshirehillsdiscoverycentre.co.uk

Activities

Objects: THE CHARITY'S OBJECTS ('OBJECTS') ARE SPECIFICALLY RESTRICTED TOTHE FOLLOWING:THE PROMOTION FOR THE PUBLIC BENEFIT OF URBAN OR RURAL REGENERATION IN THE AREA OF BENEFIT BY ALL OR ANY OF THE FOLLOWING MEANS:THE PROTECTION OR CONSERVATION OF THE ENVIRONMENT;THE ADVANCEMENT OF EDUCATION, TRAINING OR RETRAINING, PARTICULARLY AMONG UNEMPLOYED PEOPLE, AND PROVIDING UNEMPLOYED PEOPLE WITH WORK EXPERIENCE;THE CREATION OF TRAINING AND EMPLOYMENT OPPORTUNITIES BY THE PROVISION OF WORKSPACE, BUILDINGS AND/OR LAND FOR USE ON FAVOURABLE TERMS;THE MAINTENANCE, IMPROVEMENT OR PROVISION OF PUBLIC AMENITIES;THE PROVISION OF RECREATIONAL FACILITIES FOR THE PUBLIC AT LARGE OR THOSE WHO BY REASON OF THEIR YOUTH, AGE, INFIRMITY OR DISABLEMENT, POVERTY OR SOCIAL AND ECONOMIC CIRCUMSTANCES, HAVE NEED OF SUCH FACILITIES;SUCH OTHER MEANS AS MAY FROM TIME TO TIME BE DETERMINED SUBJECT TO THE PRIOR WRITTEN CONSENT OF THE CHARITY COMMISSIONERS FOR ENGLAND AND WALES.

Activities: Grow Cook Learn is a charity based at and managing the Shropshire Hills Discovery Centre, Our Vision is to develop an education and training centre for food-related skills, a visitor attraction linking food, history and landscape in the Shropshire Hills and a leisure resource for visitors and local residents."

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Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Environment/conservation/heritage, Economic/community Development/employment
- **Who:** Children/young People, The General Public/mankind

Geography

- Shropshire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£747,245	£729,278	£196,797	27
2024-03-31	£723,914	£701,005	£178,830	25
2023-03-31	£1,811,925	£596,827	£155,921	23
2022-03-31	£574,691	£501,956	£-154,977	30
2021-03-31	£312,329	£317,323	-	-

Trustees

Name	Role	Appointed
Clare Louise Featherstone		2024-08-08
David Warren		2021-11-25
Dr Isabel Margaret Carter		2023-11-10
HELEN FAIRWEATHER		2023-08-31
Laura Danielle Perratt		2023-07-27
Lauren Hough		2024-11-28
Peter Carty		2018-11-01
Richard James Coleman		2024-11-28
Stephen David Kelby		2024-08-08

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GROW COOK LEARN

England & Wales - Charity number 1158795

Accounts

Registered number: 08755152
Charity number: 1158795

GROW COOK LEARN

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025



WR Partners
Protecting your future.

GROW COOK LEARN
(A company limited by guarantee)

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GROW COOK LEARN
(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2025

Trustees	Isabelle Carter Peter Carty Richard Coleman, Vice Chair from 30 January 2025 (appointed 28 November 2024) Charles Edwards, Chair to 28 November 2024 (resigned 28 November 2024) Helen Fairweather Clare Featherstone, Chair from 28 November 2024 (appointed 8 August 2024) Lauren Hough (appointed 28 November 2024) Steve Kelby (appointed 8 August 2024) Laura Perratt Philip Sams (resigned 27 March 2025) David Warren
Company registered number	08755152
Charity registered number	1158795
Registered office	Shropshire Hills Discovery Centre School Road Craven Arms Shropshire SY7 9RS
Centre Manager	Grant Wilson
Accountants	WR Partners Chartered Accountants Belmont House Shrewsbury Business Park Shrewsbury Shropshire SY2 6LG

CHAIR'S STATEMENT
FOR THE YEAR ENDED 31 MARCH 2025

The chair presents her statement for the year.

In November 2024, I was elected Chair of the Grow Cook Learn Board of Trustees as the organisation moves into a development phase for the Discovery Centre, following its acquisition in 2023.
During the AGM, Members were invited to share their perspectives on the strengths and areas for improvement at the site. Their feedback informed the direction of a new Strategy, which the Trustees drafted at the start of 2025.
The Strategy sets out our Mission, Vision and Strategic Aims for the next five years:

Our mission- The Shropshire Hills Discovery Centre is the gateway to the Shropshire Hills.
Our mission is to invite you on a journey of discovery into the special landscape of The Shropshire Hills, to experience its rich heritage, promote regeneration, develop the local economy, engage in its beauty and ensure its future for generations to come.

Our vision- In five years, the Shropshire Hills Discovery Centre will be a thriving hub, connecting people to the rich heritage, landscapes, food, and wildlife of the Shropshire Hills.
It will inspire people of all backgrounds, abilities and generations to discover, learn about, and protect the area's natural and cultural heritage, while championing a more sustainable future.
By supporting local businesses and attracting visitors near and far, it will boost the local economy, promote regeneration and foster pride in this unique and special place.

Our strategic aims- Several strategic aims have emerged as instrumental to the successful development of the Shropshire Hills Discovery Centre. Their implementation will be phased over the next five years.

- Increase learning and understanding of natural and cultural heritage for all
- Encourage involvement in climate adaptation and nature recovery
- Transform the visitor offer
- Foster community pride
- Operate as a vibrant, viable and welcoming organisation.

Achieving successful implementation of the strategy will necessitate enhanced collaboration with partners. The Trustees have collectively engaged in discussions with both existing and potential partners, including Shropshire Climate Action, the Shropshire Hills National Landscape Team, and Working Together Ludlow.

By the conclusion of the 2024/25 financial year, we had accomplished the following:
- Completion of a draft strategy, prepared for distribution to partners and Members.
- Six consecutive years of operating within the training income generated by the Discovery Centre, with no additional subsidy required.
- Consistently strong performance from our dedicated staff team, led with expertise by Centre Manager Grant Wilson.
- An engaged group of volunteers contributing to biodiversity and access enhancements, and providing valuable support across education sessions, events, administration, maintenance, and front-of-house operations.
- Implementation of a successful programme of school visits, events, and activities.
- Continued development of the well-regarded café and retail offering.
- Continued improvements to Onny Meadows.
- An expanding membership base, with over 450 Members currently supporting the Centre.
- Recorded over 100,000 visits to the Centre.

CHAIR'S STATEMENT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

I would like to thank the staff, volunteers, Members and visitors to the Centre, and I look forward to helping deliver the planned developments over the next 5 years that will further enhance the enjoyment and experience for everyone involved.

Clare

Clare Featherstone, Chair of Grow Cook Learn.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The Trustees present their annual report together with the financial statements of the Charitable Company for the year 1 April 2024 to 31 March 2025. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charitable Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Articles of Association define the Objects of Grow Cook Learn as the promotion for the public benefit of urban or rural regeneration in the Area of Benefit by all or any of the following means:

• The protection or conservation of the environment;

• The advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience;

• The creation of training and employment opportunities by the provision of workspace, buildings and/or land for use on favourable terms;

• The maintenance, improvement or provision of public amenities;

• The provision of recreational facilities for the public at large or those who by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances, have need of such facilities.

• Such other means as may from time to time be determined subject to the prior written consent of the Charity Commission for England and Wales.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Main activities undertaken to further the Charitable Company's purposes for the public benefit

Pursuing its Objects and mission, the main activity of Grow Cook Learn continued to be the operation of the iconic Shropshire Hills Discovery Centre in Craven Arms as an education and training centre for food related skills, as a visitor attraction linking food, landscape, wildlife and history in the Shropshire Hills and as a leisure resource for visitors and local residents.

Specifically, the main activities of Grow Cook Learn in 2024/25 were:

1. Running the cafe
2. Running the shop and art gallery
3. Maintaining the exhibition
4. Providing school visits
5. Running a programme of events
6. Recruiting and keeping Members.
7. Maintaining and improving the meadows

Achievements and performance

a. Manager's Report

Introduction



This period signalled a period of renewal- our new tenure arrangements have provided space for some new, more strategic thinking and our new chair, Clare Featherstone, has brought in a wealth of fresh ideas to help re-shape the Centre and grounds. There was renewed focus too on generating non-trading income through grants, partnerships, legacies and donations with varying degrees of success. It was important that, despite this new way of working, the main task was to continue to operate the Centre and grounds as a vibrant visitor attraction and ensuring our charitable aims were met.

Achievements and performance (continued)

It is heartening to see that the year ended with a small trading surplus, a healthy bank balance, our membership growing and our staff team well motivated and intact. All essential building blocks for sustained growth.

After 10 years as a trustee, and nine as Chair, we bade a fond farewell to Charles Edwards, whose vision, business acumen, erudition and networking ability helped Grow Cook Learn to come as far as it has. Charles has been a great ambassador for the charity and for the Discovery Centre and we thank him for his many years of dedicated service. We also welcomed in Clare Featherstone as Chair and Richard Colemen as Vice-Chair and their combined experience, enthusiasm and drive meant the transition went ahead smoothly and a new 5-year strategy now informs our direction of travel in the new era.

There is pride in the fact that the Centre continues to offer much needed employment, with over 20 staff on the payroll in a variety of roles and our volunteering and work experience programmes offer training, support and the chance for people from all walks of life to socialise and learn new skills.

Finance



The headline is that Grow Cook Learn completed the year with a trading surplus of £3K.

We are increasingly confident in our ability to cover our operating costs with our trading income (this is the seventh successive year we have done so). In light of this, decisions were taken to make a considerable investment (£20K in total) in refurbishing the café area and counter rather than focus on maximising our trading surplus.

Decisions as to when and how much to invest are informed by our monthly management accounts, but the general feeling now is that the Centre would benefit from ongoing investment and whenever it is felt sensible to do so, with any surplus used to accelerate improvements to the building.

As the chart shows, total sales were over £706K (net of VAT), our best trading year to date and the café continues to be our biggest income stream but in recent years, retail and events have begun to contribute more significantly to our sales and bottom-line figures.

Of note this year is steady increase in small donations, mainly as a result of the new website allowing online donations for car park.

Achievements and performance (continued)

The exhibition, despite a lack of investment, continues to attract and excite many visitors and although total sales are relatively small, there is very little cost or staff time associated with it and attendance numbers remain stable, providing a useful and reliable income stream.

To have completed the year in the black whilst carrying out so much improvement work is testament to our increased financial resilience and is down to the hard work of the whole Discovery Centre team in maximising income generation and controlling costs effectively.

Membership



Our membership scheme saw continued, sustained growth during this period, with the number of memberships increasing from 400 to over 450.

Although we give back far more in members discounts than the scheme generates, its real success lies in building a vibrant and supportive community of regular visitors to the Centre, which upholds our charitable mission. The scheme stimulates repeat visits, and our members contribute nearly 20% of our total income.

Membership has been one of our ongoing success stories of recent years and we continue to work hard to engage with our members via the monthly "Tusker Times" newsletter and our members are encouraged to take an ever more active part in Centre life through volunteering and participating in our events and workshops.

Achievements and performance (continued)

Education.







Education is the beating heart of our operation and continues to delight our young audience. Please note that education analysis is done over calendar years rather than financial years, so this data relates to the year 2024.
Schools Programme

Education Manager, Stephanie Bellows' schools programme was very well attended, and in this period, there were 115 school sessions from 70 different schools, teaching over 3700 children.

As the graph shows, years 3 and 4 remain our most popular audience, accounting for 53% of pupils. Our focus as ever is on primary aged pupils.

Family activities

Throughout the school holidays, we put on a family activity aimed at three- to eleven-year-olds. Across the half-terms, Easter, Summer and Christmas holidays, we offered over 40 sessions including Wild Homes, Stone Age Hunters and Winnie the Pooh. These sessions continued to be very popular, with nearly every session fully booked and just over 700 children participated in the sessions over the year. The new online booking process has been well received and saves a lot of staff time

Holiday Activities and Food (HAF) programme

We continued to develop our HAF programme this year, offering a total of 28 sessions through the Easter, summer and Christmas holidays. Funded through a Shropshire Council grant which covered salaries, food and materials, the programme is aimed at those children eligible for free school meals and ensures children receive a nutritious meal, some educational activity and the chance to exercise and socialise.

Achievements and performance (continued)

Volunteering.



Volunteering had another successful year with our volunteers coming to us for a variety of reasons- some like to learn new skills, other to gain confidence and work experience, some like to give something back to their community and others enjoy the social side of volunteering. We continue to develop and grow our volunteering programmes and help our volunteers to achieve their personal goals.

The Onny Meadows Group continued, under Ian Cheeseborough's supervision, to take on a huge amount of landscape and nature recovery work in the meadows. We also saw a growing number of volunteers carrying out diverse roles in retail, office admin, catering and even upgrading our heating system! We would like to thank all our wonderful volunteers for the huge contribution they make to the Centre.

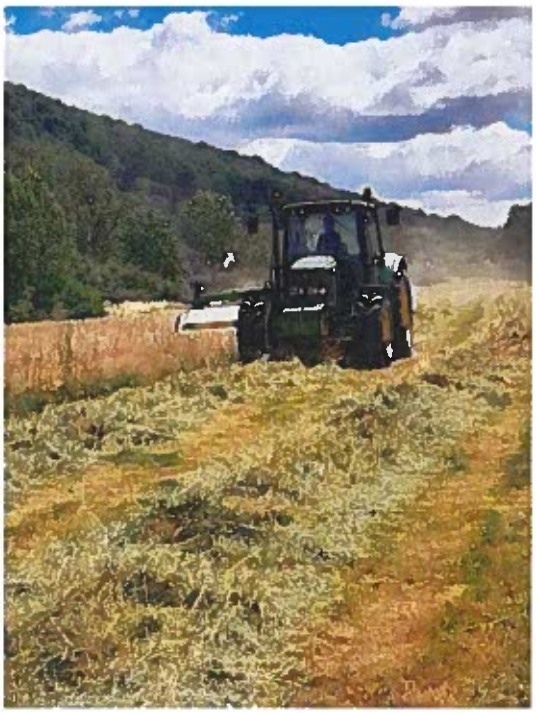
We also liaised with social prescribers to provide volunteering tailored to people in long-term unemployment or those living with low level mental health issues.

We take pride in supporting younger volunteers on their journeys too and this year we took on two work experience students from Ludlow and Church Stretton schools, as well as three Duke of Edinburgh students who undertook their volunteering placements with us.

Volunteering is a great way to meet new people, give something back to your community and to learn new skills and gain confidence and we know our volunteers get a great deal from working alongside the staff team. We work hard to ensure our volunteers have a fulfilling experience with us and as a special thank you this year, the volunteers enjoyed a celebration Christmas lunch at the Centre.

Achievements and performance (continued)

Onny Meadows.



Under the stewardship of our Meadows Ranger, Ian Cheesborough, we continued to engage in a programme of nature recovery work in the Onny Meadows.

As laid out in the Meadows Management Plan, the work focusses on providing free, unlimited public access to a range of well managed habitats: species-rich meadow, coppice woodland, hedgerow, pond, orchard and riverbank.

The Onny Meadows Group continues to thrive and the output from this committed group of volunteers enabled Ian to deliver on his key targets with the following key tasks being completed.

- **Annual hay cut, with the arisings removed to help lower soil fertility.**
- **Completion of the task to plant 800 metres of new hedgerow**
- **Coppicing another coup of woodland**
- **Pruning, mulching and generally looking after our c.70 orchard trees (apples, pears, plums, quince and medlar)**
- **Invasive species control- removing Himalayan Balsam, Ragwort and Dock from certain areas of the meadow.**

The meadows now form an important part of our visitor offer, complementing the other facilities at the Centre and providing much needed fresh air, opportunity for exercise and the chance to commune with nature- all things we are being deprived of and which we all need much more of.

Achievements and performance (continued)

There are challenges- financial restraints mean work needs to be prioritised and there is much more we would like to do. Dog muck continues to blight the grounds despite ongoing campaigns to eradicate it, and Ash Dieback disease is decimating our ash trees including the beloved Meadows Giant which succumbed last winter and had to be reduced to a 6-metre monolith on safety grounds. Invasive species such as Himalayan Balsam and New Zealand Pondweed (Crassula Helmsii) remain a concern, and much time is invested in their control

Flooding is an increasingly common and destructive threat, with the rains from storm Ashley in November 2024 causing the River Onny to rise to its highest ever level and causing extensive flood damage to our newly created paths and bridge.

All these challenges divert limited staff time and resources from more important and constructive work so it's important we think carefully about flooding when introducing new infrastructure into the area.

The focus of our management strategy continues to be on promoting public access and creating and maintaining a wide variety of habitats for wildlife. Fundamental to this is our ongoing work to improve our hay meadows and woodlands which form the base of a food pyramid, supporting a rich and diverse array of wildlife.

Events.





Yet again, our events programme was a very successful part of our operation, generating record sales of over £49K. The programme was dominated by our two big fundraising events- the SW80K walking festival and our famous Bonfire and Fireworks display.

The year began, as it always does, with the SW80K which, following one of the wettest winters on record, was a soggy affair yet again but incredibly our runners and walkers (most of them at least) seemed to enjoy their trawl through the knee-deep mud. Although there was no sponsor on board and the weather caused some additional costs, the event performed well and generated a considerable contribution to the charity's coffers.

Achievements and performance (continued)

The weather was somewhat kinder for our bonfire; indeed it remained dry and calm in the lead up to the event and on the night. The marketing of the event was a big success, and with Euro Quality Lambs and Hornsey Steel joining us a sponsorship partners, the huge cost of the fireworks was offset by their financial contribution. Ticket sales were the best ever, with over 2500 people coming together to enjoy the show and the event was a great success.

On top of this, we ran myriad smaller events and courses including bird, butterfly, dragonfly and bee workshops, a series of summer car boot sales, Apple Day, lamb suppers, Frost Fair, Breakfast with Santa, Wild About Wings, pruning course, and wild garlic pesto workshops!

Our events continue to generate much interest and are an increasingly important part of our offer.

Looking Ahead



Our trustees, management and staff team remain resilient and committed to meet the challenges we face, and we remain a viable, stable and focussed organisation. Sometimes the task ahead seems huge, and we always want to do more than our tiny budgets and minimal staff structure allow, but the passion remains and we relish the chance to exploit the opportunities provided by our new status as freeholders. The 5-year strategy document is an important first step in shaping how the Centre will look, how the visitor offer will be improved and most importantly, how we will continue to be a thriving educational charity which engenders a sense of pride throughout the local area.

Achievements and performance (continued)

Since developing our strategy, the projects which have been prioritised to flow from that document are as follows:

- To create a step-change improvement to our visitor offer
- To ensure the Centre being carbon neutral by 2025
- To continuously improve our accessibility, and install a "Changing Places" specification toilet
- To tell our stories better and to fresh audiences- this involves refreshing our exhibition, reviewing our signage to create a more holistic feel to our core messaging and refurbishing the relaxation area so that the Centre and meadows look and feel more integrated.

I would like to thank our trustees, staff, volunteers, supporters and members for continuing to believe in what we are doing and for the support and inspiration they provide. Here's to the future!

Grant Wilson, September 2025

Financial review

a. Going concern

Total sales were over £706K (net of VAT) for the financial year ending 31st March 2025, our best trading year to date, and total net assets were £196,797.

Because of this, and another year when our operational income continued to cover our operational costs, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

b. Reserves policy

The free reserves figure is the unrestricted funds less any unrestricted fixed assets and represents the funds available for use by the Charity. The free reserves at year end were at £65,721 (2024: £43,091). This would cover 1 month of unrestricted expenses less depreciation. We aim to have free reserves of 1 month of the previous full year's unrestricted expenses less depreciation. In the long term the Charity aims to build reserves to 2 months of the previous year's unrestricted expenses less depreciation to allow for an increase in the provision for winding down costs should this be necessary. We will maintain a bi-monthly estimate of free reserves to help ensure we remain on track to finish the year with sufficient reserves and to give trustees the ability to take the level of reserves into account when making investment decisions.

Structure, governance and management

a. Constitution

Grow Cook Learn is constituted under its Articles of Association, dated 30 October 2013 and is a registered charity, number 1158795. It is registered as incorporated in England and Wales..

Members will be asked to approve an amended set of Articles of Association at the 2025 AGM. The changes are limited to procedural and editorial amendments to reflect the change in ownership of the centre.

b. Methods of appointment or election of Trustees

The management of the Charitable Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association.

The charity has a Trustee appointment policy. This policy sets out how Grow Cook Learn appoints, inducts, and reappoints trustees. It ensures compliance with:

- The Charities Act 2011
- The charity's governing document
- Guidance from the Charity Commission for England and Wales

Our aim is to maintain an effective and diverse board that can carry out the charity's purposes for the public benefit.

Prospective Trustees are made aware of the aims and activities of the Charity before their appointment.

Where specific duties are required of the Trustees, the Charity looks to appoint people with the appropriate skills and experience.

c. Policies adopted for the induction and training of Trustees

Specific roles and areas of engagement are agreed for each trustee

d. Organisational structure and decision making policies

The Trustees practice their due diligence by seeking assurances from fellow Trustees Managers and staff that the organisation is being operated effectively, at and outside Board Meetings. Records are kept of these meetings and of decisions made.

e. Financial risk management

The Trustees have assessed the major risks to which the charitable company is exposed, in particular, those related to the operations and finances of the charitable company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks. The 5-year plan for the charity for 2023 to 2028, incorporates a Risk Register.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

Statement of Trustees' responsibilities

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

Company law requires the Trustees to prepare financial statements for each financial . 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 then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 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 enable them to 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.

Approved by order of the members of the board of Trustees and signed on their behalf by:

C Featherstone

Clare Featherstone
(Chair of Trustees)

Date: 10/10/25

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Independent examiner's report to the Trustees of Grow Cook Learn ('the Charitable Company')

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

Responsibilities and basis of report

As the Trustees of the Charitable Company (and 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 Charitable 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 the Charitable Company's accounts 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 REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

Independent examiner's statement

Since the Charitable Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ACCA, which is one of the listed bodies.

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 Charitable 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.

This report is made solely to the Charitable Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charitable Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's Trustees as a body, for my work or for this report.

Signed: Dated:

T Lunt BA FCCA MTPI

WR Partners
Chartered Accountants
Belmont House
Shrwsbury Business Park
Shrewsbury
SY2 6LG

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2025

	Note	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Income from:					
Donations and legacies	3	**31,956**	**24,588**	**56,544**	*87,128*
Charitable activities	4	**-**	**690,701**	**690,701**	*636,786*
Total income		**31,956**	**715,289**	**747,245**	*723,914*
Expenditure on:					
Charitable activities	5	**28,592**	**700,686**	**729,278**	*701,005*
Total expenditure		**28,592**	**700,686**	**729,278**	*701,005*
Net income		**3,364**	**14,603**	**17,967**	*22,909*
Transfers between funds	14	**955**	**(955)**	**-**	*-*
Net movement in funds		**4,319**	**13,648**	**17,967**	*22,909*
Reconciliation of funds:					
Total funds brought forward		**96,787**	**82,043**	**178,830**	*155,921*
Net movement in funds		**4,319**	**13,648**	**17,967**	*22,909*
Total funds carried forward		**101,106**	**95,691**	**196,797**	*178,830*

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 22 to 38 form part of these financial statements.

BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2025

	Note	2025 £	2024 £
Charity funds			
Restricted funds	14	**101,106**	*96,787*
Unrestricted funds	14	**95,691**	*82,043*
Total funds		**196,797**	*178,830*

The Charitable Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

.....

Clare Featherstone
(Chair of Trustees)

Date: 10/10/25

The notes on pages 22 to 38 form part of these financial statements.

GROW COOK LEARN
(A company limited by guarantee)
REGISTERED NUMBER: 08755152

BALANCE SHEET
AS AT 31 MARCH 2025

	Note		2025 £		*2024 £*
Fixed assets					
Tangible assets	10		**89,970**		*88,952*
			89,970		*88,952*
Current assets					
Stocks	11	**51,129**		*49,819*	
Debtors	12	**9,447**		*13,744*	
Cash at bank and in hand		**126,845**		*100,853*	
		187,421		*164,416*	
Current liabilities					
Creditors: amounts falling due within one year	13	**(80,594)**		*(74,538)*	
Net current assets			**106,827**		*89,878*
Total assets less current liabilities			**196,797**		*178,830*
Total net assets			**196,797**		*178,830*

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025

	2025 £	*2024* *£*
Cash flows from operating activities		
Net cash used in operating activities	**44,204**	*26,248*
Cash flows from investing activities		
Purchase of tangible fixed assets	**(18,212)**	*(27,483)*
Net cash used in investing activities	**(18,212)**	**(27,483)**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the year	**25,992**	**(1,235)**
Cash and cash equivalents at the beginning of the year	**100,853**	*102,088*
Cash and cash equivalents at the end of the year	**126,845**	*100,853*

The notes on pages 22 to 38 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. General information

Grow, Cook Learn is a charitable company, limited by guarantee and incorporated in England and Wales. The members of the charity are the trustees named on page 1 of these accounts. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charitable company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Grow Cook Learn meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charitable Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charitable Company has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charitable Company, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2. Accounting policies (continued)

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charitable Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Government grants

Government grants relating to tangible fixed assets are treated as deferred income and released to the Statement of financial activities upon the completion of the relevant performance-related conditions. Other grants that are not subject to performance-related conditions are credited to the Statement of financial activities as the grant proceeds are received. Grants received prior to the revenue recognition criteria being satisfied are recognised as a liability.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Land is not depreciated. Depreciation on other assets is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	25%
Office equipment	-	25%

2. Accounting policies (continued)

2.6 Revaluation of tangible fixed assets

The freehold property is carried at fair value tot he charity at the date of revaluation. Revaluations are undertaken with sufficient regularity to ensure the carrying amount does not differ materially from that which would be determined using fair value at the reporting date.

Fair values are determined from market based evidence normaly undertaken by professional qualified valuers.

Revaluation gains and losses are recognised in other comprehensive income unless losses exceed the previously recognised gains or reflect a clear consumption of economic benefits, in which case the excess losses are recognised in profit or loss.

2.7 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charitable Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Operating leases

Rentals paid under operating leases are charged to the Statement of financial activities on a straight-line basis over the lease term.

2. Accounting policies (continued)

2.13 Pensions

The Charitable Company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charitable Company to the fund in respect of the year.

2.14 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

6. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Charitable activity 2025 £	Total funds 2025 £	*Total funds 2024 £*
Staff costs	334,277	**334,277**	*311,043*
Discovery activities	461	**461**	*324*
Marketing and exhibits	39,186	**39,186**	*38,581*
Gallery costs	4,764	**4,764**	*4,235*
School visits	437	**437**	*399*
Repairs, renewals, maintenance of outdoors	21,569	**21,569**	*40,191*
Food and drink	107,562	**107,562**	*90,974*
Exhibition costs	8	**8**	*293*
Books and maps	25,405	**25,405**	*29,069*
Other retail	54,638	**54,638**	*60,906*
	588,307	**588,307**	*576,015*
Total 2024	*576,015*	*576,015*	

6. Analysis of expenditure by activities (continued)

Analysis of support costs

	Charitable activity 2025 £	Total funds 2025 £	*Total funds 2024 £*
Depreciation	17,193	**17,193**	*12,639*
Staff training	582	**582**	*854*
Bank charges	10,405	**10,405**	*8,469*
Sundry expenses	330	**330**	*837*
Other employee costs	1,048	**1,048**	*1,560*
Cafe equipment rental	7,104	**7,104**	*2,367*
Rates	3,722	**3,722**	*3,026*
Heat and light	28,706	**28,706**	*28,967*
Cleaning and laundry	12,499	**12,499**	*10,829*
Printing, postage & stationery	3,408	**3,408**	*3,553*
Telephone and broadband	4,074	**4,074**	*2,780*
Legal and professional fees	2,152	**2,152**	*3,442*
Property maintenance	24,472	**24,472**	*19,049*
Insurance	3,574	**3,574**	*3,278*
HR, payroll & IT services	18,963	**18,963**	*20,925*
Governance costs	2,739	**2,739**	*2,415*
	140,971	**140,971**	*124,990*
Total 2024	*124,990*	*124,990*	

7. Independent examiner's remuneration

	2025 £	*2024 £*
Fees payable to the Charitable Company's independent examiner for the independent examination of the Charitable Company's annual accounts	**2,635**	*2,415*

8. Staff costs

	2025 £	2024 £
Wages and salaries	**314,052**	*293,828*
Social security costs	**13,263**	*10,829*
Contribution to defined contribution pension schemes	**6,962**	*6,386*
	334,277	*311,043*

The average number of persons employed by the Charitable Company during the year was as follows:

	2025 No.	2024 No.
Employees	**27**	*25*

No employee received remuneration amounting to more than £60,000 in either year.

Total benefits paid to key management personnel were £44,953, (2024: £42,753) including gross wages, employer NI and pension contributions.

9. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2024 - £NIL)*.

During the year ended 31 March 2025, no Trustee expenses have been incurred *(2024 - £NIL)*.

10. Tangible fixed assets

	Freehold property £	Plant and machinery £	Office equipment £	Total £
Cost or valuation				
At 1 April 2024	**60,000**	**56,849**	**9,013**	**125,862**
Additions	**-**	**17,313**	**899**	**18,212**
At 31 March 2025	**60,000**	**74,162**	**9,912**	**144,074**
Depreciation				
At 1 April 2024	**-**	**29,472**	**7,439**	**36,911**
Charge for the year	**-**	**16,268**	**925**	**17,193**
At 31 March 2025	**-**	**45,740**	**8,364**	**54,104**
Net book value				
At 31 March 2025	**60,000**	**28,422**	**1,548**	**89,970**
At 31 March 2024	*60,000*	*27,377*	*1,574*	*88,951*

The freehold property is held at it's fair value to the Charity. The property is valued at £370,000 but there is a charge against it for £250,000 and when sold the charity will also repay 50% of any additional proceeds. The unencumbered fair value to the Charity at current value is therefore £60,000.

11. Stocks

	2025 £	*2024 £*
Stock and consumables	**51,129**	*49,819*

12. Debtors

	2025 £	2024 £
Due within one year		
Trade debtors	**5,524**	*6,637*
Prepayments and accrued income	**3,923**	*7,107*
	9,447	*13,744*

13. Creditors: Amounts falling due within one year

	2025 £	2024 £
Trade creditors	**15,500**	*29,643*
Other taxation and social security	**28,597**	*19,860*
Accruals and deferred income	**36,497**	*25,035*
	80,594	*74,538*

	2025 £	2024 £
Deferred income at 1 April 2024	**19,754**	*22,630*
Resources deferred during the year	**-**	*19,754*
Amounts released from previous periods	**-**	*(22,630)*
	19,754	*19,754*

Deferred income relates to income received that is in relation to events being held the following year.

14. Statement of funds

Statement of funds - current year

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2025 £
Unrestricted funds					
Designated funds					
New servery	10,000	-	(10,000)	-	-
General funds					
General Funds	72,043	715,289	(690,686)	(955)	95,691
Total Unrestricted funds	82,043	715,289	(700,686)	(955)	95,691
Restricted funds					
Girls Group Income 16/17 project	5,406	-	(201)	-	5,205
Town Council grant	1,082	-	-	-	1,082
Caffyn Trust	2,871	-	(795)	-	2,076
Youth Volunteer Programme	4,742	-	-	-	4,742
Green Team Project	809	-	-	-	809
HAF Program	6,247	3,956	(5,099)	-	5,104
Community Cooking	795	-	-	-	795
Pond platform	2,634	-	-	-	2,634
National Lottery Community Fund	2,213	-	-	-	2,213
Soil's got Soul Project	9,988	3,000	(1,614)	-	11,374
Paths Fund	-	19,000	(19,955)	955	-
Conversations Art Project	-	1,000	(928)	-	72
Cookery Courses	-	5,000	-	-	5,000
Property fund	60,000	-	-	-	60,000
	96,787	31,956	(28,592)	955	101,106
Total of funds	178,830	747,245	(729,278)	-	196,797

14. Statement of funds (continued)

Designated Funds relate to a donation received that has been set aside for work on a new servery which is likely to take place next year.

Restricted funds are made up of the following:

- **LJC Girls Group** - a fortnightly activity club
- **Town Council fund** - money for the maintenance of the community garden.
- **Caffyn Trust** - for leaflet printing
- **Bonfire Night funds** - sponsorship money raised for the individual events
- **Youth Volunteer Programe, 'Green Team Project' and 'HAF Program'** - ongoing youth activities
- **Pond Development Grant** - for seasonal Pond clearance
- **Community Cooking** - funded courses for users of the local food bank
- **Pond Platform** - DEfRA funds called Access for All which encourages accessibility in the countryside.
- **National Lottery community fund** - towards refubishment of the classroom
- **Wetland Scrape Project - Squelch** - funds provided by the Severn Trent Community Fund for the creation of a 400 spare metre scrape, a bird hide, interpretation and accessible paths
- **Soils got Soul Project** - This project looks at regenerative horticulture, using soil as a carbon-sink and producing food in a way that enhances rather than damages the environment.
- **Property fund** - the fixed asset gifted to the Charity

14. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 April 2023 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 March 2024* £
Unrestricted funds					
Designated funds					
New servery	-	-	-	*10,000*	*10,000*
General funds					
General Funds	*70,924*	*670,120*	*(659,001)*	*(10,000)*	*72,043*
Total Unrestricted funds	*70,924*	*670,120*	*(659,001)*	-	*82,043*
Restricted funds					
Girls Group Income 16/17 project	*4,293*	*1,235*	*(122)*	-	*5,406*
Town Council grant	*1,082*	-	-	-	*1,082*
Caffyn Trust	*3,676*	-	*(805)*	-	*2,871*
Bonfire night	-	*1,250*	*(1,250)*	-	-
Youth Volunteer Programme	*4,742*	-	-	-	*4,742*
Green Team Project	*809*	-	-	-	*809*
HAF Program	*6,247*	*1,155*	*(1,155)*	-	*6,247*
Pond development	*1,140*	-	*(1,140)*	-	-
Community Cooking	*795*	-	-	-	*795*
Pond platform	-	*13,303*	*(10,669)*	-	*2,634*
National Lottery Community Fund	*2,213*	-	-	-	*2,213*
Wetland Scrap Project - Squelch	-	*26,851*	*(26,851)*	-	-
Soil's got Soul Project	-	*10,000*	*(12)*	-	*9,988*
Property fund	*60,000*	-	-	-	*60,000*
	84,997	*53,794*	*(42,004)*	-	*96,787*

14. Statement of funds (continued)

Total of funds	*155,921*	*723,914*	*(701,005)*	*-*	*178,830*

15. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2025 £	Unrestricted funds 2025 £	Total funds 2025 £
Tangible fixed assets	60,000	29,970	**89,970**
Current assets	41,106	146,315	**187,421**
Creditors due within one year	-	(80,594)	**(80,594)**
Total	101,106	95,691	**196,797**

Analysis of net assets between funds - prior year

	Restricted funds 2024 £	*Unrestricted funds 2024 £*	*Total funds 2024 £*
Tangible fixed assets	*60,000*	*28,952*	*88,952*
Current assets	*36,787*	*127,629*	*164,416*
Creditors due within one year	-	*(74,538)*	*(74,538)*
Total	*96,787*	*82,043*	*178,830*

16. Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	2024 £
Net income for the year (as per Statement of Financial Activities)	17,967	22,909
Adjustments for:		
Depreciation charges	17,194	12,639
Increase in stocks	(1,310)	(13,647)
Decrease in debtors	4,297	6,488
Increase/(decrease) in creditors	6,056	(2,141)
Net cash provided by operating activities	44,204	26,248

17. Analysis of cash and cash equivalents

	2025 £	2024 £
Cash in hand	126,845	100,853
Total cash and cash equivalents	126,845	100,853

18. Analysis of changes in net debt

	At 1 April 2024 £	Cash flows £	At 31 March 2025 £
Cash at bank and in hand	100,853	25,992	126,845
	100,853	25,992	126,845

19. Contingent liabilities

There is a legal charge over the freehold property held. If the property is sold the charity would have to repay £250,0000 plus 50% of the sale proceeds above £250,000. The property is currently included in fixed assets at it's fair value, being the unencumbered value of £60,000. The current market value is £370,000.

20. Pension commitments

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £6,386 (2023 £5,908). Contributions totalling £nil (2023 £nil) were payable to the fund at the balance sheet date.

21. Operating lease commitments

At 31 March 2025 the Charitable Company had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2025 £	*2024* *£*
Not later than 1 year	**4,070**	*950*
Later than 1 year and not later than 5 years	**10,907**	*1,717*
	14,977	*2,667*

22. Related party transactions

The Charitable Company has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charitable Company at 31 March 2025.

GROW COOK LEARN

England & Wales - Charity number 1158795

Accounts

Registered number: 08755152
Charity number: 1158795

GROW COOK LEARN

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024



WR Partners
Protecting your future.

GROW COOK LEARN
(A company limited by guarantee)

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GROW COOK LEARN

(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2024

Trustees	Charles Edwards, Chair Chris Barker (resigned 30 March 2024) Isabelle Carter (appointed 10 November 2023) Peter Carty Angela English (resigned 30 March 2024) Helen Fairweather (appointed 31 August 2023) Laura Perratt (appointed 27 July 2023) Philip Sams David Warren
Company registered number	08755152
Charity registered number	1158795
Registered office	Shropshire Hills Discovery Centre School Road Craven Arms Shropshire SY7 9RS
Centre Manager	Grant Wilson
Accountants	WR Partners Chartered Accountants Belmont House Shrewsbury Business Park Shrewsbury Shropshire SY2 6LG

CHAIR'S STATEMENT
FOR THE YEAR ENDED 31 MARCH 2024

The chair presents his statement for the year.

In April 2014, our Grow Cook Learn charity took over running the Shropshire Hills Discovery Centre from Shropshire Council. This Annual Report covers the year up April 2024 and therefore represents completion of our first 10 years.

My greatest pleasure is simply being able to write that! Many doubted, then and subsequently, whether the Centre would still be here. To be honest, so did we sometimes! It was a huge gamble taking on a heavily loss-making Centre which had lost much of its energy and identity since its founding in 2001.

But not only are we still here, we are thriving. The results of this 2023/24 year are now the sixth in a row where we have been able to cover our core operating costs without one penny of taxpayers' - or anyone else's - money (apart from the same government support that all enterprises received when lockdown forced them to suspend operations). We know it took us four years to get to that point and that we wouldn't be here but for Connexus Housing Association's support as we moved the Centre from loss-making to break-even, and we will always be grateful for that financial support.

This hard-earned financial sustainability has enabled us to deliver on the main reason why we took that gamble back in 2014: to run a venue enabling people to rediscover and reconnect to the outdoors, something which is so integral to the human condition. Our 30 acres of river meadows are vibrant with nature and more and more people are enjoying them and learning from them.

As Grant Wilson, our Manager, explains in his section of this Annual Report, the Meadows are just one aspect of a very busy and successful 2023/24, the first year with our long-term tenure secured. Our popular café, Events programme and educational activities have remained central to our operations. In addition, our retail, Membership growth, fund-raising, Exhibition, volunteering, room hire and gallery activities have all contributed importantly to this successful year.

I particularly urge you to look at our appended new 2024-2028 5 year plan which the Trustees put together with Grant at the end of 2023/24. It sets out how the quality of the visitor experience will be central to all we do, and how improvements to the café, to the story we tell visitors and to our exhibition will deliver this. I am delighted with how much progress we have already made on this 5 year plan, including one of its objectives, to strengthen our Trustee body. The 2023/24 AGM in November 2024 will see a significant injection of new energy, expertise and commitment to our Board membership. They will take our educational charity through to its next phase of development, enabling me to step down after 10 years on the Board, and return to being an ordinary Member.

Looking back over the original plan which I helped put together in 2014, much of what we hoped for has been achieved, particularly in connecting people to the outdoor world. However there are two parts of the reason why we took on the Centre in the first place where we have yet to really make the impact we hoped.

One is to be at the heart of the food story of the Shropshire Hills. Agriculture, soil health, healthy eating and food tourism have been (and are and will be) fundamental to the Shropshire Hills, and the Discovery Centre needs to play a central role in relation to the area's food story. I am delighted that at last Our Soil's Got Soul project is getting off (on!) the ground in 2024/25, and that further food-themed development is in the pipeline.

Secondly, our very name - the Shropshire Hills Discovery Centre - emphasises our role as the place for the public to discover the designated Shropshire Hills National Landscape (formerly Area of Outstanding Natural Beauty). I am confident the Trustees and Grant will strengthen relationships with the Shropshire Hills National Landscape Partnership and other bodies to make this happen to a greater extent in the future.

CHAIR'S STATEMENT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

There are so many people to thank for their contributions to the work of the Centre over these last ten years. We wouldn't be here without our first Managers, and especially our current Manager Grant, whose vision, drive, style and ability to combine commercial and charitable objectives, have been exceptional.

Past and present Trustees, staff, volunteers, members, fund-raisers, friends in partner organisations, have also all been vital in getting us to where we are today. I thank you all very much.

Charles Edwards

Prof Charles Edwards (rtd), Chair of Grow Cook Learn Ltd

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The Trustees present their annual report together with the financial statements of the Charitable Company for the year 1 April 2023 to 31 March 2024. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charitable Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Articles of Association define the Objects of Grow Cook Learn as the promotion for the public benefit of urban or rural regeneration in the Area of Benefit by all or any of the following means:

• the protection or conservation of the environment;

• the advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience;

• the creation of training and employment opportunities by the provision of workspace, buildings and/or land for use on favourable terms;

• the maintenance, improvement or provision of public amenities;

• the provision of recreational facilities for the public at large or those who by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances, have need of such facilities; and

• such other means as may from time to time be determined subject to the prior written consent of the Charity Commission for England and Wales.

These general objectives have been further refined since our formation into the specific overarching mission:

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Main activities undertaken to further the Charitable Company's purposes for the public benefit

Pursuing its Objects and mission, the main activity of Grow Cook Learn continued to be the operation of the iconic Shropshire Hills Discovery Centre in Craven Arms as an education and training centre for food related skills, as a visitor attraction linking food, landscape, wildlife and history in the Shropshire Hills and as a leisure resource for visitors and local residents.

Specifically, the main activities of Grow Cook Learn in 2023/24 were:

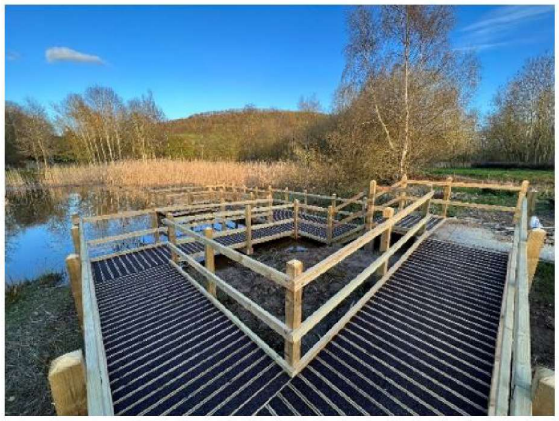
1. **Running the café**
2. **Running the shop**
3. **Maintaining the Exhibition**
4. **Providing school visits when possible**
5. **Running a very limited programme of Events**
6. **Recruiting and keeping Members.**
7. **Maintaining and improving the meadows**

Achievements and performance

a. Manager's Report

Introduction







This year began in a new era of Grow Cook Learn's life- as Freeholders of the Centre and long-term Leaseholders of the Onny Meadows, providing the charity with a sense of security and optimism. Buoyed by another year in which our operating costs were covered by our trading income, this period marked the shift from "survival" to "development" and our new long-term tenure of the site provided the opportunity to unlock the Centre's potential via access to development grant funding.

Work began immediately and it's pleasing that the year ended with our Squelch wetlands open to the public, our café refurbishment complete, a new accessible viewing platform at the dragonfly hotspot and Electric Vehicle chargers installed in the car park. These projects were made possible by grant funding, to which there would not formerly have been access. It is important to note we also received an extremely generous donation from one of our Members, who wishes to remain anonymous, of £10K, which will be used to create a serving hatch and a new servery, complementing our newly refurbished café.

Achievements and performance (continued)

Our Board and Management team remain stable and committed to taking Grow Cook Learn to the next level and a new 5-year plan (see appendix 1) was drawn up. The plan explores our strengths, weaknesses, opportunities and threats and lays out a vision until 2028, with visitor experience, storytelling and engagement at the heart of the offer.

Finance.



Our first year as freeholders was completed with yet another small trading surplus, which means the Centre has now operated for six years without the need for external subsidy, funding its entire operation with its trading income. Our balance sheet and free reserves are both positive and growing.

The Development Account, containing money ring-fenced for specific development work and into which our Membership fees go, currently contains over £37K, and reserves continue to build. Although caution remains our key policy, there was sufficient confidence in our trading performance to allow some funds to be diverted from what would otherwise have been a much larger surplus to pay for improvements to the building and our refurbished café now provides a much more convivial and welcoming space for our visitors.

Some detail:

We achieved total sales (net of VAT) of £636,786 broken down as follows

Café	£392,801
Retail	£137,434
Exhibition `	£20,651
Miscellaneous	£26,747
Education	£20,479
Gallery	£7,398
Events	£31,276

Achievements and performance (continued)

Throughout our history, the café has been the largest income stream for the charity, but in recent years, the shop and our thriving events programme have begun to generate significant net returns, contributing significantly to our bottom-line figure.

As we look towards development, the building of free reserves through successful trading will be vital part of our fundraising strategy, but it needs to be recognised that trading income will not on its own, allow our development plans to be completed and external funding through grants, legacies, partnerships, donations and community fundraising will remain an area of focus.

Membership



Our Membership scheme grew from 400 to 440 members over this period, and there was a sense that Members felt more engaged with Grow Cook Learn, as witnessed by the record turnout at the 2023 AGM. Our Members are encouraged to take an active role in Centre life and it's encouraging to see our Members joining in with volunteering programmes and helping with fundraising.

At our Board meeting in January, a review of the Membership scheme was carried out and the trustees noted that Membership encouraged regular visits, stimulating spend in the café and retail and engendered a sense of community. It was felt, therefore, that the discounts and fees for the coming year should remain unchanged and that growing our Membership should remain an important part of our strategy.

The charity is extremely grateful for the support of its Members, whose combined spend during this period was over £120K, nearly 20% of our total income.

Achievements and performance (continued)

Education.





Education is the beating heart of our operation and continues to delight our young audience.

The education offer has three components: The main educational offer linked to KS1 and 2 of the National Curriculum, our family activities in the school holidays and the Holiday Activities and Food (HAF) programme, aimed at providing an education, nutrition and exercise during the school holidays, primarily to those children who are eligible for free school meals.

Family activities



Achievements and performance (continued)

Throughout the school holidays, we put on a family activity aimed at three- to eleven-year-olds. Across the half-terms, Easter, summer and Christmas holidays, we offered over 40 sessions including pond dipping, eavesdropping on plants, discover the iron-age, fire and food, and magic in science. Uptake on these sessions continued to be very strong throughout the year.

Holiday Activities and Food (HAF) programme



We continued to develop our HAF programme this year, offering a total of 28 sessions through the Easter, summer and Christmas holidays, funded through a Shropshire Council grant which covered salaries, food and materials. The programme is aimed at those children eligible for free school meals and ensures those taking part receive a nutritious meal, some educational activity and the chance to exercise and socialise. We provided activities for over 200 free school meal children this year.

Curriculum based activities

Year 3 & 4 classes remained the most popular to bring out on school trips (62%) Though we get from nursery through to some KS3 groups.

In KS1 (5-7 years) the natural sciences just pipped history (38% and 31% respectively) with plants and pond dipping getting slightly more schools than Mary Anning or the Ice Age, as the most popular topics, though they also came for cooking and paper making, among workshops. For KS2 (ages 7 – 11) history topics are the most in demand (68%), from Stone Age, Iron-Age and Anglo-Saxons, through to the Vikings, though they also investigated rivers, explored owl pellets, did orienteering and looked at the history of Shropshire’s geology.

Achievements and performance (continued)

The vast majority of the schools were completely satisfied with their visit, leading to comments such as:

Just to say a huge thank you for the visit last Wednesday. It was really well organised, and the children thoroughly enjoyed it.

Thank you so much for a wonderful day. The children learnt so much and it was good to see how it built on their current knowledge of the Stone Age. Excellent mix of activities and good to see everyone getting involved and being enthusiastic.

Many thanks and hope to see you again.

Wonderful, thank you. We came because our head had been and highly recommended you.

Thank you so much for such a fantastic day. Everyone really enjoyed themselves and all the activities were pitched perfectly for our children. We really appreciate the hard work you all put in to make the day run so smoothly.

Volunteering.





Achievements and performance (continued)



Volunteering remains a key part of our offer and Grow Cook Learn is extremely grateful to the army of volunteers who offer their support in so many ways.

It is hoped that volunteering is seen as mutually beneficial, and much effort is made to provide support, personal development and training to those volunteers who require it.

The following are the areas where our volunteers have been most active:

- Trustees. Our Board of trustees are often taken for granted, but it is important they are recognised as a key part of our volunteer team. Our trustees have provided around 200 hours of free advice, support, expertise and energy to Grow Cook Learn during this period, for which we are very grateful.
- Retail support. Our retail operation is complex and time-consuming, requiring a lot of skilled input from volunteers who assist the Retail Manager in ensuring our shop, gallery and commission work is administered and managed effectively
- Finance. As a registered charity, it's important our finance systems are thorough and transparent and volunteer support allows our Finance Manager to ensure this work is carried out to the required standard.
- Meadows and Grounds. The Onny Meadows Group (OMG) remains integral to our meadows management, carrying out around 900 hours of work each year and supporting the Ranger in delivering the Management plan for the Onny Meadows.

Grow Cook Learn is actively seeking to expand its volunteer programme and Members are encouraged to consider joining one of our groups.

Achievements and performance (continued)

Onny Meadows.







Achievements and performance (continued)



Under the stewardship of the Meadows Ranger, we successfully delivered our Meadows Management Plan objectives over the course of the year which we showcased at our Hay Meadow Festival in the summer of 2023.

We continued to work with the Craven Arms Community Garden Association (CACGA) to provide over 60 community garden plots which are used by local people to grow vegetables. CACGA manages the gardens, this year introducing a “Young Gardeners” project aimed at teaching young people where their food comes from and how to grow and care for vegetables. We are delighted to see the launch of this scheme and support CACGA to develop the gardens.

The management plan stipulates that we encourage public access to and awareness of a range of habitats which are managed for wildlife. These include the following:

Flower-Rich grassland. The meadows are managed through a single annual hay cut in late July, with the cuttings being baled and removed from the site. This reduces the fertility of the grassland year on year, encouraging a more diverse range of plant species. Yellow rattle is sown in certain areas to weaken grasses and create a suitable habitat for meadow plants. Meadow Saxifrage (*Saxifraga granulata)* is a rare meadow plant now well established on the site.

Ponds. We now have four ponds and a scrape, managed primarily by clearing vegetation from the margins to provide better habitat for dragonflies and amphibians. There is an aspiration to attract Great Crested Newt, and the ponds are tested annually for the presence of this rare species although it is not currently present.

Heritage Orchard. The orchard trees are pruned and mulched annually and the vegetation around the base of the trees is cleared to prevent fungal diseases. The trees are healthy and provide a reliable crop of apples, pears, quince, damsons and medlars which are used in the café and picked by local people for home cooking.

Achievements and performance (continued)

Woodland. Our wooded areas are entering the fourth year of an 8-year cycle of coppicing. This ancient method of managing woodlands is the best way of creating niche habitats and our woodlands are home to many species on mammals, including hedgehog, weasel, rabbit and short-tailed vole.

Withy Beds. Following their restoration in 2020, the withies continue to be managed through an annual harvest of the young willow “whips” which are used in basket and hurdle weaving.

Hedgerows. Our network of hedges now extends to over 2km, requiring cyclical cutting and periodic laying to ensure they remain in good shape. The older hedges provide dense cover for mammals, excellent nesting sites and food for birds including dunnocks and blackbirds and a refuge for invertebrates.

Overall, we are happy with the improvements which continue to be made in this area, but there are concerns around the spread of Ash Dieback and the amount of reed growth in the dragonfly ponds. Our limited resources mean that all the required work may not always be completed at the correct time, so work needs to be prioritised carefully. Longer term, there is an aspiration to increase the amount of labour in the meadows.

Events.



Achievements and performance (continued)






The programme has two main aims- to deliver our charitable goal of connecting people to the food, history and landscape of the Shropshire Hills; and to generate income for the charity. Under the management of the Marketing and Business Development manager, our events programme remains a very successful part of our operation, growing again to generate over £31K of income.

The year was dominated by our two big fundraising events- the SW80K walking festival and our now famous Bonfire and Fireworks display. We also hosted, for the second time, the bi-annual Hay Meadow Festival in conjunction with Natural England and the National Trust.

On top of this, we ran myriad smaller events and courses including bird, butterfly, dragonfly and bee workshops, a series of summer car boot sales, Apple Day, lamb suppers, Frost Fair, Breakfast with Santa, Wild About wings, Jubilee Stories, a pruning course, and four wild garlic pesto workshops!

Our events continue to generate much interest and are an increasingly important part of our offer.

Achievements and performance (continued)

Summary.



Our first year as freeholders of the Centre has been completed. We invested in our estate through the café refurbishment and the upgrading of the heating system and still managed to increase our cash reserves. Our visitor numbers grew incrementally from pre-covid levels, and we rode out the cost-of-living crisis.

There is every reason to feel proud of what has been achieved and I would like to thank the trustees, staff and volunteers for all they contribute to Grow Cook Learn and the Discovery Centre.

With the continued support of the Members and trustees, there is a growing confidence and commitment to realise our vision for the Centre.

Work to effect these changes is ongoing and we look forward to taking you with us on the journey.

Grant Wilson November 2024

Financial review

a. Going concern

The charity's balance sheet on March 31st, 2024, shows Total Net assets of £178,830. Because of this, and another year when our operational income continued to cover our operational costs, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

b. Reserves policy

The free reserves figure is the unrestricted funds less any unrestricted fixed assets, and represents the funds available for use by the Charity. The free reserves at year end were at £43,091 (2023: £56,816). This would cover less than one month of expenditure. In the long term the Charity aims to build reserves to meet three months running costs.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

Structure, governance and management

a. Constitution

Grow Cook Learn is constituted under its Articles of Association, dated 30 October 2013 and is a registered charity, number 1158795. It is registered as incorporated in England and Wales..

b. Methods of appointment or election of Trustees

The management of the Charitable Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association.

Prospective Trustees are made aware of the aims and activities of the Charity before their appointment.

Where specific duties are required of the Trustees, the Charity looks to appoint people with the appropriate skills and experience.

c. Policies adopted for the induction and training of Trustees

Specific roles and areas of engagement are agreed for each trustee

d. Organisational structure and decision making policies

The Directors practice their due diligence by seeking assurances from fellow Directors, Managers and staff that the organisation is being operated effectively, at Board Meetings and through various sub groups. Records are kept of these meetings and of decisions made.

e. Financial risk management

The Trustees have assessed the major risks to which the charitable company is exposed, in particular, those related to the operations and finances of the charitable company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks. The Trustees have drawn up a new 5-year plan for the charity for 2023 to 2028, which incorporates an updated Risk Register. This can be found in the appendix to the accounts.

Plans for future periods

The charity will press ahead with raising capital funds for the Outstanding Natural project whilst maintaining our operational effectiveness.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

Statement of Trustees' responsibilities

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

Company law requires the Trustees to prepare financial statements for each financial . 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 then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 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 enable them to 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.

Approved by order of the members of the board of Trustees and signed on their behalf by:



Prof. C P Edwards
(Chair of Trustees)

Date: 22/10/24

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Independent examiner's report to the Trustees of Grow Cook Learn ('the Charitable Company')

I report to the charity Trustees on my examination of the accounts of the Charitable Company for the year ended 31 March 2024.

Responsibilities and basis of report

As the Trustees of the Charitable Company (and 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 Charitable 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 the Charitable Company's accounts 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 REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

Independent examiner's statement

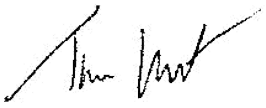
Since the Charitable Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ACCA, which is one of the listed bodies.

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 Charitable 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.

This report is made solely to the Charitable Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charitable Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's Trustees as a body, for my work or for this report.

Signed: 

Dated: 28/10/2024

T Lunt

BA FCCA MTPI

WR Partners
Chartered Accountants
Belmont House
Shrwsbury Business Park
Shrewsbury
SY2 6LG

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2024

	Note	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from:					
Donations and legacies	3	**53,794**	**33,334**	**87,128**	*100,460*
Charitable activities	4	**-**	**636,786**	**636,786**	*557,265*
Other income	5	**-**	**-**	**-**	*250,000*
Total income		**53,794**	**670,120**	**723,914**	*907,725*
Expenditure on:					
Charitable activities	6	**42,004**	**659,001**	**701,005**	*596,827*
Total expenditure		**42,004**	**659,001**	**701,005**	*596,827*
Net movement in funds		**11,790**	**11,119**	**22,909**	*310,898*
Reconciliation of funds:					
Total funds brought forward		**84,997**	**70,924**	**155,921**	*(154,977)*
Net movement in funds		**11,790**	**11,119**	**22,909**	*310,898*
Total funds carried forward		**96,787**	**82,043**	**178,830**	*155,921*

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 25 to 41 form part of these financial statements.

GROW COOK LEARN
(A company limited by guarantee)
REGISTERED NUMBER: 08755152

BALANCE SHEET
AS AT 31 MARCH 2024

	Note		2024 £		*2023 £*
Fixed assets					
Tangible assets	11		**88,952**		*74,108*
			88,952		*74,108*
Current assets					
Stocks	12	**49,819**		*36,172*	
Debtors	13	**13,744**		*20,232*	
Cash at bank and in hand		**100,853**		*102,088*	
		164,416		*158,492*	
Creditors: amounts falling due within one year	14	**(74,538)**		*(76,679)*	
Net current assets			**89,878**		*81,813*
Total assets less current liabilities			**178,830**		*155,921*
Total net assets			**178,830**		*155,921*

BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2024

	Note	2024 £	*2023 £*
Charity funds			
Restricted funds	15	**96,787**	*84,997*
Unrestricted funds	15	**82,043**	*70,924*
Total funds		**178,830**	*155,921*

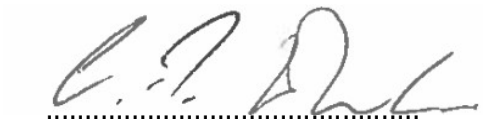
The Charitable Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....

Prof. C P Edwards
(Chair of Trustees)

Date: 22/10/24

The notes on pages 25 to 41 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2024

	2024 £	*2023* *£*
Cash flows from operating activities		
Net cash used in operating activities	**26,248**	*88,398*
Cash flows from investing activities		
Purchase of tangible fixed assets	**(27,483)**	*(70,286)*
Net cash used in investing activities	**(27,483)**	**(70,286)**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the year	**(1,235)**	**18,112**
Cash and cash equivalents at the beginning of the year	**102,088**	*83,976*
Cash and cash equivalents at the end of the year	**100,853**	*102,088*

The notes on pages 25 to 41 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1. General information

Grow, Cook Learn is a charitable company, limited by guarantee and incorporated in England and Wales. The members of the charity are the trustees named on page 1 of these accounts. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charitable company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Grow Cook Learn meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charitable Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charitable Company has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charitable Company, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

2. Accounting policies (continued)

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charitable Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Government grants

Government grants are recognised on entitlement to the income.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Land is not depreciated. Depreciation on other assets is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	25%
Office equipment	-	25%

2. Accounting policies (continued)

2.6 Revaluation of tangible fixed assets

The freehold property is carried at fair value tot he charity at the date of revaluation. Revaluations are undertaken with sufficient regularity to ensure the carrying amount does not differ materially from that which would be determined using fair value at the reporting date.

Fair values are determined from market based evidence normaly undertaken by professional qualified valuers.

Revaluation gains and losses are recognised in other comprehensive income unless losses exceed the previously recognised gains or reflect a clear consumption of economic benefits, in which case the excess losses are recognised in profit or loss.

2.7 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charitable Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Operating leases

Rentals paid under operating leases are charged to the Statement of financial activities on a straight-line basis over the lease term.

2. Accounting policies (continued)

2.13 Pensions

The Charitable Company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charitable Company to the fund in respect of the year.

2.14 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Donations	1,250	21,131	**22,381**	*74,197*
Legacies	-	10,000	**10,000**	*-*
Grants	34,251	-	**34,251**	*24,531*
Government grants	18,293	1,356	**19,649**	*1,356*
Similar incoming resources	-	847	**847**	*376*
	53,794	33,334	**87,128**	*100,460*
Total 2023	*85,531*	*14,929*	*100,460*	

Government grant income during the year comprised of £1,356 Higher Level Stewardship Agreement, £3,835 from Craven Arms Town Council and £13,894 from Shropshire County Council.

4. Income from charitable activities

	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Cafe	392,801	**392,801**	*338,533*
Retail	137,434	**137,434**	*120,643*
Exhibition	20,651	**20,651**	*19,913*
Other	10,796	**10,796**	*7,404*
Education	20,479	**20,479**	*22,077*
Gallery	7,398	**7,398**	*5,242*
Room Hire	15,951	**15,951**	*12,047*
Events	31,276	**31,276**	*31,406*
	636,786	**636,786**	*557,265*
Total 2023	*557,265*	*557,265*	

5. Other incoming resources

	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Cancellation of loan held in previous years	-	-	*250,000*
Total 2023	*250,000*	*250,000*	

6. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total 2024 £	*Total 2023 £*
Direct and Support costs	42,004	659,001	**701,005**	*596,827*
Total 2023	*27,403*	*569,424*	*596,827*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Support costs 2024 £	Total funds 2024 £	*Total funds 2023 £*
Charitable activity	576,015	124,990	**701,005**	*596,827*
Total 2023	*481,100*	*115,727*	*596,827*	

7. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Charitable activity 2024 £	Total funds 2024 £	*Total funds 2023 £*
Staff costs	311,043	**311,043**	*273,707*
Discovery activities	324	**324**	*218*
Marketing and exhibits	38,581	**38,581**	*37,125*
Gallery costs	4,235	**4,235**	*4,010*
School visits	399	**399**	*459*
Repairs, renewals, maintenance of outdoors	40,191	**40,191**	*12,346*
Food and drink	90,974	**90,974**	*81,473*
Exhibition costs	293	**293**	*37*
Books and maps	29,069	**29,069**	*25,689*
Other retail	60,906	**60,906**	*46,036*
	576,015	**576,015**	*481,100*
Total 2023	*481,100*	*481,100*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Charitable activity 2024 £	Total funds 2024 £	*Total funds 2023 £*
Depreciation	12,639	**12,639**	*5,769*
Staff training	854	**854**	*1,593*
Bank charges	8,469	**8,469**	*7,766*
Sundry expenses	837	**837**	*569*
Other employee costs	1,560	**1,560**	*525*
Cafe equipment rental	2,367	**2,367**	*2,830*
Rates	3,026	**3,026**	*2,362*
Heat and light	28,967	**28,967**	*19,244*
Cleaning and laundry	10,829	**10,829**	*8,284*
Printing, postage & stationery	3,553	**3,553**	*3,086*
Telephone and broadband	2,780	**2,780**	*1,885*
Legal and professional fees	3,442	**3,442**	*4,270*
Property maintenance	19,049	**19,049**	*33,930*
Insurance	3,278	**3,278**	*2,601*
HR, payroll & IT services	20,925	**20,925**	*18,613*
Governance costs	2,415	**2,415**	*2,400*
	124,990	**124,990**	*115,727*
Total 2023	*115,727*	*115,727*	

8. Independent examiner's remuneration

	2024 £	*2023 £*
Fees payable to the Charitable Company's independent examiner for the independent examination of the Charitable Company's annual accounts	**2,415**	*2,300*

9. Staff costs

	2024 £	2023 £
Wages and salaries	**293,828**	*259,486*
Social security costs	**10,829**	*8,313*
Contribution to defined contribution pension schemes	**6,386**	*5,908*
	311,043	*273,707*

The average number of persons employed by the Charitable Company during the year was as follows:

	2024 No.	2023 No.
Employees	**25**	*23*

No employee received remuneration amounting to more than £60,000 in either year.

Total benefits paid to key management personnel were £42,753, (2023: £39,799) including gross wages, employer NI and pension contributions.

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2023 - £NIL)*.

During the year ended 31 March 2024, no Trustee expenses have been incurred *(2023 - £NIL)*.

11. Tangible fixed assets

	Freehold property £	Plant and machinery £	Office equipment £	Total £
Cost or valuation				
At 1 April 2023	**60,000**	**31,116**	**7,264**	**98,380**
Additions	**-**	**25,733**	**1,750**	**27,483**
At 31 March 2024	**60,000**	**56,849**	**9,014**	**125,863**
Depreciation				
At 1 April 2023	**-**	**17,533**	**6,739**	**24,272**
Charge for the year	**-**	**11,939**	**700**	**12,639**
At 31 March 2024	**-**	**29,472**	**7,439**	**36,911**
Net book value				
At 31 March 2024	**60,000**	**27,377**	**1,575**	**88,952**
At 31 March 2023	*60,000*	*13,583*	*525*	*74,108*

The freehold property is held at it's fair value to the Charity. The property is valued at £370,000 but there is a charge against it for £250,000 and when sold the charity will also repay 50% of any additional proceeds. The unencumbered fair value to the Charity at current value is therefore £60,000.

12. Stocks

	2024 £	*2023 £*
Stock and consumables	**49,819**	*36,172*

13. Debtors

	2024 £	2023 £
Due within one year		
Trade debtors	**6,637**	*16,090*
Prepayments and accrued income	**7,107**	*4,142*
	13,744	*20,232*

14. Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	**29,643**	*26,583*
Other taxation and social security	**19,860**	*21,978*
Accruals and deferred income	**25,035**	*28,118*
	74,538	*76,679*

	2024 £	2023 £
Deferred income at 1 April 2023	**22,630**	*15,659*
Resources deferred during the year	**19,754**	*22,630*
Amounts released from previous periods	**(22,630)**	*(15,659)*
	19,754	*22,630*

Deferred income relates to income received that is in relation to events being held the following year.

15. Statement of funds

Statement of funds - current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2024 £
Unrestricted funds					
Designated funds					
New servery	-	-	-	10,000	10,000
General funds					
General Funds	70,924	670,120	(659,001)	(10,000)	72,043
Total Unrestricted funds	70,924	670,120	(659,001)	-	82,043
Restricted funds					
Girls Group Income 16/17 project	4,293	1,235	(122)	-	5,406
Town Council grant	1,082	-	-	-	1,082
Caffyn Trust	3,676	-	(805)	-	2,871
Bonfire night	-	1,250	(1,250)	-	-
Youth Volunteer Programme	4,742	-	-	-	4,742
Green Team Project	809	-	-	-	809
HAF Program	6,247	1,155	(1,155)	-	6,247
Pond development	1,140	-	(1,140)	-	-
Community Cooking	795	-	-	-	795
Pond platform	-	13,303	(10,669)	-	2,634
National Lottery Community Fund	2,213	-	-	-	2,213
Wetland Scrap Project - Squelch	-	26,851	(26,851)	-	-
Soil's got Soul Project	-	10,000	(12)	-	9,988
Property fund	60,000	-	-	-	60,000
	84,997	53,794	(42,004)	-	96,787
Total of funds	155,921	723,914	(701,005)	-	178,830

15. Statement of funds (continued)

Designated Funds relate to a donation received that has been set aside for work on a new servery which is likely to take place next year.

Restricted funds are made up of the following:

- **LJC Girls Group** - a fortnightly activity club
- **Town Council fund** - money for the maintenance of the community garden.
- **Caffyn Trust** - for leaflet printing
- **Bonfire Night funds** - sponsorship money raised for the individual events
- **Youth Volunteer Programe, 'Green Team Project' and 'HAF Program'** - ongoing youth activities
- **Pond Development Grant** - for seasonal Pond clearance
- **Community Cooking** - funded courses for users of the local food bank
- **Pond Platform** - DEfRA funds called Access for All which encourages accessibility in the countryside.

- **National Lottery community fund** - towards refubishment of the classroom
- **Wetland Scrape Project - Squelch** - funds provided by the Severn Trent Community Fund for the creation of a 400 spare metre scrape, a bird hide, interpretation and accessible paths
- **Soils got Soul Project** - This project looks at regenerative horticulture, using soil as a carbon-sink and producing food in a way that enhances rather than damages the environment.
- **Property fund** - the fixed asset gifted to the Charity

15. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 April 2022 £	*Income* £	*Expenditure* £	*Balance at 31 March 2023* £
Unrestricted funds				
General Funds	*(181,846)*	*822,194*	*(569,424)*	*70,924*
Restricted funds				
Girls Group Income 16/17 project	*4,502*	*-*	*(209)*	*4,293*
Town Council grant	*1,082*	*-*	*-*	*1,082*
Caffyn Trust	*3,676*	*-*	*-*	*3,676*
80K Walk	*3,026*	*3,500*	*(6,526)*	*-*
Bonfire night	*1,618*	*1,000*	*(2,618)*	*-*
Youth Volunteer Programme	*4,742*	*-*	*-*	*4,742*
Green Team Project	*1,473*	*-*	*(664)*	*809*
HAF Program	*1,819*	*6,484*	*(2,056)*	*6,247*
Pond development	*4,100*	*-*	*(2,960)*	*1,140*
Community Cooking	*831*	*-*	*(36)*	*795*
Pond platform	*-*	*6,147*	*(6,147)*	*-*
Next Generation Fair	*-*	*400*	*(400)*	*-*
National Lottery Community Fund	*-*	*8,000*	*(5,787)*	*2,213*
Property fund	*-*	*60,000*	*-*	*60,000*
	26,869	*85,531*	*(27,403)*	*84,997*
Total of funds	*(154,977)*	*907,725*	*(596,827)*	*155,921*

16. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	60,000	28,952	**88,952**
Current assets	36,787	127,629	**164,416**
Creditors due within one year	-	(74,538)	**(74,538)**
Total	96,787	82,043	**178,830**

Analysis of net assets between funds - prior period

	Restricted funds 2023 £	*Unrestricted funds 2023 £*	*Total funds 2023 £*
Tangible fixed assets	*60,000*	*14,108*	*74,108*
Current assets	*24,997*	*133,495*	*158,492*
Creditors due within one year	-	*(76,679)*	*(76,679)*
Total	*84,997*	*70,924*	*155,921*

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	*2023 £*
Net income for the period (as per Statement of Financial Activities)	**22,909**	*310,898*
Adjustments for:		
Depreciation charges	**12,639**	*5,769*
Increase in stocks	**(13,647)**	*(6,755)*
Decrease/(increase) in debtors	**6,488**	*(8,303)*
Decrease in creditors	**(2,141)**	*(213,211)*
Net cash provided by operating activities	**26,248**	*88,398*

18. Analysis of cash and cash equivalents

	2024	*2023*
	£	*£*
Cash in hand	**100,853**	*102,088*
Total cash and cash equivalents	**100,853**	*102,088*

19. Analysis of changes in net debt

	At 1 April 2023	Cash flows	At 31 March 2024
	£	£	£
Cash at bank and in hand	**102,088**	**(1,235)**	**100,853**
	102,088	**(1,235)**	**100,853**

20. Contingent liabilities

There is a legal charge over the freehold property held. If the property is sold the charity would have to repay £250,0000 plus 50% of the sale proceeds above £250,000. The property is currently included in fixed assets at it's fair value, being the unencumbered value of £60,000. The current market value is £370,000.

21. Pension commitments

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £6,386 (2023 £5,908). Contributions totalling £nil (2023 £nil) were payable to the fund at the balance sheet date.

22. Operating lease commitments

At 31 March 2024 the Charitable Company had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2024 £	*2023* *£*
Not later than 1 year	**950**	*950*
Later than 1 year and not later than 5 years	**1,717**	*2,667*
	2,667	*3,617*

23. Related party transactions

The Charitable Company has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charitable Company at 31 March 2024.

Grow Cook Learn

The charity which runs the Shropshire Hills Discovery Centre

5-Year Plan 2024-2028



Contents

1. **Summary.**
2. **Context- 2014-2023.**
3. **Analysis of current strengths, weaknesses, opportunities and threats.**
4. **Overarching strategy - to develop and improve the visitor experience.**
5. **Objective 1. Improving the café.**
6. **Objective 2. Engaging with visitors.**
7. **Objective 3. Growing our offer.**
8. **Financial performance.**
9. **Marketing.**
10. **Education strategy.**
11. **Human Resources.**
12. **Governance.**
13. **Risks.**

The purpose of this plan is to provide members, staff and other stakeholders of the charity with a picture of where the charity is heading over the five calendar years to the end of 2028. It is a 'direction of travel' document rather than a business plan – each year the charity produce a business plan, to tie in with our financial year, containing measurable budgetary and other performance objectives in line with this five-year plan. The intention is for the Trustees to include in each Annual Report over the five years, a report on progress and plans regarding the objectives set out in this plan.

1. Summary.



It is nearly ten years since the educational charity Grow Cook Learn took over, from Shropshire Council, running the Shropshire Hills Discovery Centre. The Centre had been both a visitor destination and a provider of community services but it had unsustainably costed the Council hundreds of thousands of pounds p.a. to support it. We have now progressed the Centre from a venue which could only survive with substantial ongoing external financial subsidy to be a venue which consistently covers its own operating costs.

It has done this partly by learning how to survive financially with careful cost control, and partly by improving the Centre's appeal to visitors and the local community through developing a broad range of services, activities and events around the theme of connectedness with the outdoor world. For instance, over our nine financial years, income growth in our café and retail operations has been over three times the rate of inflation. And a strong new programme of annual events, principal amongst them the annual Shropshire Way 80K walking festival and the community bonfire, has been a significant new source of income.

We believe what are doing is important:

- We reach, appeal to, educate and provide services to large sections of the community who do not engage much with other organisations with a focus on outdoor and environmental issues.
- We are the only year-round visitor centre in the Shropshire Hills National Landscape area which provides information about and promotes understanding of and tourism within the Shropshire Hills as a whole.

Our challenge, which drives this plan, is to take the next step from merely covering costs to generating sufficient income to develop the Centre's offering; such that it becomes a regionally respected and known venue communicating a powerful, dynamic and inspiring story to all our visitors; stories about the landscape, wildlife, food and history – and the many challenges facing them - of the Shropshire Hills National Landscape. The quality of the visitor experience will therefore be central to our next five years.

2. Context.



Grow Cook Learn's core mission remains unchanged. We continue to be an educational visitor destination, connecting people to the rich natural world around them: its food, history, wildlife and landscape. We strive to be the beating heart of our local community and aim to engender a sense of pride in our operation amongst the people of and around Craven Arms.

Following Shropshire Council's disposal of the site, Grow Cook Learn took over the Centre on April 1st, 2014. Until April 2023, we operated the Centre under the terms of a lease from Connexus Housing Group (formerly South Shropshire Housing Association), which had provided us with financial support (grants and loans) until we were in the position to cover our own costs. However in April 2023 we acquired the freehold of the building and a 99-year full operating lease on the meadows from Craven Arms Town Council. This is significant for two reasons:

1. Long-term tenure makes it easier to attract development funding for the site as a whole.
2. Our balance sheet is positive

Grow Cook Learn runs a café, shop, Shropshire Hills Through Time exhibition and the meeting and gallery spaces within the Discovery Centre. This activity not only forms part of our core mission, it also enables four other important activities:

First, we provide an education programme to around 4,000 school children each year, with activities aimed to support Key Stage 1 and 2 learners. This is supplemented by an out of school programme including less formal holiday activities and a council funded HAF (Holiday Activities & Food) club running over the Easter and summer holidays. Our educational provision is essentially cost neutral, the income generated approximately covering the costs of providing the service, but is at the heart of our raisn d'etre..

Second, we manage the 12 hectares of Onny Meadows for the benefit of people and wildlife, providing free access via a network of paths to ponds, river, coppice woodland and traditional hay meadow.

Third, we provide numerous volunteering opportunities, including via social prescribing, giving people the chance to grow their confidence, make new friends and learn new skills.

Fourth, we offer a range of courses to children and adults, specifically tailored around food, history, wildlife and landscape.



3. Strengths, Weaknesses, Opportunities and Threats.



Strengths

- We have an 'Outstanding Natural' development plan advancing our mission, a plan which envisages a new wetland scrape (Squelch), a more wildlife themed café, an educational horticultural project focused on the importance of soil (Our Soil's Got Soul) and a major new visitor attraction (a replica Iron Age cookhouse is currently being explored).
- Our staff, management and trustees are committed to the charity's goals, and we currently enjoy high morale and a low turnover of staff.
- Our business model ensures positive cashflow and an adequate bank balance.
- Our Onny Meadows are an improved amenity, integrated to our visitor offer.
- Our volunteering programmes are well attended and provide support and purpose to over 50 local people.
- Our Mammoth continues to be a strong attraction, integral to our brand.
- We are uniquely positioned to engage with hard-to-reach groups often overlooked by other outdoor organisations.
- We have a strong Membership of over 450 people.
- There is a range of skills and energy amongst the trustees with the ability to develop, support and challenge the direction of travel for Grow Cook Learn.

Weaknesses

- Poor decorative condition of the Centre, internally and externally.
- Lack of capital and access to funding to address the above.
- The café in particular is not optimising visitor spend due to the poor layout and tired fixtures and fittings.
- Dog poo and occasional low-level antisocial behaviour blighting the Centre and grounds.
- Lack of useful visitor data on who our visitors are, where they come from and what they would like to see.

Opportunities

- To involve our Members more as a source of expertise, contacts, volunteer time, fundraising & donations.
- To extend the scope of our exhibition space, in particular the rotunda, to reflect better the charity's mission and themes.
- To reconfigure the Centre's layout to improve the visitor journey.
- To engage better with other organisations who share our aims and objectives, e.g. the Shropshire Hills National Landscape, National Trust, Acton Scott, English Heritage.
- To learn from other destinations about how to improve visitor communication/engagement.
- To exploit online and social media methods to expand our visitor demographics.

Threats

- Loss of key personnel
- Lack of parking
- Major criminal incident or building or equipment failure.
- Food poisoning or a health and safely incident causing reputational damage.
- Economic crisis causing fewer visits and less spend.
- A breakdown in relations with community stakeholders
- The loss of the Mammoth (it is currently only on loan from Shropshire Council and could, in theory, be recalled at any time)



4. Overarching Strategy: to develop & improve the visitor experience.



We will:

- Tell better stories of who we are, what we do and what there is to see and do here.
- Use visitor feedback to continually improve the visitor experience.
- Give substance to our green credentials (e.g. solar power generation, ground source heating, reducing CO2 emissions)
- Expand what the Centre offers such that we become a “must see” attraction.
- Make connections between different aspects of people’s visit clearer, more complementary and coherent (e.g. linking Shropshire Hills’ carbon footprint through the ages to GCL’s own carbon footprint strategy)
- Make the visitor experience more dynamic, engaging and two-way (such that visitors ‘do things’ and their stories are caught and incorporated)
- Without preaching, let nature, environment and outdoor issues become self-evident in the visitor experience.
- Maintain a ‘pick and mix’ freedom of visitors to do/wander as they wish across the whole Discovery Centre offering (even if just having a cup of tea & using the toilets)
- Ensure visitor experience impact is a metric in all our staff appraisals.



5. Objective 1. To improve the café to meet the needs of all our visitors.



As opportunities and funds allow over the five years, we will:

- Open a secondary food outlet, either a serving hatch in the building or a “Food Truck” adjacent to the building.
- Upgrade café fixtures, fittings and furniture.
- Improve the ambience and décor, consistent with our mission.
- Serve effectively those visitors wanting a full meal; those walkers, cyclists and dog walkers looking for a takeaway offer and those wanting refreshment only.
- Increase seating capacity and flexibility so we can accommodate larger groups.
- Allocate a dedicated area for dogs and muddy boots.
- Develop our menu to highlight more local, seasonal and “story” items (e.g. whinberries, wild garlic, apples etc.)
- Develop metrics which enable us to measure and improve performance (not just turnover & margin, but customer feedback on their whole experience).

6. Objective 2. To deepen visitor Engagement.



As opportunities and funds allow over the five years, we will:

- Expand, refresh and improve our exhibition to tell more relevant and coherent stories and to attract new user groups.
- Feature stories of local people, becoming the “go to” local history place.
- Improve our interpretation to accommodate all user groups, exploring the use of QR codes, audio trails, and information panels to bring our stories to life.
- Give more emphasis to our wildlife stories.

7. Objective 3. Developing the Centre's offer.



We will…

- Improve our café facility to increase its visitor appeal and financial contribution to help ensure Centre's long-term viability (see Objective 2).
- Have the Squelch wetland project up and running in 2024, evaluating its impact on Grow Cook Learn.
- Have Our Soil's Got Soul growing project up and running in 2024/25.
- Actively seek another mission-consistent visitor attraction (e.g. the Iron Age cookhouse) or event which will significantly enhance our appeal.



8. Financial Performance

To increase allocations for building maintenance and new projects, it is vital that we increase our annual net income year on year. Performance targets will be incorporated into annual budgets but the overall goal is to be generating a net return of 5% of annual net turnover by the end of this five-year period.

9. Marketing.



In addition to our normal social media, in-building, press release & paid-for advertising methods promoting the Centre and its specific events & appeal, we will:

- Visit, engage with and learn from leading edge outdoor educational visitor attractions elsewhere.
- Ensure our interactions with visitors - existing and potential - will be constantly updated and improved, making full use of new technology to ensure communications are effective.
- Undertake more segment-specific marketing (e.g. walkers, railway station arrivers, eaters-out, local residents, families with children, wildlife enthusiasts, etc etc).
- Continue with improvement to A49 roadside messaging (visibility, events, etc).

10. Education Strategy



In addition to continuing our school visit and school holiday activities, we will:

- Expand the reach of these activities to ensure that education generates sufficient income to cover the cost of providing this service.

- Explore new ways of working - outreach and/or remote learning.

11. Human resources



In addition to maintaining our low staff turnover and absence rates, we will:

- Seek to improve communication between trustees, management and all staff on our roles, objectives and progress.
- Develop succession strategies for key personnel and trustees.

12. Governance



It is imperative that across the body of trustees we are equipped with a commitment to and knowledge of both our commercial and charitable objectives, as these are interdependent. We will:

- Expand board membership so that there is succession and balance when existing trustee retire.
- Increase the diversity of trustees: type, perspective, expertise.
- Maintain the dual focus on business and social objectives/performance.

13. Risks

RISK	Likelihood	Impact	Counter-measures
1. Lack of success in securing grant funding for developments to secure the long-term sustainability of the Centre as a viable educational visitor attraction	Medium to High	Severe in the medium to long term	Develop and deploy Plan B sources of potential development funding, including expanding charity's own fund-raising.
2. Pressure on key staff leads to burn-out and resignations.	Medium to High	Severe	Ensure adequate management team cover and support to the Centre Manager; ensure adequate Outstanding Natural project management support is built into funding applications and into GCL budget
3. Major fail of fabric of the building/exorbitant repair	Medium	Severe	Continue (and increase) strategy of budgeting more each year for Repairs & Renewals, capitalising where appropriate to in the accounts
4. Environmental or public health catastrophe	Medium	Severe	Incorporate pre-emptive review of operational risks and risk-minimisation into Manager's formal annual work objectives
5. Visitor numbers drop in catastrophic way, in particular due to wider economic factors	Medium	Severe	Maintain a high quality of marketing staff, marketing activity and adequate quantity of marketing budget
6. The lack of a wide skill base in Trustees	Medium	Medium	Strengthen efforts by Chair and all trustees to seek out potentially suitable Board members
7. Lack of a key resource to manage major projects	Medium	Medium to Severe	[See Counter-measures under 3. above]
8. A breakdown in relations with key stakeholders (e.g. Town Council)	Medium to Low	Medium to Severe	Incorporate pro-active nurturing of Town Council relationships into both the Manager's formal annual work objectives and the Trustees' priorities

GROW COOK LEARN

England & Wales - Charity number 1158795

Accounts

Registered number: 08755152
Charity number: 1158795

GROW COOK LEARN

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023



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GROW COOK LEARN
(A company limited by guarantee)

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GROW COOK LEARN
(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2023

Trustees	Prof. C P Edwards, Chair Mr C Barker, Vice Chair Ms A Caffyn (resigned 24 November 2022) Mr P Carty Dr A English Mr P Sams Ms B Smith (resigned 29 September 2022) Mr D Warren
Company registered number	08755152
Charity registered number	1158795
Registered office	Shropshire Hills Discovery Centre School Road Craven Arms Shropshire SY7 9RS
Centre Manager	Grant Wilson
Accountants	WR Partners Chartered Accountants Belmont House Shrewsbury Business Park Shrewsbury Shropshire SY2 6LG

CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 MARCH 2023

Chair's Foreword

In 2022/23 we finally moved on from the site tenancy and Covid-related issues that had overshadowed the previous few years. It's a tremendous achievement, and a springboard for great things to come, to finally own the Discovery Centre building and to have a secure long-term tenancy of the Meadows with Craven Arms Town Council. It's even more of a springboard because we ended 2022/23 with:

- Our fifth year on the trot without requiring any grants or subsidies to cover our operating costs.
- A stable, motivated and hard-working staff team led by Centre Manager Grant Wilson.
- A strong body of committed volunteers, especially in the Meadows but also providing invaluable assistance with administration, maintenance and front-of-house inputs.
- A supportive Board of Trustees providing accountability, expertise and resources.
- An ever-growing charity membership committed our vision.

My thanks to all the above and also to our visitors and customers, who justify why we're here and what we're doing for people to enjoy learning about the landscape, food, wildlife and history of the Shropshire Hills. Their feedback confirms that the building and meadows continue to look better, and have more going on, at the end of each year than at the beginning.

Charles Edwards

Prof Charles Edwards (rtd), Chair of Grow Cook Learn Ltd

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

The Trustees present their annual report together with the financial statements of the Charitable Company for the year 1 April 2022 to 31 March 2023. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charitable Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Articles of Association define the Objects of Grow Cook Learn as the promotion for the public benefit of urban or rural regeneration in the Area of Benefit by all or any of the following means:

• the protection or conservation of the environment;

• the advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience;

• the creation of training and employment opportunities by the provision of workspace, buildings and/or land for use on favourable terms;

• the maintenance, improvement or provision of public amenities;

• the provision of recreational facilities for the public at large or those who by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances, have need of such facilities; and

• such other means as may from time to time be determined subject to the prior written consent of the Charity Commission for England and Wales.

These general objectives have been further refined since our formation into the specific overarching mission:

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Main activities undertaken to further the Charitable Company's purposes for the public benefit

Pursuing its Objects and mission, the main activity of Grow Cook Learn continued to be the operation of the iconic Shropshire Hills Discovery Centre in Craven Arms as an education and training centre for food related skills, as a visitor attraction linking food, landscape, wildlife and history in the Shropshire Hills and as a leisure resource for visitors and local residents.

Specifically, the main activities of Grow Cook Learn in 2022/23 were:

1. **Running the café**
2. **Running the shop**
3. **Maintaining the Exhibition**
4. **Providing school visits when possible**
5. **Running a very limited programme of Events**
6. **Recruiting and keeping Members.**
7. **Maintaining and improving the meadows**

Achievements and performance

a. Manager's 2021/22 Report

Introduction

To tell the story of this year, we need to begin at the end, with the signing of our new tenure agreement. At the end of March, we finally managed to get the deal over the line, becoming freeholders of the Centre, car park and curtilages, and holding the meadows on a 99-year lease from Craven Arms Town Council. Although this doesn't directly improve our finances, the deal opens up the possibility to apply for larger development grants and means we are free from the burden of paying rent. It also gives us a positive balance sheet for the first time in our history and provides a solid platform from which to develop.

The year has not been without its challenges with a lot of upward pressure on energy, labour and food prices, our three biggest overheads, but we made it through and are still here ready to face the challenges ahead. My thanks go out to our Members, Trustees and the incredibly loyal staff team for continuing to support our work.

This report tells the highlights of a year's work, celebrating success across all our departments.

Finance

The headline is that we completed another year without the need for financial subsidy. Although the figures showed a small loss, this was due to a decision to increase spending on repairs and renewals, revamping our heating system. We also encountered unexpected expenditure on legal costs in the lengthy tenure negotiations which fortunately came to fruition at the very end of the financial year.

This year continued the trend of recent years, in which we achieved better than expected sales, but failed to translate this into an increase in trading surplus due to higher overhead costs.

We continue to monitor our income and expenditure really closely and recognise the need to focus on development of our offer and invest in the building.

Achievements and performance (continued)

The effect of covid restrictions throughout 2021/22 make comparisons with previous years unrealistic, but highlights this year were our café, with sales nearly 10% ahead of budget and our events programme which generated over £40K of sales.

Net sales were £557K, our highest to date.

Membership



Our Membership scheme continued to grow incrementally, and we finished the year with just over 400 Members, our highest number to date. Our aim is to grow the sense of community within our Membership scheme and to create a loyal base of people who interact positively with the Centre.

Our Membership scheme brought in over £11K of income and although a proportion of this went back out as discount on sales, the scheme continues to be a useful fundraiser for Grow Cook Learn.

Education.





Education is the beating heart of our operation and continues to delight and our young audience. Please note that education analysis is done over calendar years rather than financial years, so this data relates to the year 2022.

2022 was a strong year in education with the release of pent-up demand following the ending of all covid restrictions. Education Manager, Stephanie Bellows' schools programme was very well subscribed, with over 4000 children attending sessions, compared to only 1200 in 2021. All told there were 115 school sessions from 79 different schools. This was the busiest year since 2016 so a really positive result.

Achievements and performance (continued)

Family activities



Throughout the school holidays, we put on a family activity aimed at three- to eleven-year-olds. Across the half-terms, Easter, summer and Christmas holidays, we offered over 40 sessions including pond dipping, eavesdropping on plants, discover the iron-age, fire and food, and magic in science. Uptake on these sessions continued to be very strong throughout the year.

Holiday Activities and Food (HAF) programme



We continued to develop our HAF programme this year, offering a total of 28 sessions through the Easter, summer and Christmas holidays, funded through a Shropshire Council grant which covered salaries, food and materials. The programme is aimed at those children eligible for free school meals and ensures children receive a nutritious meal, some educational activity and the chance to exercise and socialise.

Achievements and performance (continued)

Volunteering.






Volunteering had another successful year with our Onny Meadows Group continuing, under Ian Cheeseborough's supervision, to take on a huge amount of landscape and conservation work in the meadows. We also saw a growing number of volunteers carrying out diverse roles in retail, office admin, catering and even upgrading our heating system! We would like to thank all our wonderful volunteers for the huge contribution they make to the Centre.

We also liaised with social prescribers to provide volunteering tailored to people in long-term unemployment or those living with low level mental health issues.

Volunteering is a great way to meet new people, give something back to your community and to learn new skills and gain confidence and we know our volunteers get a great deal from working alongside the staff team. We work hard to ensure our volunteers have a fulfilling experience with us and as a special thank you this year, the volunteers enjoyed a celebration Christmas lunch at the Centre.

Achievements and performance (continued)

Onny Meadows.

This year saw Ian Cheeseborough's second full year in charge of our meadows, and we began to see the fruits of his work. Here are some notable achievements.

- Planting of 300 metres of new hedgerow in association with the CPRE.
- Building a new wildlife viewing screen behind the ponds.
- Erecting 20 new nestboxes
- Restoring the dragonfly pond through funding from National Lottery
- A botanical survey revealing we are host to over 200 species of plants.
- A sighting of two otter kitts, proving we have a breeding population.
- A successful hay cut, preceded by harvesting 1kg of yellow rattle seeds.
- Coppicing our second coup of woodland.
- Pruning and harvesting from our heritage orchard.







Achievements and performance (continued)



The focus of our management strategy continues to be on promoting public access and creating and maintaining a wide variety of habitats for wildlife. Fundamental to this is our ongoing work to improve our hay meadows and woodlands which form the base of a food pyramid, supporting a rich and diverse array of wildlife.

Events.

Yet again, our events programme was a very successful part of our operation, growing again to generate over £40K of income.

The year was dominated by our two big fundraising events- the SW80K walking festival and our famous Bonfire and Fireworks display.

Achievements and performance (continued)







On top of this, we ran myriad smaller events and courses including bird, butterfly, dragonfly and bee workshops, a series of summer car boot sales, Apple Day, lamb suppers, Frost Fair, Breakfast with Santa, Wild About wings, Jubilee Stories, a pruning course, and four wild garlic pesto workshops!

Our events continue to generate much interest and are an increasingly important part of our offer.

Achievements and performance (continued)

Summary.

This year has been important to Grow Cook Learn in two ways. Firstly, we have again demonstrated our ability to survive, covering our operating costs with our commercial income and delivering our charitable aims. Secondly, the gifting of the Centre and the related positive change to our balance sheet mean that we are truly viable for the first time in our history.

The challenge now is to exploit all the opportunities provided by our new status to make that step from "survival" into "development" and to continue to grow our offer and develop its relevance and attractiveness to our visitors. It will be an exciting journey and one which I hope all our Members will play an active role.

Grant Wilson November 2023

Financial review

a. Going concern

As a result of the gift of the building to the charity by Connexus and our £250,000 debt to Connexus being changed to being part of a charge on the building if disposed of, the charity's balance sheet on March 31st, 2023, shows Total Net assets of £155,921.

Because of this, and another year when our operational income continued to cover our operational costs, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

b. Reserves policy

The free reserves figure is the unrestricted funds less any unrestricted fixed assets, and represents the funds available for use by the Charity. The free reserves at year end were at £56,816 (2022: deficit of £191,437). This would cover one month of expenditure. In the long term the Charity aims to build reserves to meet three months running costs.

Structure, governance and management

a. Constitution

Grow Cook Learn is constituted under its Articles of Association, dated 30 October 2013 and is a registered charity, number 1158795. It is registered as incorporated in England and Wales..

b. Methods of appointment or election of Trustees

The management of the Charitable Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association.

Prospective Trustees are made aware of the aims and activities of the Charity before their appointment.

Where specific duties are required of the Trustees, the Charity looks to appoint people with the appropriate skills and experience.

c. Policies adopted for the induction and training of Trustees

Specific roles and areas of engagement are agreed for each trustee

d. Organisational structure and decision making policies

The Directors practice their due diligence by seeking assurances from fellow Directors, Managers and staff that the organisation is being operated effectively, at Board Meetings and through various sub groups. Records are kept of these meetings and of decisions made.

e. Financial risk management

The Trustees have assessed the major risks to which the charitable company is exposed, in particular, those related to the operations and finances of the charitable company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks. The 5-year plan for the charity for 2018/19 to 2022/23 is being replaced by a new one the Trustees are drawing up for 2023 to 2028, which incorporates an updated Risk Register.

Plans for future periods

The charity will press ahead with raising capital funds for the Outstanding Natural project whilst maintaining our operational effectiveness.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2023

Statement of Trustees' responsibilities

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

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 then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 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 enable them to 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.

Approved by order of the members of the board of Trustees and signed on their behalf by:

.....

Prof. C P Edwards
(Chair of Trustees)

Date: 18/11/2023

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Independent examiner's report to the Trustees of Grow Cook Learn ('the Charitable Company')

I report to the charity Trustees on my examination of the accounts of the Charitable Company for the year ended 31 March 2023.

Responsibilities and basis of report

As the Trustees of the Charitable Company (and 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 Charitable 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 the Charitable Company's accounts 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 REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

Independent examiner's statement

Since the Charitable Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of (enter body here), which is one of the listed bodies.

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 Charitable 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.

This report is made solely to the Charitable Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charitable Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's Trustees as a body, for my work or for this report.

Signed: 

Dated: 28/11/2023

T Lunt

BA FCCA MIRPM

WR Partners
Chartered Accountants
Belmont House
Shrwsbury Business Park
Shrewsbury
SY2 6LG

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2023

	Note	Restricted funds 2023 £	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations and legacies	3	**85,531**	**14,929**	**100,460**	*110,515*
Charitable activities	4	**-**	**557,265**	**557,265**	*464,176*
Other income	5	**-**	**250,000**	**250,000**	*-*
Total income		**85,531**	**822,194**	**907,725**	*574,691*
Expenditure on:					
Charitable activities	6	**27,403**	**569,424**	**596,827**	*501,956*
Total expenditure		**27,403**	**569,424**	**596,827**	*501,956*
Net movement in funds		**58,128**	**252,770**	**310,898**	*72,735*
Reconciliation of funds:					
Total funds brought forward		**26,869**	**(181,846)**	**(154,977)**	*(227,712)*
Net movement in funds		**58,128**	**252,770**	**310,898**	*72,735*
Total funds carried forward		**84,997**	**70,924**	**155,921**	*(154,977)*

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 20 to 34 form part of these financial statements.

GROW COOK LEARN
(A company limited by guarantee)
REGISTERED NUMBER: 08755152

BALANCE SHEET
AS AT 31 MARCH 2023

	Note		2023 £		2022 £
Fixed assets					
Tangible assets	11		**74,108**		*9,591*
			74,108		*9,591*
Current assets					
Stocks	12	**36,172**		*29,417*	
Debtors	13	**20,232**		*11,929*	
Cash at bank and in hand		**102,088**		*83,976*	
		158,492		*125,322*	
Creditors: amounts falling due within one year	14	**(76,679)**		*(39,890)*	
Net current assets			**81,813**		*85,432*
Total assets less current liabilities			**155,921**		*95,023*
Creditors: amounts falling due after more than one year	15		**-**		*(250,000)*
Total net assets			**155,921**		*(154,977)*

BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2023

	Note	2023 £	2022 £
Charity funds			
Restricted funds	16	**84,997**	*26,869*
Unrestricted funds	16	**70,924**	*(181,846)*
Total funds		**155,921**	*(154,977)*

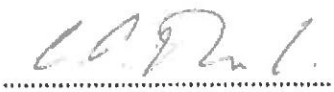
The Charitable Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Prof. C P Edwards
(Chair of Trustees)

Date: 18/11/2023

The notes on pages 20 to 34 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2023

	2023 £	*2022* *£*
Cash flows from operating activities		
Net cash used in operating activities	**88,398**	*51,637*
Cash flows from investing activities		
Purchase of tangible fixed assets	**(70,286)**	*(12,789)*
Net cash used in investing activities	**(70,286)**	**(12,789)**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the year	**18,112**	**38,848**
Cash and cash equivalents at the beginning of the year	**83,976**	*45,128*
Cash and cash equivalents at the end of the year	**102,088**	*83,976*

The notes on pages 20 to 34 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1. General information

Grow, Cook Learn is a charitable company, limited by guarantee and incorporated in England and Wales. The members of the charity are the trustees named on page 1 of these accounts. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charitable company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Grow Cook Learn meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charitable Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charitable Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Government grants

Government grants are recognised on entitlement to the income.

2. Accounting policies (continued)

2.5 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Land is not depreciated. Depreciation on other assets is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	25%
Office equipment	-	25%

2.6 Revaluation of tangible fixed assets

The freehold property is carried at fair value tot he charity at the date of revaluation. Revaluations are undertaken with sufficient regularity to ensure the carrying amount does not differ materially from that which would be determined using fair value at the reporting date.

Fair values are determined from market based evidence normaly undertaken by professional qualified valuers.

Revaluation gains and losses are recognised in other comprehensive income unless losses exceed the previously recognised gains or reflect a clear consumption of economic benefits, in which case the excess losses are recognised in profit or loss.

2.7 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. **Accounting policies (continued)**

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charitable Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Charitable Company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charitable Company to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2023 £	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Donations	61,000	13,197	**74,197**	*16,481*
Grants	24,531	-	**24,531**	*35,959*
Government grants	-	1,356	**1,356**	*55,478*
Similar incoming resources	-	376	**376**	*2,597*
	85,531	14,929	**100,460**	*110,515*
Total 2022	*25,088*	*85,427*	*110,515*	

Government grant income during the year comprised of £1,356 Higher Level Stewardship Agreement.

4. Income from charitable activities

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Cafe	338,533	**338,533**	*284,332*
Retail	120,643	**120,643**	*112,115*
Exhibition	19,913	**19,913**	*18,093*
Other	7,404	**7,404**	*9,582*
Education	22,077	**22,077**	*13,732*
Gallery	5,242	**5,242**	*4,494*
Room Hire	12,047	**12,047**	*8,778*
Events	31,406	**31,406**	*13,050*
	557,265	**557,265**	*464,176*
Total 2022	*464,176*	*464,176*	

5. Other incoming resources

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Cancellation of loan held in previous years	250,000	**250,000**	-

6. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2023 £	Unrestricted funds 2023 £	Total 2023 £	*Total 2022 £*
Direct and Support costs	27,403	569,424	**596,827**	*501,956*
Total 2022	*30,590*	*471,366*	*501,956*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Support costs 2023 £	Total funds 2023 £	*Total funds 2022 £*
Charitable activity	481,100	115,727	**596,827**	*501,956*
Total 2022	*413,138*	*88,818*	*501,956*	

7. **Analysis of expenditure by activities (continued)**

Analysis of direct costs

	Charitable activity 2023 £	Total funds 2023 £	*Total funds 2022 £*
Staff costs	273,707	**273,707**	*252,459*
Discovery activities	218	**218**	*298*
Marketing and exhibits	37,125	**37,125**	*31,340*
Gallery costs	4,010	**4,010**	*2,903*
School visits	459	**459**	*126*
Repairs, renewals, maintenance of outdoors	12,346	**12,346**	*2,700*
Food and drink	81,473	**81,473**	*63,224*
Exhibition costs	37	**37**	*502*
Books and maps	25,689	**25,689**	*20,697*
Other retail	46,036	**46,036**	*38,889*
	481,100	**481,100**	*413,138*
Total 2022	*413,138*	*413,138*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Charitable activity 2023 £	Total funds 2023 £	*Total funds 2022 £*
Depreciation	5,769	**5,769**	*3,198*
Staff training	1,593	**1,593**	*953*
Bank charges	7,766	**7,766**	*6,556*
Sundry expenses	569	**569**	*1,763*
Other employee costs	525	**525**	*2,014*
Cafe equipment rental	2,830	**2,830**	*2,736*
Rates	2,362	**2,362**	*35*
Heat and light	19,244	**19,244**	*22,680*
Cleaning and laundry	8,284	**8,284**	*7,146*
Printing, postage & stationery	3,086	**3,086**	*3,288*
Telephone and broadband	1,885	**1,885**	*1,420*
Legal fees	2,654	**2,654**	*898*
Property maintenance	33,930	**33,930**	*13,746*
Insurance	2,601	**2,601**	*-*
HR, payroll & IT services	18,613	**18,613**	*17,869*
Governance costs	4,016	**4,016**	*4,516*
	115,727	**115,727**	*88,818*
Total 2022	*88,818*	*88,818*	

8. Independent examiner's remuneration

	2023 £	*2022 £*
Fees payable to the Charitable Company's independent examiner for the independent examination of the Charitable Company's annual accounts	**2,300**	*1,855*

9. Staff costs

	2023 £	2022 £
Wages and salaries	**259,486**	*239,518*
Social security costs	**8,313**	*7,551*
Contribution to defined contribution pension schemes	**5,908**	*5,390*
	273,707	*252,459*

The average number of persons employed by the Charitable Company during the year was as follows:

	2023 No.	2022 No.
Employees	**23**	*30*

No employee received remuneration amounting to more than £60,000 in either year.

Total benefits paid to key management personnel were £39,799, including gross wages, employer NI and pension contributions.

10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2022 - £NIL)*.

During the year ended 31 March 2023, no Trustee expenses have been incurred *(2022 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

11. Tangible fixed assets

	Freehold property £	Plant and machinery £	Office equipment £	Total £
Cost or valuation				
At 1 April 2022	-	20,830	7,264	28,094
Additions	60,000	10,286	-	70,286
At 31 March 2023	60,000	31,116	7,264	98,380
Depreciation				
At 1 April 2022	-	12,027	6,476	18,503
Charge for the year	-	5,506	263	5,769
At 31 March 2023	-	17,533	6,739	24,272
Net book value				
At 31 March 2023	60,000	13,583	525	74,108
At 31 March 2022	*-*	*8,803*	*788*	*9,591*

The freehold property has been brought in at it's fair value to the Charity. The property is valued at £370,000 but there is a charge against it for £250,000 and when sold the charity will also repay 50% of any additional proceeds. The unencumbered fair value to the Charity at current value is therefore £60,000.

12. Stocks

	2023 £	*2022 £*
Raw materials and consumables	36,172	*29,417*

13. Debtors

	2023 £	2022 £
Due within one year		
Trade debtors	**16,090**	*8,462*
Other debtors	**-**	*1,560*
Prepayments and accrued income	**4,142**	*1,907*
	20,232	*11,929*

14. Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	**26,583**	*15,362*
Other taxation and social security	**21,978**	*5,663*
Accruals and deferred income	**28,118**	*18,865*
	76,679	*39,890*

15. Creditors: Amounts falling due after more than one year

	2023 £	2022 £
Loans	**-**	*250,000*

During the year the loan has been written off and a charge for the £250,000 put against the property, to be paid in the event of the property being sold.

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2022 £	Income £	Expenditure £	Balance at 31 March 2023 £
Unrestricted funds				
General Funds	(181,846)	822,194	(569,424)	70,924
Restricted funds				
Girls Group Income 16/17 project	4,502	-	(209)	4,293
Town Council grant	1,082	-	-	1,082
Caffyn Trust	3,676	-	-	3,676
80K Walk	3,026	3,500	(6,526)	-
Bonfire night	1,618	1,000	(2,618)	-
Youth Volunteer Programme	4,742	-	-	4,742
Green Team Project	1,473	-	(664)	809
HAF Program	1,819	6,484	(2,056)	6,247
Pond development	4,100	-	(2,960)	1,140
Community Cooking	831	-	(36)	795
Pond platform	-	6,147	(6,147)	-
Next Generation Fair	-	400	(400)	-
National Lottery Community Fund	-	8,000	(5,787)	2,213
Property fund	-	60,000	-	60,000
	26,869	85,531	(27,403)	84,997
Total of funds	(154,977)	907,725	(596,827)	155,921

Restricted funds are made up of the following:

- LJC Girls Group - a fortnightly activity club
- Town Council fund - money for the maintenance of the community garden.
- Caffyn Trust - for leaflet printing
- 80K Walk and Bonfire Night funds - spronsorhip money raised for the individual events
- Youth Volunteer Programe, 'Green Team Project' and 'HAF Program' ongoing youth activities
- Pond Development Grant - for seasonal pond clearance
- Community Cooking - funded courses for users of the local food bank
- National Lottery Community Fund - towards refubihment of the classroom
- Property fund - the fixed asset gifted to the Charity

16. **Statement of funds (continued)**

Statement of funds - prior year

	Balance at 1 April 2021 £	*Income* £	*Expenditure* £	*Balance at 31 March 2022* £
Unrestricted funds				
General Funds	*(260,083)*	*549,603*	*(471,366)*	*(181,846)*
Restricted funds				
Girls Group Income 16/17 project	*4,502*	-	-	*4,502*
Town Council grant	*1,082*	-	-	*1,082*
Caffyn Trust	*3,676*	-	-	*3,676*
80K Walk	*13,521*	-	*(10,495)*	*3,026*
Bonfire night	*3,113*	*1,500*	*(2,995)*	*1,618*
Youth Volunteer Programme	*4,672*	*70*	-	*4,742*
Green Team Project	*1,805*	-	*(332)*	*1,473*
Kickstart	-	*11,288*	*(11,288)*	-
HAF Program	-	*4,456*	*(2,637)*	*1,819*
Pond development	-	*6,800*	*(2,700)*	*4,100*
Community Cooking	-	*974*	*(143)*	*831*
	32,371	*25,088*	*(30,590)*	*26,869*
Total of funds	*(227,712)*	*574,691*	*(501,956)*	*(154,977)*

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2023 £	Unrestricted funds 2023 £	Total funds 2023 £
Tangible fixed assets	60,000	14,108	**74,108**
Current assets	24,997	133,495	**158,492**
Creditors due within one year	-	(76,679)	**(76,679)**
Total	84,997	70,924	**155,921**

Analysis of net assets between funds - prior year

	Restricted funds 2022 £	*Unrestricted funds 2022 £*	*Total funds 2022 £*
Tangible fixed assets	-	*9,591*	*9,591*
Current assets	*26,869*	*98,453*	*125,322*
Creditors due within one year	-	*(39,890)*	*(39,890)*
Creditors due in more than one year	-	*(250,000)*	*(250,000)*
Total	*26,869*	*(181,846)*	*(154,977)*

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	*2022 £*
Net income for the year (as per Statement of Financial Activities)	**310,898**	*72,735*
Adjustments for:		
Depreciation charges	**5,769**	*3,198*
Increase in stocks	**(6,755)**	*(4,686)*
Increase in debtors	**(8,303)**	*(9,994)*
Decrease in creditors	**(213,211)**	*(9,616)*
Net cash provided by operating activities	**88,398**	*51,637*

19. Analysis of cash and cash equivalents

	2023	2022
	£	£
Cash in hand	102,088	83,976
Total cash and cash equivalents	102,088	83,976

20. Analysis of changes in net debt

	At 1 April 2022	Cash flows	Other non-cash changes	At 31 March 2023
	£	£	£	£
Cash at bank and in hand	83,976	18,112	-	102,088
Debt due after 1 year	(250,000)	-	250,000	-
	(166,024)	18,112	250,000	102,088

21. Contingent liabilities

There is a legal charge over the freehold property held. If the property is sold the charity would have to repay £250,0000 plus 50% of the sale proceeds above £250,000. The property is currently included in fixed assets at it's fair value, being the unencumbered value of £60,000. The current market value is £370,000.

22. Pension commitments

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £5,908 (2022 £5,390). Contributions totalling £nil (2022 £nil) were payable to the fund at the balance sheet date.

23. Related party transactions

there were related party transactions during the year (2022 one transaction value of £725):

The partner of the Trustee A Caffyn sold items to the Charitable Company for resale, to the value of £725 including vat.

The spouse of key management personnel is employed on a zero hours contract under the same terms and conditions as other zero hours employees.

GROW COOK LEARN

England & Wales - Charity number 1158795

Accounts

Registered number: 08755152
Charity number: 1158795

GROW COOK LEARN

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022



WR Partners
Protecting your future.

GROW COOK LEARN
(A company limited by guarantee)

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GROW COOK LEARN
(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2022

Trustees	Mr C Barker Ms A Caffyn Mr P Carty Prof. C P Edwards Dr A English (appointed 25 November 2022) Mr P Sams (appointed 25 February 2021) Ms B Smith Mr D Warren (appointed 25 November 2021)
Company registered number	08755152
Charity registered number	1158795
Registered office	Shropshire Hills Discovery Centre School Road Craven Arms Shropshire SY7 9RS
Centre Manager	Grant Wilson
Accountants	WR Partners Chartered Accountants Belmont House Shrewsbury Business Park Shrewsbury Shropshire SY2 6LG

CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 MARCH 2022

Chair's Foreword

That we came successfully through a strange and difficult year so strongly is due the efforts of many:

- Centre Manager Grant Wilson and his staff team at the Discovery Centre, who returned from enforced lockdowns to often bewildering regulations and guidance to serve our visitors and customers with enthusiasm and commitment
- The volunteers working on Fridays in the Meadows and at other times in the Centre, or invaluably advising us about building maintenance and other issues, whose generosity with their time is a humbling testament to their faith in our vision and team
- The trustees who have had to hold their nerve and remain supportive during painstakingly slow progress on sorting out satisfactorily our future tenure, the lack of progress on which has continued to blight progressing on our vital plans for the charity's future
- Our membership, whose number passed 300, whose interest in and support for what we do, now counts as a huge asset and resource for the charity going forward
- Our visitors and customers, justifying why we're here and what we're doing for people to enjoy learning about the landscape, food, wildlife and history of the Shropshire Hills
- And finally, perhaps strangely, to the government's Covid support packages and furlough scheme, without which we could not have survived the pandemic

To you all, thanks you. May we justify your faith in us in 2022/23 and beyond

Charles Edwards

Prof Charles Edwards (rtd), Chair of Grow Cook Learn Ltd

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

The Trustees present their annual report together with the financial statements of the Charitable Company for the year 1 April 2021 to 31 March 2022. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charitable Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Articles of Association define the Objects of Grow Cook Learn as the promotion for the public benefit of urban or rural regeneration in the Area of Benefit by all or any of the following means:

- the protection or conservation of the environment;

- the advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience;

- the creation of training and employment opportunities by the provision of workspace, buildings and/or land for use on favourable terms;

- the maintenance, improvement or provision of public amenities;

- the provision of recreational facilities for the public at large or those who by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances, have need of such facilities; and

- such other means as may from time to time be determined subject to the prior written consent of the Charity Commission for England and Wales.

These general objectives have been further refined since our formation into the specific overarching mission:

Objectives and activities (continued)

Why we're here
The charity's goal is to connect people to the rich outdoor world around them.

Visitors to the Shropshire Hills will come to the Discovery Centre to enjoy

experiencing, discovering, learning about and *being inspired* by:

1. The great food that comes from the area, how to grow and cook it and how food and its production affects our environment and health

2. The beauty and variety of the Shropshire Hills landscape, the wildlife (flora and fauna) it supports and how to explore, appreciate and protect this both in our Onny Meadows and using the area's wider abundance of footpaths, bridleways and lanes

3. The fascinating natural, human and economic history of the Shropshire Hills and the present and future challenges which the area faces

4. Our work with and for the local community and its diversity of populations and interests

We're proud to host the life size replica of the Shropshire Mammoth found in the area in 1986. This changed our knowledge of what animals lived here after the end of the last Ice Age; it vividly captures the evolving relationship between food, landscape and history in the Shropshire Hills.

The more visitors we have the more people we reach with our message and the more income we receive to improve and extend the visitor experience and contribute to the local community.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Main activities undertaken to further the Charitable Company's purposes for the public benefit

b. Main activities undertaken to further the charity's purposes for the public benefit

Pursuing its Objects and mission, the main activity of Grow Cook Learn continued to be the operation of the iconic Shropshire Hills Discovery Centre in Craven Arms as an education and training centre for food related skills, as a visitor attraction linking food, landscape, wildlife and history in the Shropshire Hills and as a leisure resource for visitors and local residents.

Specifically, the main activities of Grow Cook Learn in 2020/21 were:

1. **Running the café**
2. **Running the shop**
3. **Maintaining the Exhibition**
4. **Providing school visits when possible**
5. **Running a very limited programme of Events**
6. **Recruiting and keeping Members.**
7. **Maintaining and improving the meadows**

Achievements and performance

a. Manager's 2021/22 Report

Introduction

This financial period began in the dying days of lockdown, with the Centre on the government roadmap to re-open for what would prove to be the final time.

Although we were glad to be welcoming visitors again, covid was still present and there were risks to our operation. Our SW80K Festival, lost altogether on 2020, had already been postponed until August when there was a better chance that larger gatherings would be permitted. We still had to negotiate the ever-changing rules and regulations as to who could do what and when. We also had to ensure we struck a balance between keeping staff and visitors safe whilst opening up sufficiently to keep revenue coming in.

There was also frustration with the pace of the tenure negotiations, and it is disappointing to report that as this period ended without getting this issue over the line, the issue remained unresolved, and we were unable to push ahead with our development plans. The process is ongoing and although progress is slow, it keeps moving in the right direction.

Unlike many other hospitality venues, we were able to keep hold of all our staff though lockdown, making the reopening a far more straightforward process than it was for many. And so, just twelve days into the new period, we were delighted when April 12th came, and we began welcoming our visitors again and looked ahead to a more normal year.

Finance

With so much uncertainty around visitor numbers and larger events, and with school bookings almost non-existent, we prepared for a difficult year financially and the budget was set for only a modest surplus.

With little influence over how much money flowed into the Centre, emphasis was placed on controlling our costs, with particular focus on ingredients and wage cost in the café, and so a plan was put in place to optimise the management of these costs. We also carried out a review of our overhead costs and looked at ways to keep outgoings to an absolute minimum.

The need to address some of the more pressing issues highlighted in the Condition Report was recognised, but a decision was taken to hold back on any larger maintenance projects until we had a clearer understanding of how our income streams would look in a post-pandemic world.

After a slow start, visitors began to return, and it soon became clear that things weren't going to be as bad as we feared. Our full-year sales were significantly ahead of budget and slightly ahead of 2018/19, the last pre-pandemic year. The cost management strategy paid off too, with £22K saving on stock and ingredients compared to 2019.

The other significant winner was event income, up from £12K in 2019 to £22K in this period. The net result was a surplus in excess of £72K, our most successful year to date.

Achievements and performance (continued)

Membership

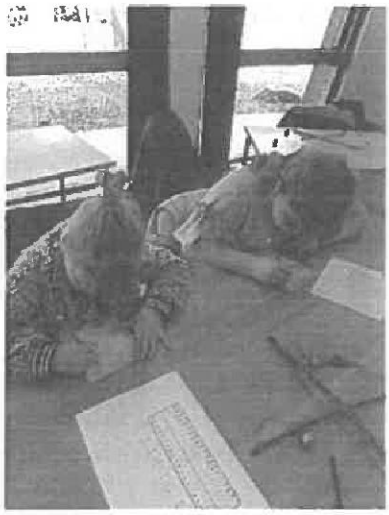


Growing our Membership scheme continued to be an area of focus, with staff encouraged to raise awareness of the benefits the scheme provides. Our posters too now include a Members' price to highlight the benefits of membership. Sadly, we were unable to offer our usual summer Members' social evening this year due to ongoing restrictions about group gatherings, but Members did get the chance to socialise and meet the Trustees and management at our AGM in November.

We now have just over 300 Members and the scheme brought in over £8K of income (although a proportion of this is returned to members as discount)

Achievements and performance (continued)

Education



Family activities

Over the summer we ran three activities, Carboniferous – when minibeast rules the world, Bubbles and Balloons and Native American Life. There was still concern about keeping the activities covid safe, especially at the beginning of the summer and so mitigation measures were put in place. These included restricting numbers and holding the sessions outdoors, under a gazebo if weather dictated.

These measures resulted in slightly fewer participants compared with 2019, but feedback was overwhelmingly positive.

We now offer an activity on every weekday during every school holiday, which are well attended by children who get a fun and educational experience under Stephanie's watchful eye.

Holiday Activities and Food programme

We were approached by Shropshire Council to run part of their summer programme aimed at children who are eligible for free school meals (FSM). A Council grant paid for staff salaries, the children's food, admin time and a small amount for activity resources. This meant the activity was offered free to FSM children. It needed to run for 4 hours a day for 16 days with a nutritious lunch and some food education, as well as creative and physical activities. It is a lovely fit with our charitable aims. We ran our sessions – A Discovery Summer - from 9.00am to 1.00pm, Tuesday through Friday from August 3rd to the 27th.

Achievements and performance (continued)

Volunteering



Our volunteering programmes were a success story this year and we would like to take this opportunity to thank our fantastic team of volunteers for all their hard work and dedication to the Centre. In return, we hope our volunteers found their experience an enjoyable and enriching one.

Volunteers carried out work in the shop, café, office, events and Onny meadows and we recorded on average over 30 hours of volunteering each week.

Thank you all.

Onny Meadows



The meadows had proved themselves invaluable to local people during lockdown, providing space and fresh air. This period made us realise more than ever, the importance of this space for both people and wildlife.

Achievements and performance (continued)

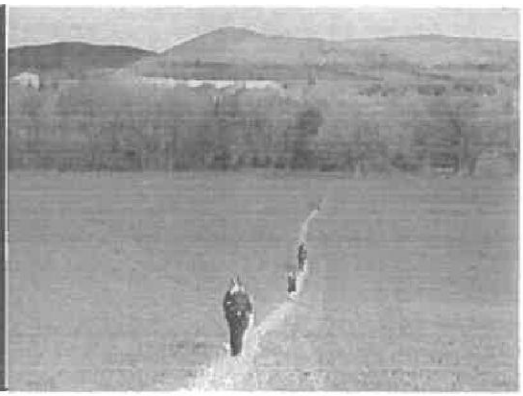
With Ian Cheeseborough, our new Meadows Ranger, in post, there was a renewed focus on making sure this vital area could develop in such a way as to provide as many wildlife niches as possible within its 12 hectares. We also wanted to present the meadows in such a way that they could be enjoyed by as many people, from all areas of society, as possible.

Ian's new role was to take on the daily management of the meadows- keeping paths clear, cutting hedges, emptying the bins, clearing litter, checking the play equipment etc. He was also tasked with bigger projects such as carrying out wildlife surveys, improving the presentation of the meadows, ensuring our project to manage the grassland for species-rich hay meadow was continued and introducing a programme of coppicing in the wooded areas. To say that it's been an active year would be an understatement, here are just a few of the jobs that were carried out:

Haymaking, path repairs, wildflower surveys, bee hotel creation, a new willow maze, restoration of the withy garden, hedge laying, orchard tree pruning, bonfire building, brash burning, pond clearing, fruit picking, coppicing, next box making and finally, the new Jubilee hedge was planted.

Events





Our events programme is another area worth celebrating this year. Before Jade Meredith's arrival in 2017 as Marketing & Development Manager, events were such a small part of out offer, they were lumped together with other smaller items as "miscellaneous income" in our annual accounts. In this year, they generated revenue of over £24K and provided visitors with a wealth of new experiences.

Our two big fundraising events, Community Bonfire and SW80K Festival were attended by 3000 and 700 people respectively and generated 5% of our income for the entire year. Bonfire is loved by the local community and helps cement our place in Craven Arms life. SW80K supports our ethos of connecting people to the food, history and landscape of the Shropshire Hills and encourages people to take exercise and adopt a healthy lifestyle.

In addition to these, we organised a wealth of smaller events, courses and workshops including film nights, willow weaving workshops, guided walks, foraging sessions, dragonfly courses, a food fair, apple day, craft workshops, frost fair, breakfast with Santa, hedge laying and pond dipping.

Achievements and performance (continued)

Each event is designed to support the Grow Cook Learn ethos, helping people to enhance their knowledge of Food History and Landscape.

Summary

Although it is disappointing that the tenure negotiations have not yet come to fruition, we have yet again proved our ability to cover our operating costs with our own income even without being able to put our development plans into action.

We continue to pursue our charitable mission, connecting people to the food, history and landscape of the Shropshire Hills. We have made steps towards improving the relevance and usefulness of the Centre to local people and visitors, but recognise there is much more we could do, but the fact remains that without a new tenure deal and development plans, we will do little more than survive.

Financial review

a. Going concern

Although the charity's balance sheet remained in deficit (-£154,977) on March 31st 2022, the Trustees believe the charity is a going concern because:

1) The deficit was reduced over the 12 months by a total of £72,735 as a result of our trading surplus, government Covid support and donations from members, suppporters and grant-givers, rendering it the most successful year financially since the charity started operating the Discovery Centre in April 2014.
2) As the Balance Sheet's Current assets show, we have adequate liquidity to cover foreseeable events in 2022/23
3) Of the likelihood that in 2022/23 we will conclude a deal with our current landlord Connexus (to whom we owe £250,000) whereby we i) acquire the valuable asset of Discovery Centre building for nil value ii) will not be required to repay the £250,000 loan unless we sell the building

So the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

b. Reserves policy

Once the deal with Connexus is conclude as set out in (a.) above, we anticipate having more than sufficient assets, including liquid ones, as reserves to protect the charity aganis forseeable temporary adverse events

The free reserves figure is the unrestricted funds and represents the funds available for use by the Charity. The free reserves at year end were at a deficit of £191,437 (2021: deficit of £260,083). In the long term the Charity aims to build reserves to meet three months running costs.

Structure, governance and management

a. Constitution

Grow Cook Learn is constituted under its Articles of Association, dated 30 October 2013 and is a registered charity, number 1158795. It is registered as incorporated in England and Wales..

b. Methods of appointment or election of Trustees

The management of the Charitable Company is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association.

Prospective Trustees are made aware of the aims and activities of the Charity before their appointment.

Where specific duties are required of the Trustees, the Charity looks to appoint people with the appropriate skills and experience.

c. Policies adopted for the induction and training of Trustees

Specific roles and areas of engagement are agreed for each trustee

d. Organisational structure and decision making policies

The Directors practice their due diligence by seeking assurances from fellow Directors, Managers and staff that the organisation is being operated effectively, at Board Meetings and through various sub groups. Records are kept of these meetings and of decisions made.

e. Financial risk management

The Trustees have assessed the major risks to which the charitable company is exposed, in particular, those related to the operations and finances of the charitable company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks. There is a 5-year plan for the charity for 2018/19 to 2022/23 which incorporates an updated Risk Register considered and approved by the Board of Trustees.

Plans for future periods

The charity will press ahead with raising capital funds for the Outstanding Natural project whilst maintaining our operational effectiveness.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2022

Statement of Trustees' responsibilities

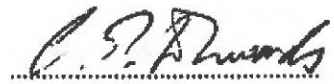
The Trustees (who are also the directors of the Charitable Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 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 enable them to 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.

Approved by order of the members of the board of Trustees and signed on their behalf by:



Prof. C P Edwards
(Chair of Trustees)

Date: 11 December 2022

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2022

Independent Examiner's Report to the Trustees of Grow Cook Learn ('the Charitable Company')

I report to the charity Trustees on my examination of the accounts of the Charitable Company for the year ended 31 March 2022.

Responsibilities and Basis of Report

As the Trustees of the Charitable Company (and 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 Charitable 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 the Charitable Company's accounts 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 REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

Independent Examiner's Statement

Since the Charitable Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of (enter body here), which is one of the listed bodies.

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 Charitable 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.

This report is made solely to the Charitable Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charitable Company's Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's Trustees as a body, for my work or for this report.

Signed: 

Dated: 12/12/2022

T Lunt

BA FCCA MIRPM

WR Partners
Chartered Accountants
Belmont House
Shrwsbury Business Park
Shrewsbury
SY2 6LG

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2022

	Note	Restricted funds 2022 £	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from:					
Donations and legacies	3	25,088	85,427	110,515	*160,527*
Charitable activities	4	-	464,176	464,176	*151,802*
Total income		25,088	549,603	574,691	*312,329*
Expenditure on:					
Charitable activities	5	30,590	471,366	501,956	*317,323*
Total expenditure		30,590	471,366	501,956	*317,323*
Net movement in funds		(5,502)	78,237	72,735	*(4,994)*
Reconciliation of funds:					
Total funds brought forward		32,371	(260,083)	(227,712)	*(222,718)*
Net movement in funds		(5,502)	78,237	72,735	*(4,994)*
Total funds carried forward		26,869	(181,846)	(154,977)	*(227,712)*

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 19 to 31 form part of these financial statements.

GROW COOK LEARN
(A company limited by guarantee)
REGISTERED NUMBER: 08755152

BALANCE SHEET
AS AT 31 MARCH 2022

	Note		2022 £		2021 £
Fixed assets					
Tangible assets	10		9,591		-
			9,591		-
Current assets					
Stocks	11	29,417		24,731	
Debtors	12	11,929		1,935	
Cash at bank and in hand		83,976		45,128	
		125,322		71,794	
Creditors: amounts falling due within one year	13	(39,890)		(49,506)	
Net current assets			85,432		22,288
Total assets less current liabilities			95,023		22,288
Creditors: amounts falling due after more than one year	14		(250,000)		(250,000)
Total net assets			(154,977)		(227,712)

BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2022

	Note	2022 £	2021 £
Charity funds			
Restricted funds	16	26,869	32,371
Unrestricted funds	16	(181,846)	(260,083)
Total funds		(154,977)	(227,712)

The Charitable Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Prof. C P Edwards
(Chair of Trustees)

Date: 11 December 2022

The notes on pages 19 to 31 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2022

	2022 £	2021 £
Cash flows from operating activities		
Net cash used in operating activities	51,637	(8,777)
Cash flows from investing activities		
Purchase of tangible fixed assets	(12,789)	-
Net cash (used in)/provided by investing activities	(12,789)	-
Cash flows from financing activities		
Net cash provided by financing activities	-	-
Change in cash and cash equivalents in the year	38,848	(8,777)
Cash and cash equivalents at the beginning of the year	45,128	53,905
Cash and cash equivalents at the end of the year	83,976	45,128

The notes on pages 19 to 31 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1. General information

Grow, Cook Learn is a charitable company, limited by guarantee and incorporated in England and Wales. The members of the charity are the trustees named on page 1 of these accounts. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charitable company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Grow Cook Learn meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charitable Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charitable Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Government grants

Government grants are recognised on receipt of the income.

2. Accounting policies (continued)

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	25%
Office equipment	-	25%

2.6 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.7 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charitable Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2. Accounting policies (continued)

2.10 Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Pensions

The Charitable Company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charitable Company to the fund in respect of the year.

2.12 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2022 £	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Donations	1,500	14,981	**16,481**	*21,360*
Grants	12,300	23,659	**35,959**	*1*
Government grants	11,288	44,190	**55,478**	*127,096*
Similar incoming resources	-	2,597	**2,597**	*12,070*
	25,088	**85,427**	**110,515**	*160,527*
Total 2021	*1*	*160,526*	*160,527*	

Government grant income during the year comprised of £500 Town Council Grant, £16,296 Business Support Funding, £1,356 Higher Level Stewardship Agreement, £26,038 Job Retention Scheme income and £11,288 Kickstart funding.

4. Income from charitable activities

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Cafe	284,332	284,332	*88,423*
Retail	112,115	112,115	*45,708*
Exhibition	18,093	18,093	*5,119*
Other	9,582	9,582	*4,074*
Education	13,732	13,732	*2,294*
Gallery	4,494	4,494	*2,407*
Room Hire	8,778	8,778	*3,777*
Events	13,050	13,050	-
	464,176	464,176	*151,802*
Total 2021	*151,802*	*151,802*	

5. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2022 £	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Direct and Support costs	30,590	471,366	501,956	*317,323*
Total 2021	*4,342*	*312,981*	*317,323*	

6. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Support costs 2022 £	Total funds 2022 £	*Total funds 2021 £*
Direct and support costs	413,138	88,818	501,956	*317,323*
Total 2021	*257,915*	*59,408*	*317,323*	

Analysis of direct costs

	Charitable activity 2022 £	Total funds 2022 £	*Total funds 2021 £*
Staff costs	252,459	252,459	*195,982*
Discovery activities	298	298	*115*
Marketing and exhibits	31,340	31,340	*14,976*
Gallery costs	2,903	2,903	*2,061*
School visits	126	126	*5*
Repairs, renewals, maintenance of outdoors	2,700	2,700	-
Food and drink	63,224	63,224	*22,722*
Exhibition costs	502	502	*185*
Books and maps	20,697	20,697	*8,214*
Other retail	38,889	38,889	*13,655*
	413,138	413,138	*257,915*
Total 2021	*257,915*	*257,915*	

6. Analysis of expenditure by activities (continued)

Analysis of support costs

	Charitable activity 2022 £	Total funds 2022 £	*Total funds 2021 £*
Depreciation	3,198	3,198	-
Staff training	953	953	*432*
Bank charges	6,556	6,556	*2,208*
Sundry expenses	1,763	1,763	*50*
Legal fees	898	898	-
Other employee costs	2,014	2,014	*275*
Cafe equipment rental	2,736	2,736	*3,413*
Rates	35	35	*3,818*
Heat and light	22,680	22,680	*13,614*
Cleaning and laundry	7,146	7,146	*4,101*
Printing, postage & stationery	3,288	3,288	*1,719*
Telephone and broadband	1,420	1,420	-
Property maintenance	13,746	13,746	*7,153*
Insurance	-	-	*3,276*
HR, payroll & IT services	17,869	17,869	*16,667*
Governance costs	4,516	4,516	*2,682*
	88,818	88,818	*59,408*
Total 2021	*59,408*	*59,408*	

7. Independent examiner's remuneration

	2022 £	*2021 £*
Fees payable to the Charitable Company's independent examiner for the independent examination of the Charitable Company's annual accounts	1,855	*1,550*

8. Staff costs

	2022 £	2021 £
Wages and salaries	239,518	190,008
Social security costs	7,551	2,818
Contribution to defined contribution pension schemes	5,390	3,156
	252,459	195,982

The average number of persons employed by the Charitable Company during the year was as follows:

	2022 No.	2021 No.
Employees	30	30

No employee received remuneration amounting to more than £60,000 in either year.

Total benefits paid to key management personnel were £37,133, including gross wages, employer NI and pension contributions.

9. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2021 - £NIL)*.

During the year ended 31 March 2022, no Trustee expenses have been incurred *(2021 - £NIL)*.

10. Tangible fixed assets

	Plant and machinery £	Office equipment £	Total £
Cost or valuation			
At 1 April 2021	9,092	6,213	15,305
Additions	11,738	1,051	12,789
At 31 March 2022	20,830	7,264	28,094
Depreciation			
At 1 April 2021	9,092	6,213	15,305
Charge for the year	2,935	263	3,198
At 31 March 2022	12,027	6,476	18,503
Net book value			
At 31 March 2022	8,803	788	9,591
At 31 March 2021	-	-	-

11. Stocks

	2022 £	*2021 £*
Raw materials and consumables	29,417	*24,731*

12. Debtors

	2022 £	*2021 £*
Due within one year		
Trade debtors	8,462	*1,289*
Other debtors	1,560	-
Prepayments and accrued income	1,907	*646*
	11,929	*1,935*

13. Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	15,362	6,570
Other taxation and social security	5,663	14,441
Pension fund loan payable	-	309
Other creditors	-	12,349
Accruals and deferred income	18,865	15,837
	39,890	49,506

14. Creditors: Amounts falling due after more than one year

	2022 £	2021 £
Loans	250,000	250,000

Information relating to the loan can be found in the 'Going Concern' section within the Trustee Report.

15. Financial instruments

	2022 £	2021 £
Financial assets		
Financial assets measured at fair value through income and expenditure	83,976	45,128

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2021 £	Income £	Expenditure £	Balance at 31 March 2022 £
Unrestricted funds				
General Funds	(260,083)	549,603	(471,366)	(181,846)
Restricted funds				
Girls Group Income 16/17 project	4,502	-	-	4,502
Town Council grant	1,082	-	-	1,082
Caffyn Trust	3,676	-	-	3,676
80K Walk	13,521	-	(10,495)	3,026
Bonfire night	3,113	1,500	(2,995)	1,618
Youth Volunteer Programme	4,672	70	-	4,742
Green Team Project	1,805	-	(332)	1,473
Kickstart	-	11,288	(11,288)	-
HAF Program	-	4,456	(2,637)	1,819
Pond development	-	6,800	(2,700)	4,100
Community Cooking	-	974	(143)	831
	32,371	25,088	(30,590)	26,869
Total of funds	(227,712)	574,691	(501,956)	(154,977)

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 April 2020 £	*Income* £	*Expenditure* £	*Balance at 31 March 2021* £
Unrestricted funds				
General Funds	*(259,430)*	*312,328*	*(312,981)*	*(260,083)*
Restricted funds				
Girls Group Income 16/17 project	*4,501*	*1*	-	*4,502*
Town Council grant	*1,082*	-	-	*1,082*
Caffyn Trust	*3,676*	-	-	*3,676*
80K Walk	*16,195*	-	*(2,674)*	*13,521*
Bonfire night	*3,113*	-	-	*3,113*
Youth Volunteer Programme	*4,672*	-	-	*4,672*
Green Team Project	*3,473*	-	*(1,668)*	*1,805*
	36,712	*1*	*(4,342)*	*32,371*
Total of funds	*(222,718)*	*312,329*	*(317,323)*	*(227,712)*

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Restricted funds 2022 £	**Unrestricted funds 2022** £	**Total funds 2022** £
Tangible fixed assets	-	9,591	**9,591**
Current assets	-	125,322	**125,322**
Creditors due within one year	-	(39,890)	**(39,890)**
Creditors due in more than one year	-	(250,000)	**(250,000)**
Difference	26,869	(26,869)	-
Total	26,869	(181,846)	**(154,977)**

17. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	Restricted funds 2021 £	*Unrestricted funds 2021 £*	*Total funds 2021 £*
Current assets	*32,371*	*39,423*	*71,794*
Creditors due within one year	-	*(49,506)*	*(49,506)*
Creditors due in more than one year	-	*(250,000)*	*(250,000)*
Total	*32,371*	*(260,083)*	*(227,712)*

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	*2021 £*
Net income/expenditure for the year (as per Statement of Financial Activities)	**72,735**	*(4,994)*
Adjustments for:		
Depreciation charges	**3,198**	-
Decrease/(increase) in stocks	**(4,686)**	*5,884*
Decrease/(increase) in debtors	**(9,994)**	*403*
Decrease in creditors	**(9,616)**	*(10,070)*
Net cash provided by/(used in) operating activities	**51,637**	*(8,777)*

19. Analysis of cash and cash equivalents

	2022 £	*2021 £*
Cash in hand	**83,976**	*45,128*
Total cash and cash equivalents	**83,976**	*45,128*

20. Analysis of changes in net debt

	At 1 April 2021	Cash flows	At 31 March 2022
	£	£	£
Cash at bank and in hand	45,128	38,848	83,976
Debt due within 1 year	(309)	309	-
Debt due after 1 year	(250,000)	-	(250,000)
	(205,181)	39,157	(166,024)

21. Pension commitments

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £5,390 (2021 £3,153). Contributions totalling £nil (2021 £309) were payable to the fund at the balance sheet date.

22. Related party transactions

there was one related party transaction during the year (2021 nil). The partner of the Trustee A Caffyn sold items to the Charitable Company for resale, to the value of £725 including vat.

GROW COOK LEARN

England & Wales - Charity number 1158795

Accounts

Registered number: 08755152
Charity number: 1158795

GROW COOK LEARN

UNAUDITED

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

WR Partners
Protecting your future.

GROW COOK LEARN
(A company limited by guarantee)

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GROW COOK LEARN
(A company limited by guarantee)

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITABLE COMPANY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2021

Trustees	Mr C P Edwards Mr C Barker Ms A Caffyn Ms S Boak (resigned 26 November 2020) Mr P Carty Mr P J Sams (appointed 25 February 2021) Ms B M Smith (appointed 24 September 2020)
Company registered number	08755152
Charity registered number	1158795
Registered office	Shropshire Hills Discovery Centre School Road Craven Arms Shropshire SY7 9RS
Accountants	WR Partners Chartered Accountants Belmont House Shrewsbury Business Park Shrewsbury Shropshire SY2 6LG

CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 MARCH 2021

Chair's Foreword

This is a report on a most strange year, when we had to be closed to the public for almost as much as we were open. And even when we were open, our services had to be limited. Despite this, the government support available to enterprises such as ours which were forced to close enabled us yet again to complete the year without any other operating subsidy, as the figures in this Report show.t

However, progress on our critical Outstanding Natural plans to deliver on our mission and secure the financial sustainability of the charity was in effect put on hold for the year. This was not only because of the pandemic but because of delays in resolving our secure tenure of the site. I am glad that we now seem to have a way through this tenure issue and can kickstart our Outstanding Natural plans.

Last year's Annual Report – on a 'normal' year's operating – introduced features and photographs of our work. I'm pleased to say we have done so again, even if a bit more limited, for obvious reasons.

Again, I have confidence that appreciation and experience of Britain's, and the Shropshire Hills', great outdoors is on a long-term growth trend and that the charity is ideally placed to contribute to that.

What has been heart-warming during all the uncertainty is that the staff, volunteers, trustees and Members have maintained their commitment to and belief in the charity. If we can do that when the going is tough, there is so much to look forward to as things return to normal.

Charles Edwards

Prof Charles Edwards (rtd), Chair of Grow Cook Learn Ltd

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

The Trustees present their annual report together with the financial statements of the Charitable company for the year 1 April 2020 to 31 March 2021. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charitable company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Articles of Association define the Objects of Grow Cook Learn as the promotion for the public benefit of urban or rural regeneration in the Area of Benefit by all or any of the following means:

- the protection or conservation of the environment;
- the advancement of education, training or retraining, particularly among unemployed people, and providing unemployed people with work experience;
- the creation of training and employment opportunities by the provision of workspace, buildings and/or land for use on favourable terms;
- the maintenance, improvement or provision of public amenities;
- the provision of recreational facilities for the public at large or those who by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances, have need of such facilities; and
- such other means as may from time to time be determined subject to the prior written consent of the Charity Commission for England and Wales.

These general objectives have been further refined since our formation into the specific overarching mission:

Why we're here
The charity's goal is to connect people to the rich outdoor world around them.
Visitors to the Shropshire Hills will come to the Discovery Centre to enjoy
experiencing, discovering, learning about and *being inspired* by:

1. The great food that comes from the area, how to grow and cook it and how food and its production affects our environment and health

2. The beauty and variety of the Shropshire Hills landscape, the wildlife (flora and fauna) it supports and how to explore, appreciate and protect this both in our Onny Meadows and using the area's wider abundance of footpaths, bridleways and lanes

3. The fascinating natural, human and economic history of the Shropshire Hills and the present and future challenges which the area faces

Objectives and activities (continued)

4. Our work with and for the local community and its diversity of populations and interests

We're proud to host the life-size replica of the Shropshire Mammoth found in the area in 1986. This changed our knowledge of what animals lived here after the end of the last Ice Age; it vividly captures the evolving relationship between food, landscape and history in the Shropshire Hills.

The more visitors we have the more people we reach with our message and the more income we receive to improve and extend the visitor experience and contribute to the local community.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Main activities undertaken to further the charity's purposes for the public benefit

Pursuing its Objects and mission, the main activity of Grow Cook Learn continued to be the operation of the iconic Shropshire Hills Discovery Centre in Craven Arms as an education and training centre for food-related skills, as a visitor attraction linking food, landscape, wildlife and history in the Shropshire Hills and as a leisure resource for visitors and local residents. This operation was repeatedly stalled and constrained by government measures owing to the Coronavirus pandemic.

Specifically, the main activities of Grow Cook Learn in 2020/21 were:
1. Running the café
2. Running the shop
3. Maintaining the Exhibition
4. Providing school visits when possible
5. Running a very limited programme of Events
6. Recruiting and keeping Members.
7. Maintaining and improving the meadows

Achievements and performance

a. Manager's 2020/21 Report

The year 2020/21 will go down in history as a year like no other! It was a period which ended as it began- with the Centre closed to the public and we spent the months in between under various local and national restrictions and three lockdowns. As such, my report on Centre life is going to be rather shorter than usual, but there were a few notable moments, so here goes.

How we coped with the Pandemic.
Although all the staff were furloughed, we knew that our meadows would have a role to play in allowing people some open space to escape the confines of their homes. With this in mind, we employed a basic caretaking service (emptying bins, litter picking, checking the paths etc.) to make sure the area could be used safely. Although other operators were offering some form of takeaway drinks offer and meal delivery services, we felt this to be at odds with the government's "stay at home" message, and so we elected to keep all commercial operations closed.

With all our income streams cut off, our very survival was once again in jeopardy. With little scope to generate income beyond that which was provided by the various government support packages, survival depended on our ability to reduce costs and keep cash in the bank. The boilers were shut off, standing orders stopped, contracts with suppliers cancelled, and all utility suppliers contacted in the attempt to reduce every overhead to its minimum. All we could do was sit and wait and we watched the ebb and flow of the virus caseload and awaited the next government decree.

Even when we did open the cafe? and shop in-between lockdowns, the social distancing rules meant that visitor numbers were restricted and income was impacted severely. Our education programme was mothballed, and the majority of our events were cancelled, including our two big fundraisers- the Shropshire Way 80K Festival and Bonfire. The pandemic, coupled with drawn out negotiations over tenure, has delayed further our plans to deliver the Outstanding Natural Project.

Judicious use of the furlough scheme, overhead reductions and the continued support of our Members enabled us to come through with money still in the bank. We acknowledge the willingness of our staff, Trustees and volunteers to help out in whichever way they could and extend a big thank you to everyone who played their part. We are pleased that the furlough scheme supported our staff who subsequently returned to their roles and stayed with us through the highs and lows of the year.

As our Management accounts show, we managed to cover our operating costs for the year. This means that we have now operated without subsidy for four full years. Once in receipt of our final audited accounts, we will know the precise outturn and will report verbally on this at the AGM.

Achievements and performance (continued)

Membership



Although our Members were unable to take full advantage of their Membership, we were delighted that so many elected not to let it lapse. At a time when we needed Membership income more than ever, we thank you for sticking with us. Membership numbers remained stable throughout this period, although they have grown substantially since the restart, so welcome to all the new Members!

Grant's 200km non-stop challenge.

With the Centre closed and with time on my hands whilst furloughed, it was time to put a plan into action. I had been thinking for a while about taking on a big challenge walk to support the Centre and seemed the ideal time. I began training hard to take on the 129 miles of the Shropshire Way Southern Loop. The idea behind the project was to promote the new Shropshire Way Long Distance Path, raise some much-needed funds for the Centre and take on an exciting personal challenge. The date was set for June 5th and the challenge was on! 129 miles non-stop in under 40 hours- could it be done?

Well, I guess you know the rest- the challenge was completed, and although not quite within the time, and I found the amount of love for the Centre truly humbling. What kept me going through the dark moments was the support of so many friends of the Centre. The first picture above shows Charles Edwards, our Chair, meeting me at the summit of Titterstone Clee Hill. At this point, I had been through my second consecutive night without sleep, but with only 16 miles to go from there, I knew I could do it. The second picture was taken at the finish, but it fails to show the 100 or so people who had come out to support me- truly a grandstand finish.
The event obviously captured your imagination with over 200 donations to the JustGiving page totalling nearly £10K. The money is being used to help support the development of the meadows. My sincere thanks to everyone who supported me and donated to the cause.





Achievements and performance (continued)

Other events
In between lockdowns, we did mange to squeeze in a couple of fun events including the perennially successful Apple Day, Breakfast with Santa, Frost Fair and a few of Stephanie's school holiday activities. Stephanie made her summer and Christmas activities self-led with enhanced social distancing measures in place. These were often run with restricted numbers but nonetheless, offered those who felt comfortable to do so, the chance to get out and mingle with others.

Event income was very much reduced.

Volunteering.
Our organised volunteering groups, the Onny Meadows Group and Habitat Helpers, also stopped for most of the year, but some activities carried on in spite of the lockdown with volunteers working either alone or in their household bubbles. Jenny and Andy completed the restoration of the withy beds and an extensive litter pick was carried out in every forgotten corner of the site. If you haven't been down to our withies recently, we suggest you take a look. There is a peaceful garden area which is a great place to see woodpeckers and enjoy the tranquillity of the pollarded willow trees.

We also continued to wage war on our old foe, the invasive Himalayan Balsam.

Staff News
First some sad news. As I'm sure many of you know, our much loved and hardworking Groundsman, Dave Jones, was taken ill at the height of the pandemic and sadly passed away after a short illness. Dave had worked at the Centre for over six years and was a well-known figure. Always willing to help and with an ability to fix pretty much anything, Dave is very much missed by all his co- workers and many of our regular visitors with whom he regularly shared the news of the day. RIP Dave.

The decision was taken, following Dave's passing, to hire a Meadows Ranger, charged with taking forward our conservation work, increasing the scope of our volunteering and ensuring our grounds were attractive and accessible to all.



We were delighted to have appointed Ian Cheeseborough who has a wealth of experience in conservation management, having worked with Shropshire Wildlife Trust, Field Studies Council and National Trust. He is also the County Recorder for bees and wasps and an expert on dragonflies. His priorities are the restoration of our traditional hay meadows and to begin a systematic programme of coppicing in our woodland areas. We welcome Ian to the team.

Tenure Negotiations.
Longstanding members will be aware that, needing long-term tenure to secure the necessary funding to launch our Outstanding Natural Project, Connexus, our landlords, were approached at the end of 2019 with a request for a new lease.

Achievements and performance (continued)

Two years later, without going into too much detail, we find ourselves finally in a position where we are getting towards a deal. Grow Cook Learn hopes to have the opportunity to take over the Freehold of the Discovery Centre via an asset transfer and the Leasehold of the Onny Meadows on a 99-year lease with a peppercorn rent. Although we would have preferred the site not to have been split, this was the only deal agreeable to all parties. It will allow us the security we need to apply for funding to deliver our Outstanding Natural Project and to secure our future. The Trustees are asking you to vote on a Special Resolution to approve this deal at the AGM and you are urged to support it.

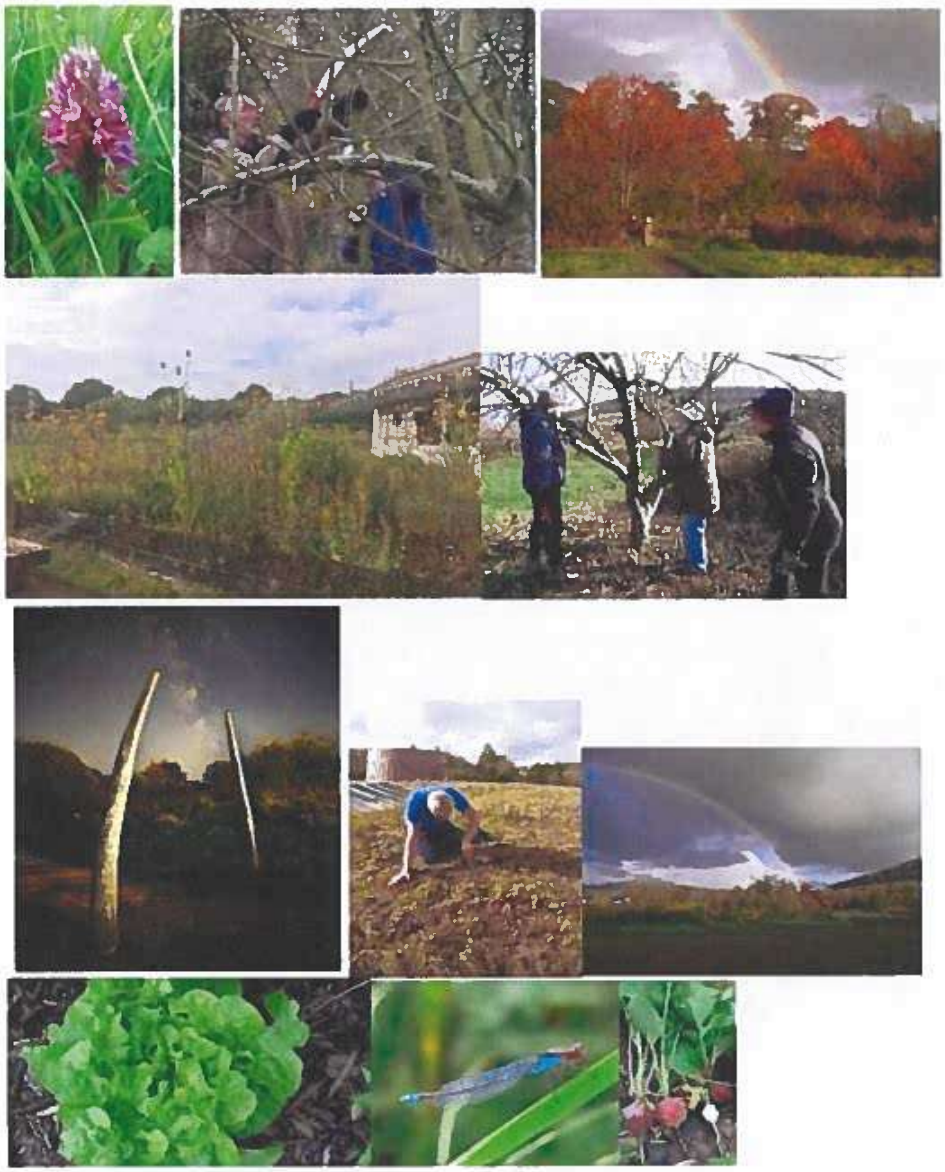
And Finally
I would like to thank you all for taking time to read this. I hope you will come to our AGM which we try to make as interesting and enjoyable for you, with some tasty food a drink on offer.

I am keen to develop that sense of community within our Members and I encourage you to contact me with any suggestions you have. I would welcome in particular, an article from the point of view of our Members for inclusion in our monthly newsletter. Similarly, if you have any interesting wildlife sightings or pictures of the meadows that you would like to share, we would love to see them. I also encourage you to come to some of the events and courses we offer or even to volunteer with us.

I leave you with a few images encapsulating why we are here and why this place is so special to us.

Let's all keep Growing, Cooking, Learning. **Grant Wilson, Centre Manager**

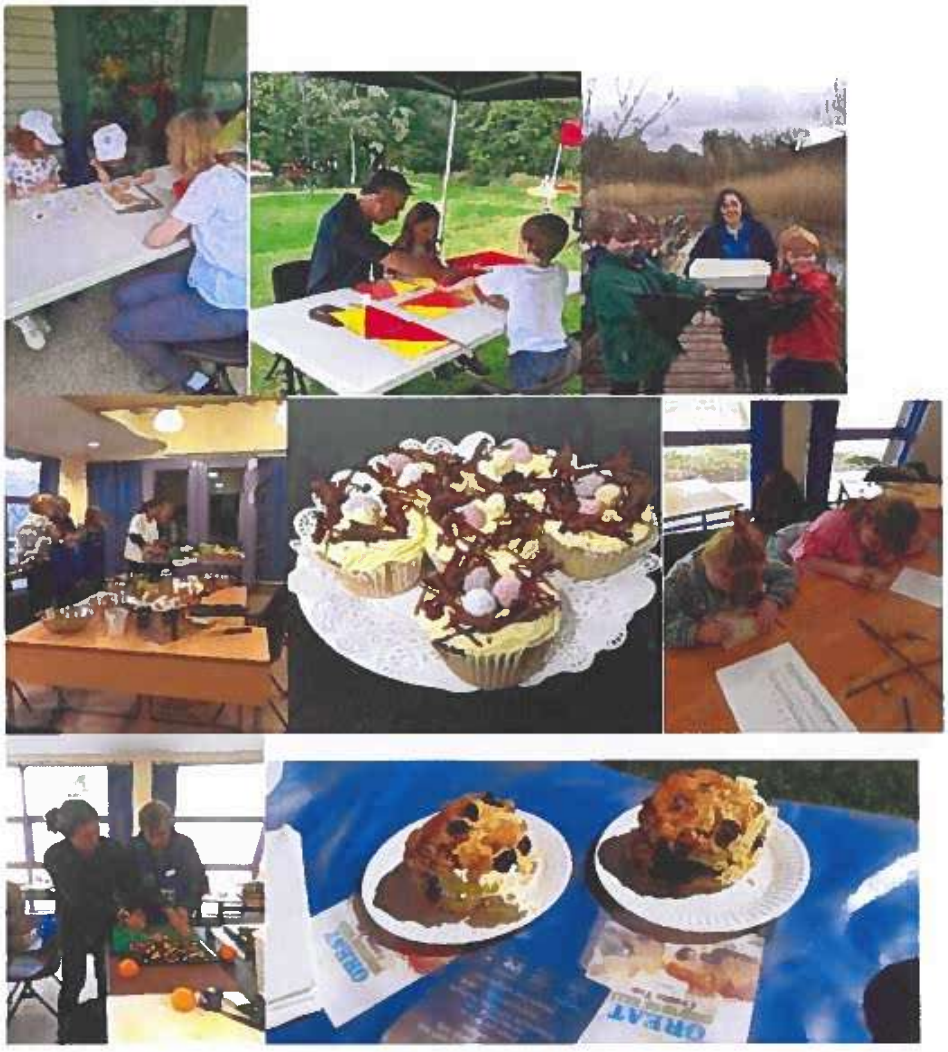
Achievements and performance (continued)



Achievements and performance (continued)



Achievements and performance (continued)



Financial review

a. Going concern

Although the charity achieving virtual break-even again in 2020/21 (a trading deficit of £653 on a turnover of nearly £313,000) was achieved mostly as a consequence of the Government support provided to enterprises which were required to close for Coronavirus pandemic reasons for much of the year, it was nonetheless an achievement in this unusual year. It also means that we have now have three years behind us when we have required no operating subsidy. Since year-end 2021/22 our financial performance has been ahead of our budget, which is for a small operating surplus in 2021/22.

Since the 2020/21 year-end, there were developments regarding our security of tenure which could have affected our going concern status, which has been dependent upon our landlords Connexus not calling in the £250,000 loan which they advanced is in 2014/15. Our lease of the site from Connexus is due to expire in 2023 and we initially requested a writing off of the loan and a long term lease extension, and subsequently for the freehold to be transferred to Grow Cook Learn after Connexus offered that possibility. The preceding freeholder Shropshire Council retained the first refusal on any asset disposal by Connexus and difficulties were encountered negotiating a solution satisfactory to the local authorities (including Craven Arms Town Council), Connexus and Grow Cook Learn. All parties are now concluding negotiations on an arrangement whereby Grow Cook Learn will:

i) acquire the Discovery Centre building for nil value

ii) not be required to repay the loan

iii) accept a charge of £250,000 against the building

iv) enter into a 99-year lease at peppercorn rent with Craven Arms Town Council for the Meadows attached to the building

The Trustees resolved at their Board meeting of September 30th 2021 that this outcome would effectively remove the threat to our going concern status.

So the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

b. Reserves policy

In the long term the Charity aims to build reserves to meet three months running costs although as of 31/3/2021 there were negative funds of £227,712 (2020: £222,717). This is mainly due to an outstanding loan of £250,000 from Connexus Housing Group to finance the transition from Shropshire Council ownership in the first few years after 2014. The Trustees are in advanced discussions with Connexus and is confident that the loan will cease to be repayable as an outstanding liability during 2021/22, or shortly after.

The free reserves figure is the unrestricted funds and represents the funds available for use by the Charity. The free reserves at year end were at a deficit of £260,083 (2020: deficit of £259,430).

Structure, governance and management

a. Constitution

The charitable company is constituted under its Articles of Association, dated 30 October 2013 and is a registered charity, number 1158795. It is registered as incorporated in England and Wales.

b. Methods of appointment or election of Trustees

The management of the Charitable company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

Prospective Trustees are made aware of the aims and activities of the Charity before their appointment.
Where specific duties are required of the Trustees, the Charity looks to appoint people with the appropriate skills and experience.

c. Policies adopted for the induction and training of Trustees

Lead roles are agreed for each trustee

d. Organisational structure and decision-making policies

The Directors practice their due diligence by seeking assurances from fellow Directors, Managers and staff that the organisation is being operated effectively, at Board Meetings and through various sub-groups. Records are kept of these meetings and of decisions made.

e. Financial risk management

The Trustees have assessed the major risks to which the charitable company is exposed, in particular, those related to the operations and finances of the charitable company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks. There is a 5-year plan for the charity for 2018/19 to 2022/23 which incorporates an updated Risk Register considered and approved by the Board of Trustees.

Plans for future periods

The charity will press ahead with raising capital funds for the Outstanding Natural project whilst maintaining our operational effectiveness and reorienting our activities as appropriate to a post-pandemic future.

Statement of Trustees' responsibilities

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

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 then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 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 enable them to 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.

Approved by order of the members of the board of Trustees on November 25th 2021 and signed on their behalf by:

C. P. Edwards

Mr C P Edwards
(Chair of Trustees)

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2021

Independent Examiner's Report to the Trustees of Grow Cook Learn ('the Charitable company')

I report to the charity Trustees on my examination of the accounts of the Charitable company for the year ended 31 March 2021.

Responsibilities and Basis of Report

As the Trustees of the Charitable company (and 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 Charitable 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 the Charitable company's accounts 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 REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

Independent Examiner's Statement

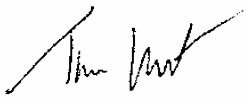
Since the Charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of (enter body here), which is one of the listed bodies.

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 Charitable 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.

This report is made solely to the Charitable company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charitable company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charitable company and the Charitable company's Trustees as a body, for my work or for this report.

Signed: 

Dated: 04/01/2022

Tim Lunt

BA FCCA MIRPM

WR Partners
Chartered Accountants
Belmont House
Shrwsbury Business Park
Shrewsbury
SY2 6LG

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from:					
Donations and legacies	3	**160,526**	**1**	**160,527**	*34,696*
Charitable activities	4	**151,802**	**-**	**151,802**	*471,185*
Total income		**312,328**	**1**	**312,329**	*505,881*
Expenditure on:					
Charitable activities	5	**312,981**	**4,342**	**317,323**	*522,461*
Total expenditure		**312,981**	**4,342**	**317,323**	*522,461*
Net movement in funds		**(653)**	**(4,341)**	**(4,994)**	*(16,580)*
Reconciliation of funds:					
Total funds brought forward		**(259,430)**	**36,712**	**(222,718)**	*(206,138)*
Net movement in funds		**(653)**	**(4,341)**	**(4,994)**	*(16,580)*
Total funds carried forward		**(260,083)**	**32,371**	**(227,712)**	*(222,718)*

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 19 to 29 form part of these financial statements.

BALANCE SHEET
AS AT 31 MARCH 2021

	Note		2021 £		2020 £
Current assets					
Stocks	10	**24,731**		*30,615*	
Debtors	11	**1,935**		*2,338*	
Cash at bank and in hand		**45,128**		*53,905*	
		71,794		*86,858*	
Creditors: amounts falling due within one year	12	**(49,506)**		*(59,576)*	
Net current assets			**22,288**		*27,282*
Total assets less current liabilities			**22,288**		*27,282*
Creditors: amounts falling due after more than one year	13		**(250,000)**		*(250,000)*
Total net assets			**(227,712)**		*(222,718)*
Charity funds					
Restricted funds	15		**32,371**		*36,712*
Unrestricted funds	15		**(260,083)**		*(259,430)*
Total funds			**(227,712)**		*(222,718)*

The Charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees on November 25th 2021 and signed on their behalf by:

C. P. Edwards

Mr C P Edwards
(Chair of Trustees)

The notes on pages 19 to 29 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

1. General information

Grow, Cook Learn is a charitable company, limited by guarantee and incorporated in England and Wales. The members of the charity are the trustees named on page 1 of these accounts. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charitable company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Grow Cook Learn meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charitable company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charitable company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Government grants

Government grants are recognised on receipt of the income.

2. Accounting policies (continued)

2.5 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charitable company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.9 Financial instruments

The Charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The Charitable company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charitable company to the fund in respect of the year.

2. Accounting policies (continued)

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charitable company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Unrestricted funds 2021 £	**Restricted funds 2021 £**	**Total funds 2021 £**	*Total funds 2020 £*
Donations	21,360	-	**21,360**	*15,501*
Grants	13,426	1	**13,427**	*19,195*
Government grants	125,740	-	**125,740**	-
	160,526	1	**160,527**	*34,696*
Total 2020	*13,038*	*21,658*	*34,696*	

4. Income from charitable activities

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Cafe	88,423	-	**88,423**	*289,368*
Retail	45,708	-	**45,708**	*122,982*
Exhibition	5,119	-	**5,119**	*20,060*
Other	4,074	-	**4,074**	*9,281*
Education	2,294	-	**2,294**	*17,088*
Gallery	2,407	-	**2,407**	*4,938*
Room Hire	3,777	-	**3,777**	*7,468*
	151,802	-	**151,802**	*471,185*
Total 2020	*467,380*	*3,805*	*471,185*	

5. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Direct and Support costs	312,981	4,342	**317,323**	*522,461*
Total 2020	*516,128*	*6,333*	*522,461*	

6. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £	*Total funds 2020 £*
Direct and Support costs	257,915	59,408	**317,323**	*522,461*
Total 2020	*416,619*	*105,842*	*522,461*	

Analysis of direct costs

	Cafe 2021 £	Total funds 2021 £	*Total funds 2020 £*
Staff costs	195,982	**195,982**	*249,313*
Discovery activities	115	**115**	*266*
Marketing and exhibits	14,976	**14,976**	*19,264*
Gallery costs	2,061	**2,061**	*4,057*
School visits	5	**5**	*308*
Food and drink	22,722	**22,722**	*76,389*
Exhibition costs	185	**185**	*695*
Books and maps	8,214	**8,214**	*23,475*
Other retail	13,655	**13,655**	*42,852*
	257,915	**257,915**	*416,619*
Total 2020	*416,619*	*416,619*	

6. Analysis of expenditure by activities (continued)

Analysis of support costs

	Cafe 2021 £	Total funds 2021 £	*Total funds 2020 £*
Motor expenses	-	**-**	*(68)*
Staff training	432	**432**	*2,071*
Project expenditure	-	**-**	*1,484*
Bank charges	2,208	**2,208**	*5,656*
Sundry expenses	50	**50**	*12,083*
Legal fees	-	**-**	*23*
Other employee costs	275	**275**	*1,046*
Cafe equipment rental	3,413	**3,413**	*2,461*
Rates	3,818	**3,818**	*2,007*
Heat and light	13,614	**13,614**	*27,553*
Cleaning and laundry	4,101	**4,101**	*6,272*
Printing, postage and stationery	1,719	**1,719**	*4,089*
Telephone	-	**-**	*1,553*
Property maintenance	7,153	**7,153**	*15,667*
Insurance	3,276	**3,276**	-
HR, payroll and IT services	16,667	**16,667**	*20,000*
Governance costs	2,682	**2,682**	*3,945*
	59,408	**59,408**	*105,842*
Total 2020	*105,842*	*105,842*	

7. Independent examiner's remuneration

The independent examiner's remuneration amounts to an independent examiner fee of £1,550 (*2020 - £1,155*).

8. Staff costs

	2021 £	2020 £
Wages and salaries	**190,008**	*233,006*
Social security costs	**2,818**	*9,894*
Contribution to defined contribution pension schemes	**3,156**	*6,414*
	195,982	*249,314*

The average number of persons employed by the Charitable company during the year was as follows:

	2021 No.	2020 No.
Employees	**30**	*30*

No employee received remuneration amounting to more than £60,000 in either year.

9. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2020 - £NIL)*.

During the year ended 31 March 2021, no Trustee expenses have been incurred *(2020 - £NIL)*.

10. Stocks

	2021 £	2020 £
Raw materials and consumables	**24,731**	*30,615*

11. Debtors

	2021 £	2020 £
Due within one year		
Trade debtors	**1,289**	*1,679*
Prepayments and accrued income	**646**	*659*
	1,935	*2,338*

12. Creditors: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	**6,570**	*1,477*
Other taxation and social security	**14,441**	*18,723*
Pension fund loan payable	**309**	*23*
Other creditors	**12,349**	*19,583*
Accruals and deferred income	**15,837**	*19,770*
	49,506	*59,576*

13. Creditors: Amounts falling due after more than one year

	2021 £	2020 £
Loans	**250,000**	*250,000*

Information relating to the loan can be found in the 'Going COncern' section within the Trustee Report.

14. Financial instruments

	2021 £	2020 £
Financial assets		
Financial assets measured at fair value through income and expenditure	**45,128**	*53,905*

15. Statement of funds

Statement of funds - current year

	Balance at 1 April 2020 £	Income £	Expenditure £	Balance at 31 March 2021 £
Unrestricted funds				
General Funds - all funds	(259,430)	312,328	(312,981)	(260,083)
Restricted funds				
Girls Group Income 16/17 project	4,501	1	-	4,502
Town Council grant	1,082	-	-	1,082
Caffyn Trust	3,676	-	-	3,676
80K Walk	16,195	-	(2,674)	13,521
Bonfire night	3,113	-	-	3,113
Youth Volunteer Programme	4,672	-	-	4,672
Green Team Project	3,473	-	(1,668)	1,805
	36,712	1	(4,342)	32,371
Total of funds	(222,718)	312,329	(317,323)	(227,712)

15. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 April 2019 £	*Income* £	*Expenditure* £	*Balance at 31 March 2020* £
Unrestricted funds				
General Funds - all funds	*(222,632)*	*480,419*	*(516,128)*	*(259,429)*
Restricted funds				
Girls Group Income 16/17 project	*2,557*	*2,623*	*(679)*	*4,501*
Town Council Grant	*541*	*541*	-	*1,082*
Caffyn Trust	*1,838*	*1,838*	-	*3,676*
80k Walk	*9,024*	*8,363*	*(1,192)*	*16,195*
Bonfire night	-	*5,758*	*(2,645)*	*3,113*
Youth Volunteer Programme	*2,534*	*2,534*	*(396)*	*4,672*
Green Team Project	-	*3,806*	*(333)*	*3,473*
L.E.A.D.E.R	-	-	*(1,088)*	-
	16,494	*25,463*	*(6,333)*	*36,712*
Total of funds	*(206,138)*	*505,882*	*(522,461)*	*(222,717)*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Current assets	39,423	32,371	**71,794**
Creditors due within one year	(49,506)	-	**(49,506)**
Creditors due in more than one year	(250,000)	-	**(250,000)**
Total	(260,083)	32,371	**(227,712)**

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	*Restricted funds 2020 £*	*Total funds 2020 £*
Current assets	*50,146*	*36,712*	*86,858*
Creditors due within one year	*(59,576)*	-	*(59,576)*
Creditors due in more than one year	*(250,000)*	-	*(250,000)*
Total	*(259,430)*	*36,712*	*(222,718)*

17. Pension commitments

"The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £3,153 (2020 - £6,414). Contributions totalling £309 (2020 - £23) were payable to the fund at the balance sheet date and are included in creditors."

18. Related party transactions

The directors confirm there are no related party transactions to disclose (2020 £nil)