

IMPACT REPORT

Recording the impact of Advocacy Alliance
on volunteers, staff and the community

YOUR VOICE MATTERS

WHAT IMPACT WE HAVE

Service users, the community, volunteers and staff members experienced the following:

- Decreased social isolation
- Improved mental health
- Reduced anxiety
- Improved skills
- Better communication
- Increased awareness of services
- Improved resilience
- Boosted self-confidence
- Improved wellbeing

OUR IMPACT ON OTHER SERVICES

Both Advocacy Alliance and local services benefited from partnerships in the area:

- Wider community offering
- Better networking
- Collaborative support for clients
- Identifying gaps in community needs
- Effective partnership working
- Increased referrals between partners

“Good service to serve the people.
Can't think of anything to improve.”

“Understanding and
person centred.”

“Took a lot of stress
off me.”

“Absolutely great. Massive
difference as school started
listening.”

“Excellent service. My landlord
listened once the advocate was
involved.”

“Felt respected and
heard.”

“Marvellous.”

“1000/10 - brilliant service.
Couldn't have done without
their help.”

“Felt like I was being heard. Level
headed and sensitive approach.
Can't fault service.”

“A relief to feel there
was someone there
on my side.”

“Would 100%
recommend.”

“Brilliant, amazing. Thought it was
just for people in crisis. Made me
feel relaxed.”



ADVOCACY
ALLIANCE

REPORT OF THE TRUSTEES AND FINANCIAL REPORT
FOR THE YEAR ENDED 31ST MARCH 2025

CHARITY REGISTRATION NUMBER

1163787

(England & Wales)



PREPARED BY
CHAMPLEYS CHARTERED CERTIFIED ACCOUNTANTS
CHAMPLEYS MEWS, MARKET PLACE, PICKERING
YO18 7AE

Trustees

Angela McKeown
Ben Sellers
Callum Walker
Helen Fortnum
Patricia Anne Kemp
Sam Woods-Peel
Steve Arnott

Accountants

Champleys Chartered Certified Accountants
Champleys Mews
Market Place
Pickering
YO18 7AE

Bankers

Natwest
3, Westborough
Scarborough
YO11 1UJ

Cambridge and Counties Bank
Charnwood Court
5B New Walk
Leicester
LE1 6TE

Principal Operating Address

Office 28
The Street
12, Lower Clark Street
Scarborough
YO12 7PW

The trustees present their report and the financial statements for the for the year ended 31st March 2025.

Background and Structure

The Charity is a Charitable Incorporated Organisaion (CIO), and is registered with the Charity Commission (No: 1163787). The Charity was formed on 1st October 2015 and started trading on 1st April 2016 by inheriting the assets of the previous Charity (Advocacy Alliance No: 1014398).

Summary of the purposes and activities of the Charity

The aim of the Charity is to promote, assist and develop the representation of all people in need of such help by virtue of their age, mental health, physical or learning disability, and to help them overcome any disadvantage that flows from their personal circumstances by the provision of a service designed to:

- assist the above people to obtain their rights and privileges as a citizen
- provide support
- provide support on a one to one basis to the above people in the area of benefit, whether living in residential care or residing independently in their own home or with relatives
- representing the needs and views of members to statutory authorities, charitable groups and others who provide services

Public Benefit Statement

Throughout the year the Advocacy Alliance Board of Trustees had regard the guidelines on public benefit as set out by the Charity Commission when exercising powers or duties to which the guidance is relevant.

Trustees

The following persons served as Trustees during the year ended 31st March 2025:

Trustee	Office	Trustee Appointments/Resignations
Angela McKeown	Co-Chair	-
Ben Sellers		-
Callum Walker		-
Helen Fortnum		-
Patricia Anne Kemp	Co-Chair	-
Sam Woods-Peel	Vice Chair	-
Steve Arnott	Treasurer	-

Staff, Management and Selection of Trustees

Trustees are appointed at the annual general meeting and are recruited from people who have an interest in the Charity. The Charity is controlled and directed by the elected members of the Board of Trustees.

Risk Management

The Board of Trustees continue to examine the principal areas of the Charity's operations to review the major risks which may arise in each area. In the opinion of the board, this review enables such risks to be identified and allows them to be mitigated to an acceptable level in the Charity's day to day activities.

Review of the Charity's achievements and performance, including the difference the Charity has made to the beneficiaries and to wider society throughout the year

During the course of 2024 to 2025 Advocacy Alliance continues with its core mission to provide free, independent and confidential advocacy support to vulnerable adults living in Scarborough, Whitby and Ryedale.

Over the course of the year Advocacy Alliance delivered advocacy support to people with a learning disability and/or autism – funded by the Henry Smith Trust and were successful in gaining continuation and development funding for our Advocacy for All service funded by the National Lottery Reaching Communities Fund.

During the year staff met with advisors from Community First Yorkshire to look at ways of developing new income streams to support the organisation moving forward to reduce the reliance on grants. Work has been done to explore the possibility of developing a business asset that could support the organisation. However, trustees agreed that without a business minded individual on the board, we do not have the skills required to support the inception and development of a new business. The trustees have therefore made it a priority to recruit a new trustee to the board with business acumen and experience.

The trustee board made the decision to assess the organisation's brand identity and brand awareness amongst the local community. This included much work exploring people's understanding of the name 'Advocacy Alliance', their understanding of the concept of 'advocacy' and how they felt the organisation could help them. Initial feedback was clear that people misunderstood what Advocacy Alliance could offer and only individuals who had a prior knowledge of what 'advocacy' is were able to identify that this was the service we provided. Therefore, the decision was made to invest time and resources to explore new names and brand identity. In the final months of the financial year staff and volunteers have held consultation events and consulted with clients, the general public and other stakeholders. The outcome of these consultations was that the organisation changes its public facing name to 'Help Hub' with the tag line 'Your Voice Matters'. Work at the end of the year had begun on identifying and agreeing new brand colours and the development of a new website.

Much time, energy and resources were spent during the year working on the National Advocacy Quality Performance Mark. This is a mark to identify organisations that provide advocacy to a high standard assessed by the National Development Team for Inclusion (NDTi).

There was a change of staffing during the year that resulted in the need for Advocacy Alliance to recruit a new advocacy co-ordinator. This process began in August 2024, and interviews were held in October – with a new member of staff – Steven Landray starting work with the organisation in November 2024.

Over the year 2024 to 2025 we were approached to enter into discussions with a number of organisations regarding the need for 1.2 representatives locally as this type of advocacy was not included in the contract. Discussions have also taken place regarding the potential re-tendering process for both statutory and community advocacy services. North Yorkshire Council plan to go through a re-tendering process in the next financial year, with a new commissioner service being in place from April 2026.

As part of the professional development of staff the trustees committed substantial resources for all paid members of staff to attend the National Advocacy Conference in Birmingham. They also committed resources for the Chief Executive to attend the Advocacy Leaders course. These were excellent learning opportunities, and the board will continue to explore new opportunities for staff development in coming years, with a focus on value for money and individual growth.

Financial Review

The financial position of the Charity as at 31st March 2025 as more fully detailed in the accounts, can be summarised as follows:

	2025	2024
	£	£
Income	183,662	249,262
Expenditure	(149,231)	(232,055)
Net Surplus/(Deficit)	<u>34,431</u>	<u>17,207</u>
Unrestricted Funds	58,956	44,806
Restricted Funds	66,587	46,306
Designated Funds	75,000	75,000
Total Funds	<u>200,543</u>	<u>166,112</u>

The results for the year show a surplus of £34,431. The unrestricted funds available to the Charity as at 31st March 2025 were £58,956.

The financial performance of the Charity in the year indicates that the Charity is sustainable. Total funds have increased from the prior year and the surplus has increased. The surplus should be viewed in the context that the accounts are produced on a receipts and payments basis, and the timing of incoming funds and projects can therefore significantly impact the accounting figures.

The Unrestricted Funds are crucial to the operation of the Charity. The Restricted and Designated funds are not always available for the Charity to use, and may have already been allocated to fund specific projects.

Reserves Policy

The Charity's policy is to maintain enough funds to ensure financial stability, and to enable it to meet unforeseen expenses or drops in income.

From the Charity's unrestricted funds, £75,000 has been designated to cover potential closure costs that may arise in the future if necessary. This amount is based on the current estimate of such costs, and no expenditure was incurred from these funds during the year. As a result, the Charity's freely available reserves are £58,956.

Designated funds of £75,000 are set aside to mitigate the financial risks associated with potential closure, including redundancy payments and other liabilities. The timing of any expenditure from these funds is uncertain and depends on future circumstances. The trustees review the reserves policy annually to ensure it remains appropriate, considering the charity's financial position and operational risks.

The Trustees are confident the Charity can continue as a going concern, and the reserve policy is an important part of the Charity's long term survival and ability to adapt to changing circumstances.

Statement of Trustees' Responsibilities

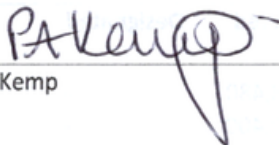
The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statement on the ongoing concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Charity's constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for prevention and detection of fraud and other irregularities.

This report was approved by Advocacy Alliance trustees on and is signed on their behalf by:



Patricia Anne Kemp
Co-Chair



Patricia Anne Kemp
Co-Chair

19/11/25

Dated

Dated

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://rulebook.accaglobal.com/>

I report on the accounts of Advocacy Alliance for the year ended 31st March 2025, which are set out on pages 7 to 12.

Respective Responsibilities of Trustees and Examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of the Independent Examiner's Report

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

Independent Examiner's Statement

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

1. which gives me reasonable cause to believe that in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the 2011 Act; or
 - to prepare accounts which accord with the accounting records; or
 - concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Michael Richmond FCCA
Champleys Chartered Certified Accountants
Champleys Mews
Market Place
Pickering
YO18 7AE

19th September 2025

ADVOCACY ALLIANCE

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2025

	Notes	2025 Breakdown By Fund			2025	2024
		Unrestricted £	Restricted £	Designated £	Total £	Total £
Receipts						
Bank Interest		5,974	-	-	5,974	2,584
Donations, Legacies and Grants	3	2,950	167,162	-	170,112	243,248
Other Income	4	6,785	-	-	6,785	3,430
Sundry Income		791	-		791	-
Total Receipts		16,500	167,162	-	183,662	249,262
Payments						
Charitable Activities	5	578	126,105	-	126,683	214,164
Support Costs	6	1,772	19,206	-	20,978	15,564
Governance and Administration	7	-	1,570	-	1,570	2,327
Total Payments		2,350	146,881	-	149,231	232,055
Reconciliation of Funds						
Total Funds Brought Forward	8	44,806	46,306	75,000	166,112	148,905
Transfers Between Funds		-	-	-	-	-
Surplus / (Deficit) for the Year		14,150	20,281	-	34,431	17,207
Total Funds Carried Forward						
	9	58,956	66,587	75,000	200,543	166,112

ADVOCACY ALLIANCE
STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2025

B1 Cash Funds

	2025	2024
	£	£
Accounts		
Current Account	74,860	46,403
Deposit Account	125,558	119,584
Cash	125	125
TOTAL FUNDS	200,543	166,112
Represented by Funds		
Unrestricted	58,956	44,806
Restricted	66,587	46,306
Designated	75,000	75,000
TOTAL FUNDS	200,543	166,112

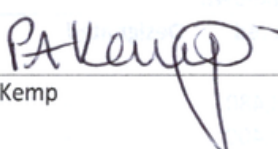
B2 Other Monetary Assets

£Nil £Nil

B3 Investment Assets

£Nil £Nil

For and on behalf of all the Trustees


 Patricia Anne Kemp
 Co-Chair

19/11/25
 Dated

1Basis of Accounting

These accounts have been prepared on the Receipts and Payments basis in accordance with Section 144(2) of the Charities Act 2011.

Donated Goods, Services and Facilities

Donated goods, services and facilities are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

Governance and Support Costs

Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Volunteer Help

The value of any voluntary help is not included in the accounts, but is described in the trustees' annual report.

Fixed Assets for use by Charity

The accounts have been prepared under the historical cost convention. Assets are shown on the statements of assets and liabilities if they can be used for more than one year, and cost at least £300.

2Nature and Purpose of Funds**Unrestricted Funds**

Funds that may be used at the discretion of the trustees in furtherance of the objects of the charity.

Restricted Funds

Funds that may only be used for specific purposes. Restrictions arise when specified by the donor or when funds are raised for specific purposes.

Designated Funds

A fund set aside to cover possible closure costs that could arise sometime in the future if there was a need. This figure is the current estimate of such costs. There has been no change in this financial year.

3Breakdown of Donations, Legacies and Grants

	2025 Breakdown			2025	2024
	Unrestricted	Restricted	Designated	Total	Total
	£	£	£	£	£
Awards for All	-	18,480	-	18,480	-
Henry Smith	-	52,400	-	52,400	53,400
Masonic	-	5,000	-	5,000	5,000
National Lottery	-	91,282	-	91,282	86,970
Social Prescribing	2,950	-	-	-	97,271
Other Grants and Donations	2,950	-	-	2,950	607
Total		167,162	-	170,112	243,248

4 Other Income

	2025 Breakdown			2025	2024
	Unrestricted	Restricted	Designated	Total	Total
	£	£	£	£	£
Conferences	-	-	-	-	120
Fundraising Activities	-	-	-	-	546
Services Provided	6,785	-	-	6,785	2,744
Sundry Income	-	-	-	-	20
Total	6,785	-	-	6,785	3,430

5 Breakdown of Expenditure on Charitable Activities

	<i>Notes</i>	2025 Breakdown			2025	2024
		Unrestricted	Restricted	Designated	Total	Total
		£	£	£	£	£
Activities and Promotion		578	74	-	652	1,097
Travel and Related Expenses	10	-	4,074	-	4,074	5,049
Volunteer Expenses		-	970	-	970	1,202
Wages and Salaries	11	-	120,987	-	120,987	206,816
Total		578	126,105	-	126,683	214,164

6 Breakdown of Expenditure on Support Costs

	2025 Breakdown			2025	2024
	Unrestricted	Restricted	Designated	Total	Total
	£	£	£	£	£
Insurance	-	1,959	-	1,959	1,869
IT and Software Costs	-	656	-	656	1,376
Licensing and Subscriptions	987	151	-	1,138	1,514
Printing, Stationery and Postage	-	367	-	367	933
Repairs and Equipment Expensed	182	733	-	915	611
Rent of Premises	603	6,879	-	7,482	1,354
Telephone and Internet	-	4,371	-	4,371	4,574
Training and Welfare	-	3,593	-	3,593	3,300
Other General Expenditure	-	497	-	497	33
Total	1,772	19,206	-	20,978	15,564

7 Breakdown of Expenditure on Governance and Administration

	2025 Breakdown			2025	2024
	Unrestricted £	Restricted £	Designated £	Total £	Total £
Accountancy and IE Report	-	720	-	720	900
Payroll and Pension Administration	-	850	-	850	1,427
Total	-	1,570	-	1,570	2,327

8 Breakdown of Fund Movements (2024 - Prior Year)

	B/Fwd £	Receipts £	Payments £	Transfers £	C/Fwd £
Restricted					
Awards for All	4,169	-	(4,169)	-	-
Henry Smith	15,696	53,400	(50,796)	-	18,300
Masonic	-	5,000	(4,192)	-	808
National Lottery	20,514	86,970	(80,286)	-	27,198
Social Prescribing	2,599	88,702	(91,301)	-	-
	42,978	234,072	(230,744)	-	46,306
Designated Funds					
Managed Closure and Refurbishment	75,000	-	-	-	75,000
Unrestricted Funds	30,927	15,690	(1,811)	-	44,806
Total Funds	148,905	249,762	(232,555)	-	166,112

9 Breakdown of Fund Movements (2025 - Current Year)

	B/Fwd £	Receipts £	Payments £	Transfers £	C/Fwd £
Restricted					
Awards for All	-	18,480	-	-	18,480
Henry Smith	18,300	52,400	(57,462)	-	13,238
Masonic	808	5,000	(4,949)	-	859
National Lottery	27,198	91,282	(84,470)	-	34,010
	46,306	167,162	(146,881)	-	66,587
Designated Funds					
Managed Closure and Refurbishment	75,000	-	-	-	75,000
Unrestricted Funds	44,806	16,500	(2,350)	-	58,956
Total Funds	166,112	183,662	(149,231)	-	200,543

10 Trustee Expenses and Related Party Transactions

No trustee received a remuneration for services rendered. The Trustee's claim for reimbursed expenses - primarily travel expenses. No Trustee, or anyone connected with a Trustee, has a material interest in any of the Charity's transactions.

11 Staff Numbers, Payroll and Pension Costs

There were an average of five employees in the year to 31st March 2025 (2024 : 9). All staff are payroll employed.

	2025 Breakdown			2025	2024
	Unrestricted £	Restricted £	Designated £	Total £	Total £
Advocacy					
Direct Wages	-	114,615	-	114,615	107,807
Employer Pension Contributions	-	2,354	-	2,354	1,976
Employer National Insurance	-	4,018	-	4,018	8,318
	-	120,987	-	120,987	118,101
Social Prescribing					
Direct Wages	-	-	-	-	80,982
Employer Pension Contributions	-	-	-	-	1,484
Employer National Insurance	-	-	-	-	6,249
	-	-	-	-	88,715
Total	-	120,987	-	120,987	206,816