



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

## Trustees' Annual Report for the period

From 01/01/2024 Period start date To 31/12/2024 Period end date

Charity name:Poodle Network UK

Charity registration number: 1163333

## Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	A National UK Network for the benefit of the public to relieve the suffering of Poodles which are in need of care and attention and, in particular, to provide and maintain rescue and foster homes or other facilities for the reception and care of unwanted Poodles and the treatment of Poodles.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Poodle Network UK's objective is the advancement of the welfare of Poodles.</p> <p>We provide a public advice and education service for the owners and potential owners of Poodles in person, over the telephone, via websites and over social media. We offer free guidance and education to the public on poodle welfare in general and to the prevention of cruelty and suffering in poodles. We provide free public advice on the grooming needs, dietary requirements, veterinary care and treatment &amp; hereditary issues, and behavioural issues of Poodles. We are the registered Breed Rescue for all sizes of Poodles with the Kennel Club and were invited by the Kennel Club to educate people at Discover Dogs about poodles and owning poodles.</p> <p>We offer a nationwide rescue and sanctuary service for Poodles, working with councils and dog wardens, the RSPCA, Dogs Trust and other charities to remove Poodles off the streets and to care for and rehabilitate abandoned, mistreated and lost Poodles.</p> <p>We have both temporary and permanent foster homes to give sanctuary and shelter to poodles which need it due to sickness, mistreatment, poor circumstances or ill usage and to provide the poodles with care, protection, medical treatment and security they need and to rehabilitate the poodles to enable them to be rehomed where possible.</p> <p>We provide veterinary care and treatment to Poodles under our care.</p> <p>We neuter and spay all the poodles coming into our care to ensure there are no unwanted or unexpected litters of puppies. We have actively fundraised throughout the year to raise the needed funds to care for the Poodles under our care.</p> <p>We actively seek new homes for our rescued poodles. No Volunteer or the Trustees benefitted personally in any way including financially or materially from their position within Poodle Network UK.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity	Para 1.18	We confirm the Trustees of Poodle Network UK have regard to the guidance on public benefit issued by the Charity Commission when

Commission on public benefit		exercising powers or duties to which the guidance is relevant. All Trustees are required to read and have regard to the guidance document. The public benefit of Poodle Network UK is demonstrated in our objectives and our activities statement.
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### Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	<p>Poodle Network UK is a large UK wide network of unpaid Volunteers who are essential to the Charity and we appreciate the time, skill set and resources every volunteer brings to the Charity. The role every volunteer undertakes is essential to the running of the charity.</p> <p>Every Trustee takes an active part in the day to day matters of the charity with most donating over 30 hours a week of their time.</p> <p>The Trustees are responsible for the overall management of the Charity and meet regularly via online meetings. The Trustees hold regular meetings with senior volunteers who in turn are responsible for co-ordinating other volunteers. Our volunteers include administrators, fosterers, transporters, telephone team, behaviourists, trainers, fundraisers, groomers, home-checkers, crafters, photographers and veterinary surgeons &amp; veterinary nurses who provide us with advice.</p> <p>Our unpaid Trustees and volunteers look after all our Poodles and undertake all the associated administration tasks needed to vet prospective carers and the Poodles new homes, foster carers and their homes, new volunteers &amp; any necessary training of them.</p> <p>Our foster carers, trainers and behaviourists rehabilitate any poodle which needs it and this can take months for some of the poodles and some are permanent foster carers where the dogs they care for will never be able to be rehomed due to medical and behavioural issues. It takes devotion and dedication to foster dogs and is exceptionally rewarding, frustrating and sometimes heart-breaking all at the same time. Our Trustees all have first-hand experience of this. There is nothing more rewarding to every volunteer than knowing they all played a part in rehabilitating a Poodle rescued from appalling conditions and seeing it happy in a loving caring new home and watching the Poodle continue to thrive.</p> <p>Our fundraising team organise the auctions and other fundraising activities to ensure we have the funds available to cover the costs of the Poodles and the day to day running of the Charity.</p> <p>Our telephone team and the rehoming and foster team members are available 365 days a year and we respond immediately when needed to help and assist the poodles. We have collected dogs on Christmas Day!</p> <p>All our volunteers are the heart of Poodle Network UK making it the successful charity it is.</p>
Other		

## Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	5Para 1.20	<p>During the year of 2024, Poodle Network UK, rescued, cared for, protected, medically treated, rehabilitated and rehomed 179 poodles. The numbers we are being asked to take continues to increase partially due to the cost of living and also the cost of vets bills has seen an increase in the number surrender needing treatment. We are still feeling the effects of lockdown dogs which were unsuitable for breeding due to temperament and medical issues are now having puppies and we are seeing an increasing amount of behavioural issues including many who have bitten or are showing aggression, unsocialised dogs and dogs with medical conditions from parents which ordinarily wouldn't have been used for breeding which are being handed into the charity. This, in turn, has increased the length of time some are in foster and the medical bills to treat them. We have continued to pay the regular treatment costs for hydrotherapy and physiotherapy for Poodles which we have rescued and regular medication costs for Poodles with ongoing needs such as diabetes, heart problems, Addisons Disease and Cushings Disease. The costs of veterinary treatments and medications for the dogs has continued to increase to more than double the prelockdown costs and in places some veterinary practices will not take on new patients, reducing the ability to find reasonably priced care. The tests vets are insisting on doing before treating our dogs is also increasing; for example in the past a 13/14 year old toy with heart issues would be prescribed Vetmedin, they are now insisting on heart scans at upto £1000 each before prescribing medication and then annually. Routine neutering costs and dental treatment have continued to increase and we are receiving more Poodles with skin, ear and allergy issues all requiring treatment. Corporate Groups of vets trying to upscale our Poodles care to their Specialist Centres is also an issue for our ongoing costs for treatments that used to be dealt with in house.</p> <p>In 2024 we took a litter of 8 puppies and their mother into our care. All the puppies were in a terrible state, very malnourished and requiring substantial veterinary treatment with some needing prolonged vet stays including one of the 11 week old puppies having to be resuscitated twice on the first night at the vets. Thankfully all the puppies recovered but most needed special diets for a prolonged period with 4 hourly feedings due to how small their stomachs were from the malnutrition. The costs involved in such rescues for veterinary treatment and care are substantial and we do not undertake these without ensuring we have funds to cover their costs and actively fundraise to recover our reserves. Many of our volunteers and supporters in the Poodle and Dog World went above and beyond again to donate and raise the funds for our Poodles. Facebook groups and individuals held auctions and raised funds and there are too many to name who donated individually to their care, every penny was appreciated.</p> <p>During the year we have worked with councils and other rescue charities in respect of abandoned Poodles in their locale assisting in rehoming Poodles handed in and found abandoned, providing the necessary veterinary treatment and rehabilitation. We have fundraised for the medical care of abandoned Poodles, thus saving others the cost to the benefit of the public good.</p>

		<p>We are referred Poodles from Dog Wardens across the country and are regularly recommended by vets as a place to rescue poodles and rehabilitate and rehome them. Poodle Network UK's reputation and success with rehoming Poodles and advising the public about Poodles and their needs increases year on year and we aim to continue this by increasing our volunteer numbers and our social media profile over the coming months and years.</p> <p>Our aim is to improve the situation of all unwanted Poodles; increase education to the public about Poodles and owning them and thereby benefit the Public as we do so.</p> <p>Our Trustees and volunteers all give their time freely, and without remuneration, to Poodle Network UK.</p>
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### Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	We were asked to take 179 poodles during the year of 2024 and providing the care those Poodles needed and our phone volunteers answered 1020 calls to our 0300 number with an average length of 5 minutes each plus hundreds of calls made as a result of email and Facebook messenger enquiries. These demonstrate that Poodle Network UK is actively achieving its objectives.
Performance of fundraising activities against objectives set	Para 1.41	Our income for the year increased in 2024 to £129,973 to provide the care our Poodles need demonstrates that Poodle Network UK is achieving its fundraising objectives
Investment performance against objectives	Para 1.41	
Other		

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	During the period 01/01/2024 to 31/12/2024, the charity received income totalling £129,973 and incurred expenditure of £111,370, generating a surplus for the year of £18,603. The total Unrestricted Funds at 31/12/2024 was £70,136
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The Charity seeks to hold a reserve of £30,000 in the main bank account to cover unforeseen or exceptional veterinary bills and the long term medication costs of any poodle needing life long treatment under our care. Vet bills are still increasing as has the number of poodles with lifelong medication needs and we are seeing more with Addison's Disease and serious ear infections requiring sedation to clean and treat at the vets taking many months to resolve. If one of our poodles or an incoming poodle has leg or spinal issues, this treatment can cost upwards of £8000 for mri and corrective surgery; whilst we actively fundraise to restore our reserves so we can cover these exceptional costs we need the money available to pay the vet hospital immediately. We are moving some dogs to specific fosterers to make use of Veterinary Teaching Hospitals like Liverpool University to try to minimise their treatment costs for serious issues.
Amount of reserves held	Para 1.22	£30,000 in the main bank account

Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	Not applicable

### Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	<p>Poodle Network UK's income received is from a variety of sources; donations from new carers for the dogs we rehome, donations from owners who hand dogs into Poodle Network UK, and a variety of fundraising activities by our volunteers.</p> <p>2024 has seen an increase in fundraising activities by our volunteers. Our supporters have continued to respond to appeals to contribute towards specific dogs care where the costs are above those normally expected.</p> <p>Notable fundraising activities during the year included our auctions of donated items and the Poodle Passion Facebook Group including sales of their calendars, Christmas cards and other items. We have received money from funeral collections and legacies and we would like to thank everyone who has donated in memory of their loved ones, it is very much appreciated that people have thought of Poodle Network UK at such sad times. We also continue to receive support from Poodle Clubs around the country.</p> <p>For dogs in need of expensive specialist treatment which is funded by our reserves our volunteers raised funds through facebook appeals to actively restore our reserves.</p> <p>We offer 5 weeks free insurance from Agria with each dog rehomed and receive commission from Agria on subsequent policy sales after expiry of the 5 weeks free.</p> <p>We have seen more people taking up the Agria policies and our Commission has increased from this. We also received income through the Paypal Giving Fund from Facebook fundraising campaigns and other websites like Easy Fundraising which give small donations as a result of orders placed with other companies through their sites.</p> <p>The principal source of funding for the Charity are Donations received from taking dogs into our care, rehoming donations from the new homes, general donations received from the public many of whom are Poodle and dog owners.</p>
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	<p>The principle financial risk facing the Charity is the continuing rise in veterinary costs of treatments and the ongoing monthly medical costs of poodles with ongoing conditions, which we continue to monitor throughout the year.</p>
Other		<p>Our Income for the year 01/01/2024 to 31/12/2024 Totalled £129973 (2023-£110943)</p> <p>Expenditure for Poodle Network UK is mainly the veterinary costs, food costs and transport costs for moving our dogs to foster homes and new homes which accounts for 98.11% (2023 96.36%) of the expenditure during the year.</p> <p>Veterinary costs have increased from 2023 by £25495 and</p>

		<p>from 2021 to 2024 by £65816 which since the COVID lockdown our veterinary bills have almost tripled. The fundraising cost for 2024 is the fee for The Fundraising Regulator. We use The Kennel Club Anilog system for keeping records of our dogs, the Citrix Go To Meeting software for online meetings and Charity Microsoft licences which is 0.36% (2023 1.97%) of expenditure. Our 0300 telephone number and answering system and small contributions towards the rehoming teams mobile bills are 0.55% (2023 0.6%) of expenditure. Insurance for the charity is 0.52% (2023 0.66%) of expenditure. We do not pay bank charges on our main bank account, but we do on Paypal transactions and card readers at 0.15% (2023 0.39%) of expenditure. All our volunteers are unpaid.</p> <p>Total Expenditure from 01/01/2024 to 31/12/2024 was £111370 (2023 was £95180). On 176 rehomed dogs the average cost is £633 per dog, an increase of 20% on 2023.</p> <p><u>Payments to Trustees &amp; Volunteers</u></p> <p>All receipts and expenses forms for expenditure by Trustees and Volunteers on items solely for the use of Poodle Network UK for care of the dogs and running of the Charity were received, checked and reimbursed in accordance with the financial controls policies and procedures.</p> <p>The Trustees and Volunteers are all unpaid for their role in Poodle Network UK.</p> <p>Items refunded included, postage and stationary, the cost of software licences, website and domain registrations which have to be paid by card and veterinary bills for foster dogs when vets required immediate payment by card. Any item requiring payment by card was authorised by the Trustees and personal cards were used because no Trustee or Volunteer has cards linked to the charities accounts. Stitch &amp; Burn who embroider items for the Charity like clothing, bags and dog items is a company connected to Hannah Aldcroft. Cost prices for the items are checked to ensure they cannot be purchased at a lower cost elsewhere.</p>
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## Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	CIO Foundation Model Constitution Registered 27 <sup>th</sup> August 2015
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Foundation Charitable Incorporated Organisation
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Our Trustees are appointed by existing Trustees

### Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Poodle Network UK Governance Document Financial Controls Policy and Procedures: Internal and Reserves GDPR Policy and Procedures
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		Safeguarding Policy and Procedures Complaint's Policy and Procedures Serious Incident Reporting Policy and Procedures Internal Risk Management Policy and Procedures Trustee Expenses Policy and Procedures Trustee Conflicts of Interest Policy Procedures and Register Bullying and Harassment Policy and Procedures Electronic Communications Consent Policy Social Media Policy and Procedures Foster Agreement Policy and Procedures Transport Policy and Procedure Adoption Agreement Euthanasia Policy and Procedures Dog Assessment and Transfer of Ownership Policy and Procedures Volunteer Code of Conduct Trustee Code of Conduct Fundraising Policy and Procedures
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity is Governed by its Governing Document which was registered on 27/08/2015. The charity is managed by the board of Trustees and assisted by a large team of volunteers. All our volunteers and Trustees are expected to abide by our policies and any Trustee or volunteer found to have breached the policies will be promptly removed. Our Trustees are expected to take active roles in the day to day running and activities of the charity. All active volunteers are eligible to be considered for the role of Trustee and the existing Trustees consider the role, work and position all volunteers take in the charity and the skill set they bring to the charity. Volunteers deemed suitable for the role of Trustee are or will be approached by the existing Trustees.
Relationship with any related parties	Para 1.51	Poodle Network UK has no related parties
Other		

## Reference and Administrative details

Charity name	Poodle Network UK
Other name the charity uses	
Registered charity number	1163333
Charity's principal address	From 01/01/2024 to 22/04/2024: 50 Tonbridge Avenue, Chirton, North Shields, NE29 7QR Current (from 22/04/2024): 17 Oakwood Drive, Bolton, BL1 5EE

## Names of the charity trustees who manage the charity during the period

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Susan Horsfall	Chair	01/01/24-09/04/24	
2	Tracey Guthrie	Secretary	01/01/24-22/04/24	

3	Ethel Mills	Secretary & Rehoming		
4	Hannah Aldcroft	Marketing, Media, Fundraising, Treasurer		
5	Julie Aldcroft	Vice Chair & Chair		
6	Hilary Preece	Vice Chair & Rehoming		
7				
8				
9				
10				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

### Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not Applicable

**Additional information (optional)**

**Names and addresses of advisers (Optional information)**



Type of adviser	Name	Address
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**Name of chief executive or names of senior staff members (Optional information)**

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## Exemptions from disclosure

Reason for non-disclosure of key personnel details

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## Other optional information

The founder of the Charity, Dr Susan Woodhall, resigned as Chair and Trustee on 09/04/2024 to spend more time with her family and took on the role of Patron. Mrs Tracey Guthrie also resigned as Secretary and Trustee on 22/04/2024. Poodle Network UK would like to thank them for all their work over the years; they were actively involved with the Charity and the large number of Poodles they helped to rescue and rehabilitate. The current Trustees and Committee will ensure their work continues in the future.

## Declarations

**The trustees declare that they have approved the trustees' report above.**

**Signed on behalf of the charity's trustees**

<b>Signature(s)</b>		
<b>Full name(s)</b>	Julie Aldcroft	
<b>Position (eg Secretary, Chair, etc)</b>	Chair	
<b>Date</b>	21/10/2025	



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name  
Poodle Network UK

No (if any)  
1163333

## Receipts and payments accounts

CC16a

For the period  
from

Period start date  
01/01/2024

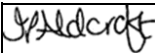
To

Period end date  
31/12/2024

### Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>					
Dog Donations	41,934	-	-	41,934	56,417
General Donations	12,452	-	-	12,452	27,891
Other Charities, Rescues & Groups	-	-	-	-	-
Bequests & Funeral Donations	55,676	-	-	55,676	5,000
Auction / Sale of Donated Items	3,168	-	-	3,168	-
Crufts & Discover Dogs	-	-	-	-	-
Paypal Giving, EasyFundraising	10,029	-	-	10,029	19,744
Agria Commission	6,714	-	-	6,714	1,891
<b>Sub total (Gross income for AR)</b>	<b>129,973</b>	<b>-</b>	<b>-</b>	<b>129,973</b>	<b>110,943</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>129,973</b>	<b>-</b>	<b>-</b>	<b>129,973</b>	<b>110,943</b>
<b>A3 Payments</b>					
Vets Bills	99,301	-	-	99,301	73,816
Dog Transport & Food	9,972	-	-	9,972	17,811
Anilog & Other Software	404	-	-	404	1,880
Fundraising Costs	60	-	-	60	50
Postage Stationery Telephone	611	-	-	611	571
Insurance	581	-	-	581	631
Bank & Paypal Fees	191	-	-	191	370
Legal Expenses	-	-	-	-	-
Other Expenses	250	-	-	250	51
<b>Sub total</b>	<b>111,370</b>	<b>-</b>	<b>-</b>	<b>111,370</b>	<b>95,180</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>111,370</b>	<b>-</b>	<b>-</b>	<b>111,370</b>	<b>95,180</b>
<b>Net of receipts/(payments)</b>	<b>18,603</b>	<b>-</b>	<b>-</b>	<b>18,603</b>	<b>15,763</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>51,533</b>	<b>-</b>	<b>-</b>	<b>51,533</b>	<b>35,770</b>
<b>Cash funds this year end</b>	<b>70,136</b>	<b>-</b>	<b>-</b>	<b>70,136</b>	<b>51,533</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Barclays Bank PLC	61,404	-	-
	Paypal	8,732	-	-
		-	-	-
	<b>Total cash funds</b>	<b>70,136</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
<b>B2 Other monetary assets</b>	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		Julie Aldcroft	21/10/2025	



Section A

Independent Examiner's Report

Report to the trustees/  
members of

Charity Name  
Poodle Network UK

On accounts for the year  
ended

31 December 2024

Charity no  
(if any)

1163333

Set out on pages

1 and 2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/ 12 / 2024**.

Responsibilities and  
basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*\* Please delete the words in the brackets if they do not apply.*

Signed:

Date:

16/10/2024

Name:

Sarah Leteney

Relevant professional  
qualification(s) or body  
(if any):

Address:

Aitken Court, Lumb Village, Bury, BL0 0QR

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**