SOUTHEND-ON-SEA SAMARITANS

England & Wales · Charity number 1173715

Details

Status	Registered
Legal form	CIO
Registered	2017-07-07
Register	View on the Charity Commission register

Contact

Address	Unit 4 Beaumont Court 61-71 Victoria Avenue Southend-On-Sea SS2 6EB
Phone	07900 552015
Email	southendsams@btconnect.com
Website	http://www.samaritans.org/branches/samaritans-southend-sea

Activities

Objects: TO ENABLE PERSONS IN SOUTHEND-ON-SEA AND THE SURROUNDING AREA AS WELL AS ELSEWHERE WHO ARE EXPERIENCING FEELINGS OF DISTRESS OR DESPAIR, INCLUDING THOSE WHO MAY BE AT RISK OF SUICIDE, TO RECEIVE CONFIDENTIAL EMOTIONAL SUPPORT AT ANY TIME OF THE DAY OR NIGHT IN ORDER TO IMPROVE THEIR EMOTIONAL HEALTH AND TO REDUCE THE INCIDENCE OF SUICIDE;TO PROMOTE A BETTER UNDERSTANDING IN SOCIETY OF SUICIDE, SUICIDAL BEHAVIOUR AND THE VALUE OF EXPRESSING FEELINGS WHICH MAY OTHERWISE LEAD TO SUICIDE OR IMPAIRED EMOTIONAL HEALTH; ANDTO COLLABORATE WITH AND SUPPORT SAMARITANS CENTRAL CHARITY AND ITS AFFILIATED BRANCHES IN FULFILLING THESE OBJECTS.

Activities: To enable persons in Southend-on-Sea and the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide. Contact is made by phone, SMS, Email and face-to-face.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Southend-on-sea

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£142,143	£128,571	-	-
2024-03-31	£162,279	£156,480	-	-
2023-03-31	£81,639	£98,708	-	-
2022-03-31	£177,637	£59,305	-	-
2021-03-31	£132,540	£52,924	-	-

Trustees

Name	Role	Appointed
Ann Elizabeth Hawkins		2019-11-23
Caroline Jane Jennings		2021-09-16
Deborah Constance Downs		2023-01-08
Diane Julia Smith		2021-04-20
Emer Marie Meadway		2024-12-01
Judith Isabelle Bailey		2018-01-03
Mark Sutton		2024-12-01
Ray Michael Turner		2023-01-08
Rosa Garner		2024-12-01

Linked charities

- THE SAMARITANS (SOUTHEND ON SEA BRANCH) (1173715-1)

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SOUTHEND-ON-SEA SAMARITANS

England & Wales - Charity number 1173715

Accounts

SAMARITANS

Southend-on-Sea



Annual Report and Financial Statements for the Year Ended 31 March 2025

SOUTHEND-ON-SEA SAMARITANS
Registered Charity No. 1173715

Trustees' Annual Report and Accounts

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SAMARITANS

Charitable Objectives of Southend-on-Sea Samaritans

To enable persons in Southend-on-Sea, the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide; to promote a better understanding in society of suicide, suicidal behaviour and the value of expressing feelings which may otherwise lead to suicide or impaired emotional health; and to collaborate with and support Samaritans central charity and its affiliated branches in fulfilling these objects.

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)'.

Registered Charity Number: 1173715

SAMARITANS

Letter from the Director



I write with immense pride at what has been achieved over the last 12 months by our volunteers, who may seem to be 'ordinary', but in my eyes they are 'extraordinary'. You will see more detail of those activities later in the report, each of which has contributed towards our ambition to continue to offer the very best possible service to those who want to access ourselves. There has been a strong focus on maximising our availability and raising our profile in Southend and surrounding areas, believing that when members of the community have a great awareness of the support available, they are more likely to reach out for help at an early stage in their journey.

The training offered to new volunteers is of the highest quality, professionally developed to prepare newcomers for the role. Initial training takes place over 5-10 face-to-face midweek evening sessions, along with some digital topics, followed by a minimum of 10 mentored shifts. The new volunteer then takes calls for themselves. Throughout the next six months or so, there are further face-to-face and digital modules to consolidate the learning, so it is up to a year before a new volunteer becomes a fully fledged Samaritan. We believe this commitment to exceptional quality training is reflected in the service we deliver.

Turning to our ambition to raise local awareness, the shop on London Road is now well-established and very visible to those who travel that stretch of road. We have also invested in the mental health of our community by spending valuable funds on paid advertising, to augment the levels of visibility achieved by participating in Outreach events. You will see several examples of both throughout this report.

Finally, our volunteers are important to us and we do as much as we can to keep volunteers motivated to remain with our charity. We do this by going above and beyond to support each other, keeping ourselves both healthy and engaged.

Read on to find out more.

Ann Hawkins
Director Southend Samaritans
Date: 10/8/2025

Strategic Report

At a national level, the Samaritans vision is that fewer people die by suicide. Our mission is to be here every day and night for the year for anyone struggling to cope. We make sure people have somewhere to turn and support when they need it most. We work with communities to let people know we're here for them and we campaign to make suicide prevention a priority. Our values are listening, confidentiality, being non-judgmental, people making their own decisions and human contact.

This report reflects how Southend-on-Sea Samaritans has worked during the year 2024/25 to contribute towards those national goals.

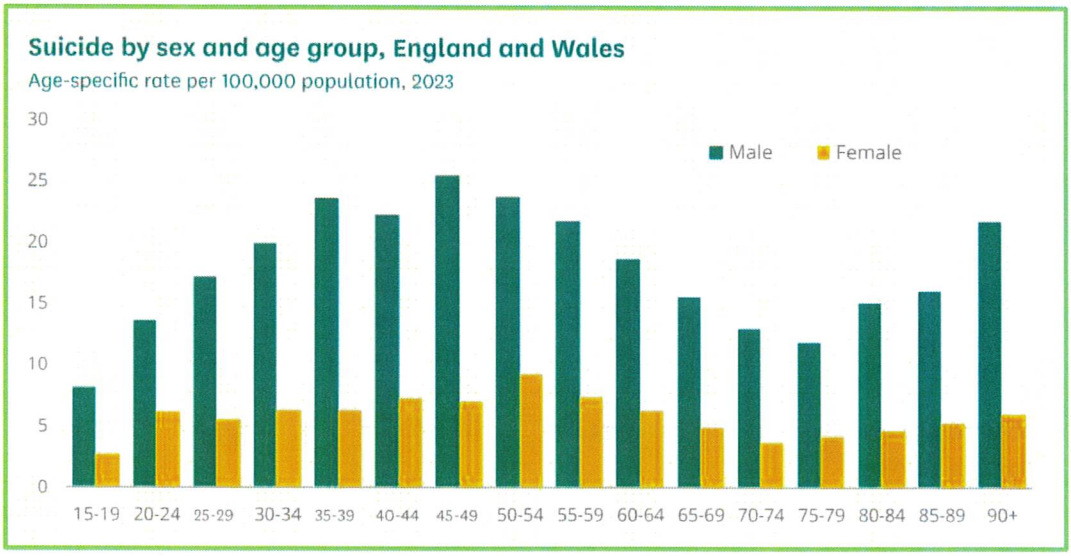
Together we can make change that saves lives

The official figures showed **6,069 suicides** were registered in England and Wales in 2023, up from **5,642** in 2022 and the **highest rate since 1999**. Three-quarters of the deaths were of males, but the female suicide rate reached its highest level since 1994.

The age-specific suicide rate was highest for males aged 45 to 49 years, and for females aged 50 to 54 years.

More locally, between January and December 2024, there were **145** suspected suicides across Essex. **Each one of those is a tragedy.** Suicide has a devastating effect on family, friends, colleagues and the community.

Suicide is preventable and we have worked hard to reach out, raise awareness and provide a vital listening service to all members of our community.



Source: ONS, Suicides in England and Wales dataset, Table 5

SAMARITANS

Key achievements by our volunteers

How we did as a Branch in 2024/25



Our Branch's contacts in 2023/24 and 2024/25 compared

	April 2023 - March 2024	April 2024 - March 2025
Average no. of listening volunteers	76	80
Total no. of listening shifts completed	1,024	1,015
Total no. of shop shifts completed	941*	1,334
Calls answered	15,075	13,951
Hours on the phone	4,099	3,791
• Twilight hours on the phone (10pm - 2am)	1,101	931
• Overnight hours on the phone (2am - 6am)	299	333

(*) A second shop was opened in Leigh-on-Sea in May 2023.

SAMARITANS

Meet the Branch Leadership Team

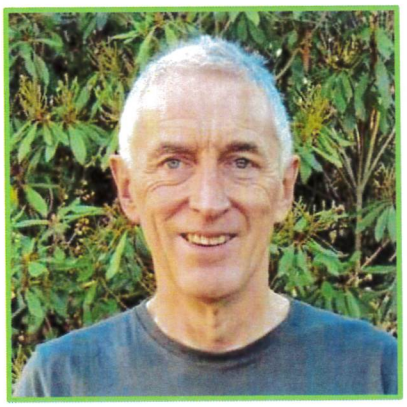
What we did: Tina – Deputy Director Recruitment and Selection



The recruitment and selection process for new listening volunteers at Samaritans, Southend on Sea, has undergone significant improvements in recent months. A restructure of interview days and times, as well as an increase in the number of interviewers, has allowed for a more streamlined and inclusive selection process. In addition, clear information regarding branch expectations and training dates has been shared with all applicants, ensuring they are fully informed before committing to the role. A successful "Meet and Greet" event was also held, where applicants were invited to visit the branch prior to their interview. This provided them with an opportunity to gain a better understanding of the Samaritans' work, ultimately helping them to make an informed decision about volunteering. As a result, the training cohort for April has reached a record number of 14 volunteers, plus three who have deferred to the October cohort, reflecting the success of these changes.

Looking ahead, a radio advertisement targeting late-night listeners initially raised awareness about volunteering opportunities, but it did not result in a significant number of successful candidates for training. Therefore, this method will not be repeated. Instead, a new approach has been introduced with a bus advertisement launching in June, aimed at encouraging potential volunteers to consider the role of listening volunteer in Southend on Sea. Additionally, a "Meet and Greet" invitation will be distributed to all places of worship in the Southend area to attract a more diverse range of volunteers. These strategies are intended to further enhance the diversity and effectiveness of our volunteer recruitment efforts.

What we did: Peter – Deputy Director Training



The training team consists of 4 volunteer trainers that are also full Listening Volunteers.

It's been a busy year for the training team having completed 3 Core Development training cohorts with 20 volunteers. Each of these training cohorts takes 9 weeks to progress from Core Development to become a Trainee listener within the branch.

This was supplemented with Embedding modules that had 15 Probationers moving to full volunteer

status and further 10 Probationers in progress to completion.

It takes approximately one year for a trainee to become a full listening volunteer. It's a very thorough training process that equips them to be highly skilled trained listening volunteers.

In addition to this the team delivered face to face training to increase the number of Branch volunteers that also support new trainees as Guardians, Mentors and Skills Practice Volunteers.
As an enhancement to the skills practice process during Core Development a new methodology was trialled where the Skills Practice is carried out by phone on an individual basis instead of face to face on training evenings. This has been well received by all involved and is now formally adopted as part of our ongoing process.

We have also been actively promoting and tracking completion of the mandatory EDI training as well as requiring all listening volunteers to complete the Non-Disclosure digital module.

What we did: Debbie – Deputy Director Leaders and Mentors



Each Samaritans shift is supported by a Leader, who is available as needed throughout the shift. At the end of each shift, the Leader takes sign-off from each volunteer, checking in on both the nature of the calls and the mental wellbeing of the volunteers. Leaders are at the heart of the branch — their dedication and flexibility are what keep our shifts running smoothly and ensure we're always there when someone needs to talk. Without our team of Leaders to cover them, shifts would have to close — and that is something I'm pleased to say never happens.

Mentors play a truly special role in welcoming and guiding new Samaritans. After their initial training, each trainee completes a series of mentored shifts — a key period where they begin to grow in confidence, develop their listening skills, and find their own voice within the Samaritan framework. Each trainee is supported by a dedicated Lead Mentor who journeys alongside them throughout, offering encouragement, feedback, and reassurance.

In addition, trainees work with a number of different mentors during this time, giving them the chance to learn from a range of approaches and experiences. This variety helps build a strong foundation and reflects the richness and flexibility of what it means to be a Samaritan.

We continue to develop effective communication systems for both Leaders and Mentors, including confidential groups where information can be shared and mentee progress tracked more systematically. These systems are regularly reviewed and remain effective in supporting our volunteers' development.

What we did: Caroline – Deputy Director Volunteer Care



Since the start of my role we have enjoyed a Summer party and a Christmas celebration for our Listening and Support volunteers. We hope this is an opportunity for them to spend relaxed time together.

Southend-on-Sea Samaritans currently has 128 volunteers, 28 of whom are Support Volunteers.
We are currently undertaking a pilot peer support review. Some of the leadership team and some brave Listening Volunteers are supporting a fellow Listener through 2 shifts with discussions and an agreed plan for further discussion. The outcomes will be considered with a plan for further training within the branch.

We now have a Rota Support Team consisting of 3 Listening Volunteers who support the DDs to fill the high-need shifts. This is in addition to the weekly roundup of outstanding shifts.

We look forward to further opportunities to recognise the work of the Branch.

What we did: Outreach, Publicity and Partnerships



The Outreach activity has been shared by many volunteers this year and has included attendance at the vibrant annual Pride event.

We were made very welcome at Southend Campus freshers week, where the students are always keen to learn more about what we do and pick up a pencil.

The new Our City Around the World event on Southend High Street was very fun and inclusive, giving us the opportunity to be visible to, and engage with, a diverse audience in our community.

We were also delighted to be part of the award winning Hamlet Court in Harmony event again this year. We are very proud of the connections we have across the whole area we represent and none more so than here.

We continued to provide a planned programme of visits to several railway stations, especially during the winter months. This is augmented by post-vention events after an incident, when we are quick to react and provide support for passengers and staff who are affected by suicides or attempts. Jenny describes the programme below.

Rail Outreach:

Southend Central and Chalkwell Station, January 20th (06:30 - 18:30): Blue Monday



Arranged for 4/5 volunteers from Outreach Rail to attend two at each C2C Stations. A Leader is assigned for contacting and signing on/off as per our Outreach policy for every Outreach event.

We attended at 06:30 - 08:30 at both stations handing out Samaritan Leaflets and tea bags, these were well received and in fact gave us the opportunity to talk to commuters about our work as Samaritans. Some commuters even asked for additional leaflets so they could show then to colleagues at their place of work. One in particular was a tutor at a university in London and welcomed the opportunity to share the leaflets with their students.

3 volunteers were able to attend Chalkwell Station in the evening at 16:00 - 18:30 Giving us the opportunity to meet more commuters as well as meet Rail staff at the booking office. Despite the freezing cold morning and evening standing on the station platform we all felt the time spent was worthwhile, and even got lots of thanks from commuters for braving the weather.

Leigh Station, 5th February (06:30 - 08:30)

3 volunteers attended due to a fatal incident on 4th February at 07:15. We felt by showing our presence at the station and at the time when the incident occurred. Providing support and comfort to those present, also involving the station staff who thanked us for being there.

Southend Central, 12th and 13th March (09:30 - 12:00): Small Talk Saves Lives.

This Rail event was different from our usual attendance in as much as 3 volunteers boarded the train to Fenchurch Street and returned back to Southend. During the journey we travelled up and down the carriages, keeping within sight of each other. Distributing leaflets on Small Talk Save Lives, pencils and bookmarks. Stopping at times for short chats with commuters keen to hear about the support we provide, and ensuring that more people know where to turn to in times of need. Meeting groups of people going to various place highlighted the amount of people travelling to and fro and how Samaritans can help raise awareness by simply being visible, friendly and showing our dedication.

The second day we travelled at a later time to avoid meeting regular daily travellers. Again, we experienced a good response. On our return journey we had the C2C Safeguarding Team travelling to various stations. We were able to spend time

listening to them talk about how they felt dealing with distressing incidents that occur, and earmarking the stations that we need to be aware of and involved in at times. We finished the morning off talking to other rail staff employees and leaving the remaining leaflets at the ticket office for other travellers to take and read on their journey.



Southend Central, 24th May (10:00 - 13:00)

This event is being organised to fit in with the Samaritans Day 24th May. Following feedback from the volunteers and support from C2C. The aim is to repeat the travelling to and from Fenchurch St raising awareness
of the Samaritans. Further information to follow re a possibility of a stand on the station and further advertising, posters, balloons, etc.

These events would not be possible without the dedication and commitment of rail outreach volunteers. Huge thanks to each and every one of you for helping to make this possible.

Jenny, Rail Outreach Lead

General Publicity:

Samaritan branches have long used Twitter (X) as their sole social media presence. However, this is under review following a survey carried out as part of our "One Voice" policy which ensures consistent messaging across all branches that reinforce our values. X is seen as a highly polarised platform, with little moderation and growing risks for charities. At the time of writing, viable alternatives are being explored with a final decision in April and an Action Plan for the agreed recommendations coming in May.



In the meanwhile, our activities continue, including coverage of local events including awareness raising at Hamlet Court Road, Southend Pride and college events, including Freshers Day, national campaigns like Brew Monday and Railway stations, as well as recruitment opportunities. We continue to have an excellent relationship with the local press, who are extremely helpful to us (see recruitment article, below).



■ Improving - The Cornelius Vermuyden School on Canvey

Image: SEEL

Samaritans launch appeal for new night-time helpers

SOUTHEND'S Samaritans have launched an appeal for new volunteers to offer emotional support to people struggling to cope.

The charity, aimed at providing support to anyone in emotional distress, is asking for individuals to commit to around 12 hours per month, including night-time shifts. This is to ensure there is always someone for callers in Southend to turn to.

Volunteers will receive full support and training to ensure they are confident and equipped to listen to others and help them work through their problems.

Ann Hawkins, Southend director at Samaritans, said: "When people are feeling overwhelmed, night time can be particularly tough.

"Samaritans wants to recruit local people to volunteer as telephone listening volunteers who are willing to give a regular commitment of around 12 hours per month, to include night-time hours so there is always someone for our callers to turn to.

"You are part of a family when you become a Samaritans volunteer and could find yourself using the listening skills learnt through volunteering in your personal life every day."

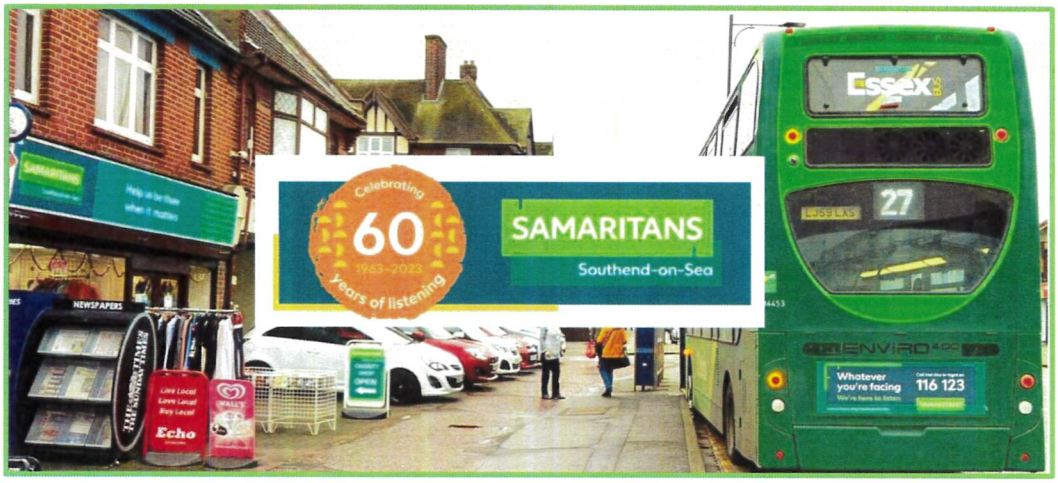
If you would like to volunteer, visit samaritans.org/support-us/volunteer. If you need help, call Samaritans on 116 123 any time, for free.

■ Support - Volunteer Jenny

Paid Publicity:

Last year, we continued our paid publicity on local buses. From Hadleigh to Great Wakering, twenty First buses had lower rear adverts showing our contact number. We advertised on each for one month in April, September and January. Across the three bus campaigns, we achieved an estimated 700,000 impacts.

To complement our buses adverts, we ran a Heart Essex radio advert during the month of April. We had 129 spots, which had a 514,000 impact with a 76,000 reach. The advert was voiced by local retired Radio D J Peter Holmes, who gave his services for free, and once again told listeners our contact number and that we are there for them twenty-four-seven. Our radio advertisements were heard by an estimated 312,000 people.



Partnerships:

We continue our relationships with the Southend, Essex and Thurrock Suicide Prevention Group. This enables us to learn from other organisations, build and react to local knowledge, raise others' awareness of our service and contribute to the strategic forum. We also supported every single GP practice in our area by providing publicity material to publicise Mental Health Awareness month in June 2024.

Southend Samaritans Shop



Shop Report

Despite the continuation of the severe cost of living crisis, the significant increase in online re-selling platforms and the closure of some charity shops, our success has continued. This is due to the hard work of the team of over 30 shop volunteers, who tirelessly receive, sort, price and sell the donations received into our two shops.

We continue to be well supported by the community at both the Westcliff and Leigh shops and are very grateful for that.

We have also expanded our online presence and have begun to 'test the waters' at boot fairs. So far so good and watch this space for a further update next year.

2024-25: Samaritans' Year at a Glance

We are proud of the achievements Southend-on-Sea Branch has made towards the Samaritans' annual statistics. At the time of writing the most recent are for 2023:

- **Every 10 seconds**, Samaritans answers a call for help.
- Samaritans volunteers responded to **more than 3.3 million** calls for help.*
- Samaritans volunteers spent **more than 900,000 hours** responding to calls for help.
- Samaritans has more than **200 branches and locations** across the UK and Ireland.
- **Around 23,000 people** volunteered their time for Samaritans including Listener volunteers in prison.
- Suicidal feelings were expressed in almost **1 in 4 calls** for help that involved emotional support.
- Self-harm was discussed in around **1 in 15 calls** for help that involved emotional support.
- When people contact Samaritans for emotional support, they often mention several concerns. Some of the primary concerns raised related to **mental health or illness, family, isolation or loneliness** and **relationship problems**.
- During 2023, the contact pages on our website were viewed almost **1.9 million times**.
- A study reported that callers to Samaritans' helpline reported a significant reduction in distress. A week after calling Samaritans, **7 out of 10** callers said they felt the call had a positive impact on how they were feeling.**

'Calls for help' includes all methods of contact telephone/email/online chat/face to face recorded in eLog.

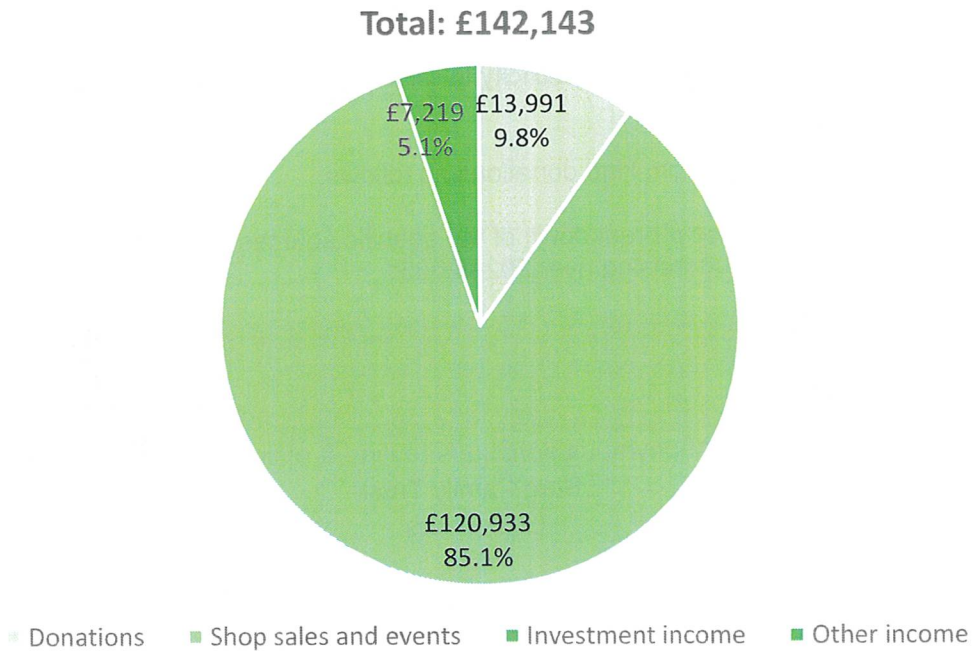
**Markham, T., Forshaw, A. and Sutcliffe, R. (2020). Samaritans Caller Outcomes Study. Birmingham: MEL Research Ltd.*



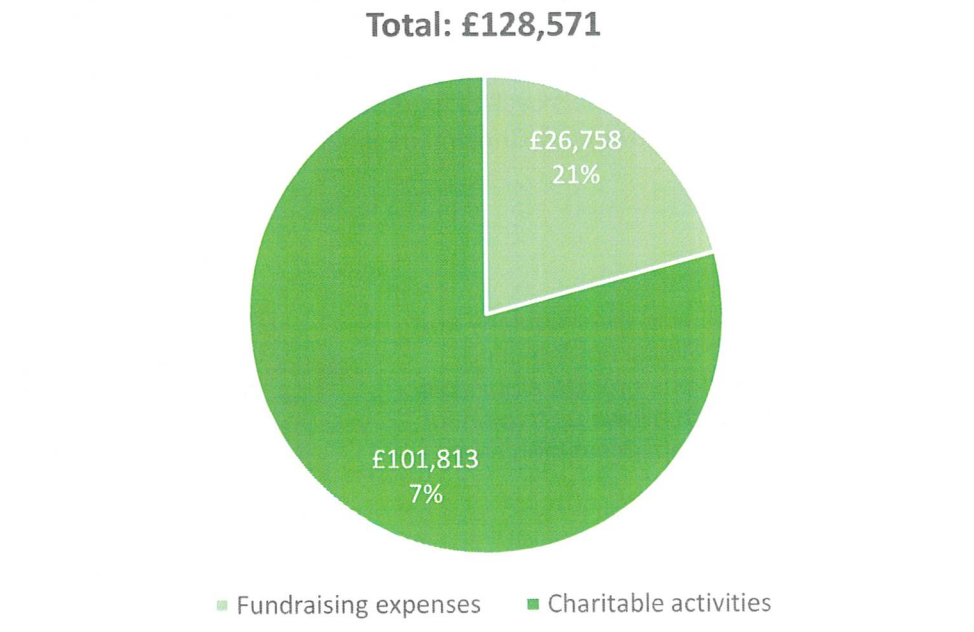
SAMARITANS

Financial Review

Income (For the Year Ended 31 March 2025)



Expenditure (For the Year Ended 31 March 2025)



SAMARITANS

Fundraising Activities Statement

Southend Samaritans Annual Report – Fundraising

We have been delighted at how the income from the Leigh shop has matured since opening virtually two years ago. As a result, we have been able to significantly increase the amount of paid local publicity to raise the profile of the vital services we provide.

We have also benefited from kind donations as follows.

The table below provides a breakdown of the specific sources of income we have received through our fundraising over 2024/2025:

Southend-on-Sea Samaritans Specific Fundraising Sources (1 Apr 2024 - 31 March 2025)
Anonymous donations (online & offline)
Berg Family Trust
Busketeers'
C2C
Crowstones Estate
Enthuse
Jackie Wilson Says - Music in the Park collections
Keymed
Masons Lodge
Raffle receipts
St James P C C
Sweyne Choral Society (in memory of Daniel)
Plus our volunteers, including:
Alice's cycling fundraiser
Mark's Halloween & Christmas Lights fundraisers

Special Thanks

We are also grateful to all who give regularly and over an extended period. Whilst not featuring above, their regular donations provide stability to our financial standing which allows us to plan for a bright future with greater optimism than might otherwise be the case.



Reserves Policy

The Trustees reviewed the current reserves policy to hold funding for 18 months in reserve.

On going Concern

After due consideration and endorsed by the Accountant the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

Risks and Uncertainties

How we manage risk

The Board of Trustees are ultimately responsible for risk management. They review key risks and the adequacy of actions being taken to address those risks, on a regular basis.

Service: Changes to our core service to protect the critical function and development of new volunteers and how we can continue to develop, train, and increase numbers of volunteers vitally needed to continue our service. We continue to audit and quality check training around Safeguarding for children and vulnerable adults accessing our service. This is with a focus on developing our mature safeguarding culture on service and structure, quality improvements, investigations, policies and procedures and governance.

People: Prioritising and ensuring the safety, wellbeing, engagement, and commitment of volunteers.

Governance Report

Our Structure and Governance

Southend Samaritans is an affiliated branch of our Central charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953 and incorporated in 1963.

A. Constitution

The charity was incorporated on 7th July 2017 and commenced trading on that date. The principal object of the charity is to provide confidential, non-judgmental emotional support to those in distress, despair or feeling suicidal.

B. Methods of appointment or election of trustees

The management of the charity is the responsibility of the Trustees who are elected or co-opted under the terms of the Samaritan Branch Model Constitution.

C. Financial risk management

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

Our Governance

As a learning organisation we are always keen to develop and adapt our ways of working in the interests of our beneficiaries and volunteers.

Statement of Trustees' Responsibilities

The Trustees 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).

The law applicable to charities in England & 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 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and 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 Constitution. They are also responsible for safeguarding the assets of the Charity 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

Ann Hawkins
Branch Director and Chair of Trustees
Date: 10/8/2025

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

Independent examiner's report to the Trustees of Southend-on-Sea Samaritans ('the Charity')

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

Responsibilities and basis of report

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

I report in respect of my examination of the Charity'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 2011 Act.

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

Independent examiner's statement

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

This report is made solely to the Charity'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 Charity'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 Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:  Dated: 1/9/2025

Stuart Harrison FCA

Venthams
Chartered Accountants
Millhouse
32 - 38 East Street
Rochford
Essex
SS4 1DB

SOUTHEND-ON-SEA SAMARITANS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	*Total funds 2024 £*
Income from:					
Donations and legacies	3	**13,991**	**-**	**13,991**	*27,214*
Other trading activities	4	**120,933**	**-**	**120,933**	*114,428*
Investments	5	**7,219**	**-**	**7,219**	*5,084*
Other income	6	**-**	**-**	**-**	*15,553*
Total income		**142,143**	**-**	**142,143**	*162,279*
Expenditure on:					
Raising funds	7	**14,016**	**12,742**	**26,758**	*37,456*
Charitable activities		**90,381**	**11,432**	**101,813**	*119,024*
Total expenditure		**104,397**	**24,174**	**128,571**	*156,480*
Net income/(expenditure) before net (losses)/gains on investments		**37,746**	**(24,174)**	**13,572**	*5,799*
Net (losses)/gains on investments		**(2,037)**	**-**	**(2,037)**	*7,933*
Net movement in funds		**35,709**	**(24,174)**	**11,535**	*13,732*
Reconciliation of funds:					
Total funds brought forward		**887,488**	**35,167**	**922,655**	*908,923*
Net movement in funds		**35,709**	**(24,174)**	**11,535**	*13,732*
Total funds carried forward		**923,197**	**10,993**	**934,190**	*922,655*

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2025

	Note		2025 £		*2024 £*
Fixed assets					
Tangible assets	12		**648,342**		*649,424*
Investments	13		**135,919**		*137,956*
			784,261		*787,380*
Current assets					
Debtors	14	**3,677**		*3,168*	
Cash at bank and in hand		**201,156**		*141,671*	
		204,833		*144,839*	
Creditors: amounts falling due within one year	15	**(54,904)**		*(9,564)*	
Net current assets			**149,929**		*135,275*
Total assets less current liabilities			**934,190**		*922,655*
Total net assets			**934,190**		*922,655*
Charity funds					
Restricted funds	16		**10,993**		*35,167*
Unrestricted funds	16		**923,197**		*887,488*
Total funds			**934,190**		*922,655*

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

.....
A Hawkins
Trustee
Date: 10/8/2025

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

1. General information

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales. Its principal office address is 61-71 Beaumont Court, Victoria Avenue, Southend-on-Sea, Essex, SS2 6EB.

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 Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Southend-on-Sea Samaritans 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. Accounting policies (continued)

2.2 Income

All income is recognised once the Charity 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 Charity 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 Charity, 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.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

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.

2.3 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 raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.3 Expenditure (continued)

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

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 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, on a reducing balance basis.

Depreciation is provided on the following basis:

Office equipment	- 25% reducing balance

2.6 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of Financial Activities.

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. Accounting policies (continued)

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 Charity 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.

2.10 Financial instruments

The Charity 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 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 Charity 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 Charity 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2025	Total funds 2025
	£	£
Donations	13,991	**13,991**

	Unrestricted funds 2024	*Total funds 2024*
	£	*£*
Donations	*27,214*	*27,214*

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2025	Total funds 2025
	£	£
Revenue from shop sales and events	120,933	**120,933**

	Unrestricted funds 2024	*Total funds 2024*
	£	*£*
Revenue from shop sales and events	*114,428*	*114,428*

5. Investment income

	Unrestricted funds 2025	Total funds 2025
	£	£
Investment income - local cash	7,219	7,219

	Unrestricted funds 2024	***Total funds 2024***
	£	**£**
Investment income - local cash	*5,084*	***5,084***

6. Other incoming resources

	Total funds 2025
	£

	Unrestricted funds 2024	*Total funds 2024*
	£	*£*
Grants received	*15,553*	*15,553*

7. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2025	Restricted funds 2025	Total funds 2025
	£	£	£
Utilities, rent and rates	10,483	12,000	**22,483**
Housekeeping	2,402	-	**2,402**
Administration	554	-	**554**
Building maintenance	577	742	**1,319**
	14,016	12,742	**26,758**

Fundraising trading expenses (continued)

	Unrestricted funds 2024	*Restricted funds 2024*	*Total funds 2024*
	£	£	£
Utilities, rent and rates	*11,109*	*22,976*	*34,085*
Housekeeping	*2,477*	-	*2,477*
Administration	*384*	-	*384*
Building maintenance	*510*	-	*510*
	14,480	*22,976*	*37,456*

8. Analysis of grants

	Grants to Institutions 2025	**Total funds 2025**
	£	**£**

	Grants to Institutions 2024	*Total funds 2024*
	£	£
Grants, Central Samaritans	*45,000*	*45,000*

9. Analysis of expenditure by activities

	Activities undertaken directly 2025	Support costs 2025	Total funds 2025
	£	£	£
Supporting activities	95,818	5,995	**101,813**

9. Analysis of expenditure by activities (continued)

	Activities undertaken directly 2024	*Grant funding of activities 2024*	*Support costs 2024*	*Total funds 2024*
	£	£	£	£
Supporting activities	62,414	45,000	11,610	119,024

Analysis of direct costs

	Supporting activities 2025	**Total funds 2025**
	£	**£**
Rent, rates and service charges	8,251	**8,251**
Insurance	2,329	**2,329**
Light and heat	4,524	**4,524**
Housekeeping	1,838	**1,838**
Cleaner	3,728	**3,728**
Repairs and renewals	4,051	**4,051**
Computer running costs	88	**88**
Travelling	2,770	**2,770**
Conferences	780	**780**
Contributions to Samaritans	46,820	**46,820**
Legal and professional	43	**43**
Fundraising expenses	110	**110**
Publicity and advertising	13,236	**13,236**
Telephone and internet	3,910	**3,910**
Volunteer care	3,340	**3,340**
	95,818	**95,818**

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

	Supporting activities 2024	*Total funds 2024*
	£	£
Rent, rates and service charges	*7,537*	*7,537*
Insurance	*2,332*	*2,332*
Light and heat	*4,582*	*4,582*
Housekeeping	*2,059*	*2,059*
Cleaner	*3,527*	*3,527*
Repairs and renewals	*817*	*817*
Computer running costs	*3,215*	*3,215*
Travelling	*2,441*	*2,441*
Conferences	*2,647*	*2,647*
Contributions to Samaritans	*(3,638)*	*(3,638)*
Legal and professional	*91*	*91*
Fundraising expenses	*233*	*233*
Publicity and advertising	*26,869*	*26,869*
Telephone and internet	*3,228*	*3,228*
Volunteer care	*6,474*	*6,474*
	62,414	*62,414*

9. Analysis of expenditure by activities (continued)

Analysis of support costs

	Supporting activities 2025	Total funds 2025
	£	£
Depreciation	1,082	**1,082**
Legal and professional	1,907	**1,907**
Administration, printing, postage and stationery	3,006	**3,006**
	5,995	**5,995**

9. Analysis of expenditure by activities (continued)

Analysis of support costs (continued)

	Supporting activities 2024	*Total funds 2024*
	£	£
Depreciation	*7,252*	*7,252*
Legal and professional	*1,812*	*1,812*
Administration, printing, postage and stationery	*2,546*	*2,546*
	11,610	*11,610*

10. Independent examiner's remuneration

	2025	*2024*
	£	£
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	**1,908**	*1,812*

11. Trustees' remuneration and expenses

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

During the year ended 31 March 2025, expenses totalling £NIL were reimbursed or paid directly to Trustee *(2024 - £NIL to Trustee)*.

12. Tangible fixed assets

	Freehold property £	Office equipment £	Total £
Cost or valuation			
At 1 April 2024	**648,342**	**28,579**	**676,921**
At 31 March 2025	**648,342**	**28,579**	**676,921**
Depreciation			
At 1 April 2024	**-**	**27,497**	**27,497**
Charge for the year	**-**	**1,082**	**1,082**
At 31 March 2025	**-**	**28,579**	**28,579**
Net book value			
At 31 March 2025	**648,342**	**-**	**648,342**
At 31 March 2024	*648,342*	*1,082*	*649,424*

13. Fixed asset investments

	Unlisted investments
	£
Cost or valuation	
At 1 April 2024	**137,956**
Revaluations	**(2,037)**
At 31 March 2025	**135,919**
Net book value	
At 31 March 2025	**135,919**
At 31 March 2024	*137,956*

14. Debtors

	2025	*2024*
	£	*£*
Due within one year		
Other debtors	**3,677**	*3,168*
	3,677	*3,168*

15. Creditors: Amounts falling due within one year

	2025	*2024*
	£	*£*
Trade creditors	**-**	*(349)*
Other creditors	**45,567**	*8,100*
Accruals and deferred income	**9,337**	*1,813*
	54,904	*9,564*

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2024 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 March 2025 £
Unrestricted funds					
Designated funds					
Property fund	648,342	-	-	-	648,342
General funds					
General fund	239,146	142,143	(104,397)	(2,037)	274,855
Total Unrestricted funds	887,488	142,143	(104,397)	(2,037)	923,197
Restricted funds					
St Saviours Housing Trust	35,167	-	(24,174)	-	10,993
Total of funds	922,655	142,143	(128,571)	(2,037)	934,190

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

Statement of funds - prior year

	Balance at 1 April 2023 £	*Income* £	*Expenditure* £	*Gains/ (Losses)* £	*Balance at 31 March 2024* £
Unrestricted funds					
Designated funds					
Property fund	*648,342*	-	-	-	*648,342*
General funds					
General fund	*175,569*	*162,279*	*(106,635)*	*7,933*	*239,146*
Total Unrestricted funds	*823,911*	*162,279*	*(106,635)*	*7,933*	*887,488*
Restricted funds					
St Saviours Housing Trust	*85,012*	-	*(49,845)*	-	*35,167*
Total of funds	*908,923*	*162,279*	*(156,480)*	*7,933*	*922,655*

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2025	Restricted funds 2025	Total funds 2025
	£	£	£
Tangible fixed assets	648,342	-	**648,342**
Fixed asset investments	135,919	-	**135,919**
Current assets	204,833	-	**204,833**
Creditors due within one year	(65,897)	10,993	**(54,904)**
Total	923,197	10,993	**934,190**

Analysis of net assets between funds - prior year

	Unrestricted funds 2024	*Restricted funds 2024*	*Total funds 2024*
	£	£	£
Tangible fixed assets	*649,424*	-	*649,424*
Fixed asset investments	*137,956*	-	*137,956*
Current assets	*109,672*	*35,167*	*144,839*
Creditors due within one year	*(9,564)*	-	*(9,564)*
Total	*887,488*	*35,167*	*922,655*

18. Operating lease commitments

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

	2025	*2024*
	£	*£*
Not later than 1 year	**12,000**	*12,000*
Later than 1 year and not later than 5 years	**24,000**	*36,000*
	36,000	*48,000*

19. Related party transactions

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

Reference and Administrative Details

Registered address: 61-71 Beaumont Court
Victoria Ave
Southend on Sea
Essex
SS2 6EB

Registered charity: 1173715

Website: samaritans.org/southendonsea

Board of Trustees

Ann Hawkins (Chair)
Ray Turner (Secretary & Governance)
Diane Smith (Treasurer)
Judith Bailey
Deborah Downs
Rosa Garner
Caroline Jennings
Emer Meadway
Mark Sutton

Southend Samaritans Senior Staff

Bankers:
National Westminster Bank plc
132 High Street
Southend -on-Sea
Essex
SS1 1JX

Solicitors:
Jeffries Solicitors
3rd Floor Dencora Court
Tylers Avenue
Southend-on Sea
Essex
SS1 2BA

Accountants:
Venthams Chartered Accountants
Millhouse
32-38 East Street
Rochford
Essex
SS4 1DB

SAMARITANS

We would like to thank all our donors and supporters including those who wish to remain anonymous.

Jackie Wilson Says...

c2c

enthuse

BUSKERTEERS CHOIR

DULCE EST DESIPERE IN LOCO
SOUTHEND AND ESSEX MASONIC WELFARE TRUST

crowstone ESTATES

Plus our supporters and partners.

Along with all our volunteers!

SAMARITANS Southend-on-Sea

SAMARITANS

We're here to listen

Call free day or night on

116 123

Email
jo@samaritans.org

Web
samaritans.org/southendonsea

Visit us
Beaumont Court, 61-71 Victoria Ave
Southend-on-Sea
SS2 6EB

SAMARITANS

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales (1173715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

SOUTHEND-ON-SEA SAMARITANS

England & Wales - Charity number 1173715

Accounts

SAMARITANS

Southend-on-Sea



Annual Report and Financial Statements for the Year Ended 31 March 2024

SOUTHEND-ON-SEA SAMARITANS
Registered Charity No. 1173715

Trustees' Annual Report and Accounts

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SAMARITANS

Charitable Objectives of Southend-on-Sea Samaritans

To enable persons in Southend-on-Sea, the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide; to promote a better understanding in society of suicide, suicidal behaviour and the value of expressing feelings which may otherwise lead to suicide or impaired emotional health; and to collaborate with and support Samaritans central charity and its affiliated branches in fulfilling these objects.

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)'.

Registered Charity Number: 1173715

Letter from the Director



I start by thanking the large number of people who have kept Southend Samaritans running and providing a safe service for over sixty years, many of whom I have never met and all of whom I am in awe of. Every volunteer plays their part in the success achieved over the years.

For the past three years the Branch has been led at Director level by Sharon Gatland, who guided us through the process of settling into new premises, through a large part of the Covid restrictions and post-covid recovery, whilst remaining ambitious for the future. In January 2024, Sharon's three-year tenure came to an end and so she and her team of Deputy Directors stood down. I was privileged to be selected to take on the role for the next three-year term and to build a strong team around me. Sharon and her team were dedicated and have a lot to be proud of, succeeding in continuing to grow the Branch and embrace the changes of the time. The majority of this report reflects the achievements made by those team members, including Tony, Peter, Debbie and Judith, Karen, Adam, Chris and Derrick, Colin and several other functional leads whose names may not appear in lights (or text) but whose support we value equally. Your hard work and valuable time have made a real difference to the delivery of the essential operational service we provide day in and day out. Thank you.

I also take this opportunity to celebrate and thank both those who remained in their role and those who have taken on new responsibilities. They include Tina, Peter, Debbie, Caroline and Jim as Deputy Directors. I aim to grow the team during the forthcoming twelve months, building roles of a manageable size that can be worked flexibly to fit with other commitments.

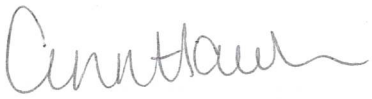
My final thank you goes to Colin who, despite moving to pastures new with Anglia Ruskin University Samaritans Hub around three years ago, maintains contact with Southend Branch and has continued to lead on the Partnerships piece, providing continuity within the community. Colin has decided to now hand over the mantle (whilst promising to still be there in times of need) and I wish to record grateful thanks for the continued support of our Branch over that period of time. We are delighted that you continue to support the Branch even though you formally step away from leading on Partnerships.

Looking to the forthcoming year, the Team and I will build on past successes and take the Branch forward in ways that continue to make us ever more accessible to callers and especially to those at highest risk of suicide. We will continue to offer volunteering opportunities to all sectors of society both as volunteer Samaritans and support volunteers, who might volunteer in our shops, for example. As a team we will encourage all volunteers who want to be involved in the running of the Branch to do so, irrespective of whether that is a role with an ongoing commitment or one-off job and finish type tasks.

I am delighted to have within the Branch such an amazing group of people who, each week, willingly give their time to supporting the fantastic work we do. Every single member of the Branch is a volunteer. The time given is without charge but not without cost because time is a precious commodity meaning that, rather than being amongst people who are 'free', I am amongst those who are priceless.

I'll report again next year on how we, a priceless team, have succeeded.

Together we can make change that saves lives.



Ann Hawkins
Director Southend Samaritans
Date: 20.10.2024

Strategic Report

At a national level the Samaritans vision is that fewer people die by suicide. Our mission is to be here every day and night for the year for anyone struggling to cope. We make sure people have somewhere to turn and support when they need it most. We work with communities to let people know we're here for them and we campaign to make suicide prevention a priority. Our values are listening, confidentiality, being non-judgmental, people making their own decisions and human contact.

This report reflects how Southend on Sea Samaritans has worked during the year 2023/24 to contribute towards those national goals.

Together we can make change that saves lives

Whilst our support services adapt to the changing environment, the values at the core of our listening service remain constant.

We know that to achieve the vision we need to reduce the risk factors that make some people more likely to take their own lives and have worked strategically with partners in our local area to achieve that. More detail is included in Colin Hill's contribution within this report.

We have ensured that people who are at increased risk of suicide are supported by both the partnership working and raising the profile of the Samaritans service within our local area. The paragraphs on publicity explain further how this has been achieved and how we continue to work on this aspect that is vital to our City.

The Samaritans service and the local contribution are proven to make it less likely that people who do experience suicidal thoughts act on them. We are proud of that achievement and recognise that our aims to both grow in size over forthcoming years and be more visible will have an incremental effect. More local people will understand the confidentiality of our service, know they can feel safe talking to us and will therefore more likely to be open about their feelings. Giving local people time, undivided attention and empathy we meet a fundamental emotional need that reduces distress and despair. Whilst doing this we believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

Our publicity and Outreach efforts are planned to target the groups at highest risk of developing suicidal thoughts and our messages are that exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them. Our choice of activities is also influenced by our desire that people are able to talk to us without fear of prejudice or rejection.

Key achievements by our volunteers

How we did as a Branch in 2023/24



Our Branch's contacts in 2022/23 and 2023/24 compared

	April 2022 - March 2023	April 2023 - March 2024
Average no. of listening volunteers	72	76
Total no. of listening shifts completed	1,051	1,024
Total no. of shop shifts completed	588	941*
Calls answered	15,571	15,075
Outbound calls	53	63
Hours on the phone	4,135	4,099
• Twilight hours on the phone (10pm - 2am)	Full data not collected	1,101
• Overnight hours on the phone (2am - 6am)	Full data not collected	299
Total contacts	15,751	15,138

(*) A second shop was opened in Leigh-on-Sea in May 2023.

SAMARITANS

Meet the Branch Leadership Team

What we did: Tina – Deputy Director Recruitment and Selection



For the first 10 months of the year Tony held this position and reports that all potential Volunteers apply directly through the Samaritans website. Replicating last year's trend there has been a significant drop in applicants.

From March 2023 to March 2024, we had 84 applicants.

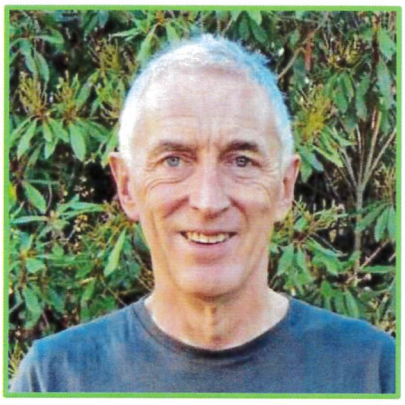
That said we have the ability to train 36 volunteers in that 12-month period.

Despite our best efforts of arranging interviews, we always seemed to have several no shows which potentially impacted our success rate of successful applicants. We successfully interviewed 22 applicants who applied for training.

I do note, though, we still attract good interest via the Samaritans website and I feel confident Tina, our new DD for recruitment, will continue to bring new volunteers through to the training process.

What we did: Peter – Deputy Director Training

The training team consists of 5 volunteer trainers that are also full Listening Volunteers.



It's been a busy year for the training team, having completed 3 Core Development training cohorts with 20 volunteers. Each of these training cohorts takes 9 weeks to progress from Core Development to become a Trainee listener within the branch.

This was supplemented with Embedding modules that had 10 Probationers moving to full volunteer status and a further 7 Probationers in progress to completion.

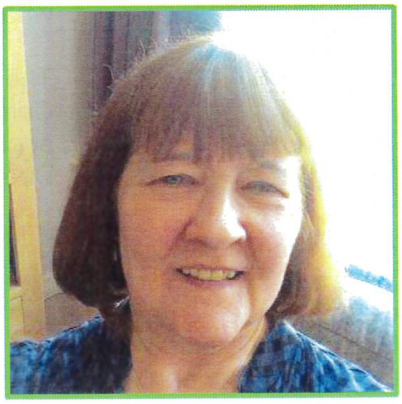
It takes approx. 10 months to 1 year for a Trainee to become a full listening volunteer. It's a very thorough training process that equips them to be highly skilled trained listening volunteers.

In addition to this, the team delivered face to face training for a local external charity "Street Pastors," and "Outreach" training for volunteers that support local external events and railway stations.

What we did: Debbie and Judith – Deputy Directors Leaders and Mentors



We aimed to continue supporting the wellbeing of our volunteers.



Debbie and Judith worked together for the first 10 months of the year, until it was time for Judith to stand down and Debbie now covers both elements, which compliment each other and provide a complete package of care for all whilst on shift.

Each Samaritans shift is supported by a Leader, who takes sign-on before a shift begins (a form of wellbeing checking in) is available for both procedural related events and emotional support for the volunteers during the shift, and takes sign-off from each volunteer at the end of the shift, checking both on the nature of the calls and, again, on the mental wellbeing of the volunteers.

Mentors support the development of trainees through the essential practice element of their Core Training, which comprises a minimum of ten mentored shifts. Following the successful completion of this element of the training the Trainees become Probationary Samaritans. Each trainee is assigned a Lead Mentor who oversees their progression through this phase whilst they also spend several shifts with other mentors, to experience differing styles and approaches to the delivery of the listening service which is always delivered within the Samaritan framework.

During the year we have continued to train more Leaders and Mentors. The practice of carrying out a mentored shift between each of the Embedding training modules during the probationary period has become well established and is a further way of growing and developing skills during the first year or so of being a Samaritans listening volunteer.

What we did: Caroline – Deputy Director Volunteer Care



For the first 10 months of the year Karen held this position. She reports that supporting volunteers is a crucial aspect of the work we do and it is important to us that we look after our own mental wellbeing. The Volunteer Support Team works hard to provide ongoing support to all volunteers who may be in need of that, whatever role they hold.

The Volunteer Support role passed from Karen to Caroline in January and each has been proactive in their approach, including regular reviews with the Branch Director to ensure the best possible support is available.

At our Branch meeting in June, we focussed on celebrating 70 years of the Samaritans listening service and the 60-year anniversary of Southend Samaritans, we were delighted to host Felicity Varah (daughter of Samaritans founder Chad Varah); a fascinating and warm lady whose company we enjoyed immensely.



Sadly, two of our listening volunteers died unexpectedly this year. We continue to remember them with great fondness and pride in their achievements whilst with Samaritans. They are each greatly missed. During this time, formerly Branch Director Sharon and Karen, along with Central Charity, made sure all of our volunteers affected by this were offered additional support.

"There are some whose light continues to shine even after they have left us."

Sharon opened her house for a second party in July, and despite the heavens opening, our spirits were not dampened. We had a lovely hog roast, and Tony, a listening volunteer and singer, entertained us.

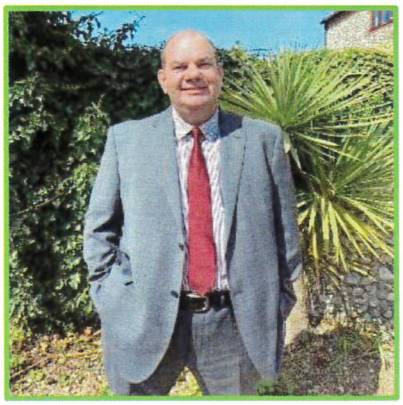
In December we had a very well attended and enjoyable Christmas meal with music and dancing.

Our final event of the year was a lovely afternoon in the branch to thank Sharon for all her hard work and dedication over the past 3 years. The volunteers were very generous and we gave her some lovely gifts as well as vocal tributes and poems. All these events have been well attended, and the feedback received has been that events such as these help to make our volunteers feel appreciated, valued and if

provides a great opportunity for them to socialise together. We hope that this will aid retention.

The role passed on to Caroline in January, who continues to ensure we are there for all volunteers.

What we did: Adam - Health and Safety



Health and Safety Annual Report

We are pleased to report that there have been no serious incidents and this is largely due to the diligence of our volunteers who are quick to highlight small issues and comply with protocols so that we can keep ourselves safe. We continue to test our safety systems regularly, including emergency lighting, fire alarms, fire extinguishers and emergency exits in each of our premises.

To improve safety at our shops when we have a wealth of donations, we have taken on a premises in St Helen's Road. This enables us to store out of season items and provides a hub for online merchandising.

All new volunteers receive a Health and Safety induction or briefing which is regularly reviewed. Operational Risk Assessments have been carried out, hold a regular place on the Trustee agenda and are formally reviewed each summer.

Buildings Annual Report

Those who have read previous annual reports will understand how excited we are to report that the leaks seem to have abated, following persistent and diligent discussions with the many parties involved. We hope this may continue.

Those same readers might also understand the disappointment that the door continues to present challenges, despite all remedial action, when we have heavy rain. For now, we continue with the manual work-around to leave the building in these circumstances.

We are working towards acceptance that the management of the noise levels in the Operations room is best achieved by a mixture of creating less noise ourselves and using noise management products. We continue to liaise with other Samaritan Branches in the quest for the optimal outcome.

In January 2024, Jim became Deputy Director for Premises and will take on responsibility for Health and Safety early next year.

What we did: Chris and Derrick – Outreach and Publicity



◄ Chris (Deputy Director for Outreach)

Derrick (Publicity Officer) ►



In June, Colin and William attended an event at the Southend Council offices to advertise local support organizations and was well-attended by council workers. Their engagement was met with enthusiasm, raising awareness of available support services in the community.

The Leigh Folk Festival in June was a tremendous success. Blessed with bright sunshine, the festival saw a large turnout. Plenty of literature and balloons were distributed within a very festive atmosphere.



Our own Sammie (a baby elephant) featured over the summer in the Herd in the City display. His adorable design was a real eye-catcher and of course our services were featured in the programme for the entire herd. Sammie now lives amongst us at the Centre and will be used at Outreach events going forward.

In September, William led the outreach efforts at South Essex College Freshers Week, supported by Linzi. This event proved to be extraordinarily successful, marking it as the most well-attended Freshers Week ever. William and Linzi engaged with many students, distributing coffee mats, pencils, and informative literature. The students' enthusiastic reception underscored the importance and impact of their outreach.

On a cold November morning at Leigh Station the team engaged with the public following a tragedy on the lines. Despite the chilly weather, meaningful conversations were had, providing support and comfort to those present.

The Christmas lights switch-on event in November and Southend High Street Market in December each presented the opportunity to raise awareness of the Samaritans service and encourage members of the community to reach out in times of need.

Our final piece of publicity for the year, the Samaritans advertising, is now visible on many buses around Southend, offering a brilliant way to promote our organization. This widespread visibility helps raise awareness about the support we provide and ensures that more people know where to turn in times of need. We are, thereby, able to reach out to our community in an impactful way.



Rail Outreach:

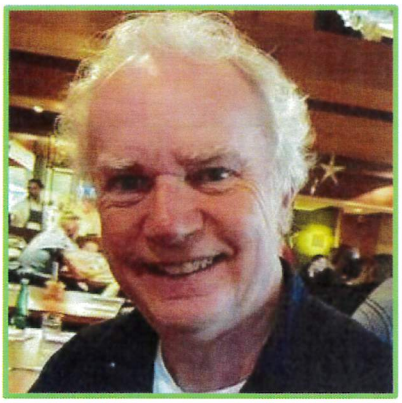
In November, we received a warm and enthusiastic reception at Rochford Station for our outreach event. Engaging with both the public and station staff proved to be 100% worthwhile, leading to many valuable conversations.



In January, dedicated Samaritans volunteers braved the chill to bring warmth to commuters on Blue Monday. They distributed warm smiles and tea bags at nearby railway stations, spreading a bit of cheer on what is often referred to as the most depressing day of the year.

In conclusion, the success of these events would not have been possible without the support of all involved. Your contributions have been invaluable, enabling us to reach out and make a positive impact on our community. Thank you for your continued support.

What we did: Colin – Community Partnerships Officer



2023 saw a continuation of our relationships with two suicide prevention boards: Southend, Essex and Thurrock (hosted by Thurrock Council), and the other being hosted by Southend City Council. Our role was two-way: on one hand it was to find out what local governments are doing in the prevention of suicide and to be able to provide input to those groups on what Samaritans has been developing (from individually-focused activities or promotions to national initiatives), and to feed back to our colleagues in Central Charity what's happening at a local level.

Due to our presence within the community, we were able to foster relationships with local organisations. During the year we had presence at:

- Wellbeing events for staff at Southend City Council (at the Civic Centre).
- Southend Pride.
- Various outreach events

One organisation with whom we fostered a good working relationship was Trust Links. The CEO attended the suicide prevention board meetings and heard about our past relationship with One Love and wanted us to work with their teams. Sharon and I ran a series of workshops with the aim of informing their front-line staff about what we do and how we do it.

Finally, the work we did in the past with the Street Pastors continued.

Southend Samaritans Shop



Shop Report

During the year we opened a new shop on London Road, Leigh on Sea. We remain grateful for the donation that covered the setup costs. We are pleased with the revenue and delighted at the increased visibility within the community of the Samaritans brand. We remain wholly staffed by volunteers and are proud of that.

The shop in Hamlet Court Road continues to trade at the same level as the previous year and we have begun to focus on Online merchandising channels.

We sometimes find that the generous level of donations can make it challenging to keep the sorting room safe. We have hired a storage premises in St Helen's Road to help with that and to use as a base for Online trading activity.

We surpassed the VAT Registration threshold during the year and are now a registered trader. The supply of used goods is zero rated and we are therefore a repayment trader, meaning we can claim a refund of VAT charged on goods/services relating to the shop premises and trading activities.

2023-24: Samaritans' Year at a Glance

We are proud of the achievements Southend on Sea Branch has made towards the Samaritans' annual statistics for 2023:

- **Every 10 seconds**, Samaritans answers a call for help.
- Samaritans volunteers responded to **more than 3.3 million** calls for help.*
- Samaritans volunteers spent **more than 900,000** hours responding to calls for help.
- Samaritans has more than **200 branches and locations** across the UK and Ireland.
- **Around 23,000** people volunteered their time for Samaritans including Listener volunteers in prison.
- Suicidal feelings were expressed in almost **1 in 4** calls for help that involved emotional support.
- Self-harm was discussed in around **1 in 15** calls for help that involved emotional support.
- When people contact Samaritans for emotional support, they often mention several concerns. Some of the primary concerns raised related to **mental health or illness, family, isolation or loneliness** and **relationship problems**.
- During 2023, the contact pages on our website were viewed almost **1.9 million times**.
- A study reported that callers to Samaritans' helpline reported a significant reduction in distress. A week after calling Samaritans, **7 out of 10** callers said they felt the call had a positive impact on how they were feeling.**

'Calls for help' includes all methods of contact telephone/email/online chat/face to face recorded in eLog.

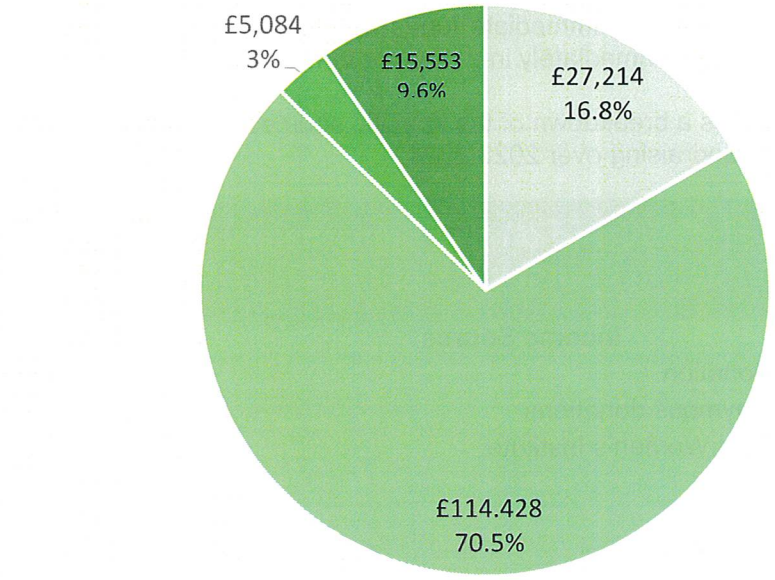
***Markham, T., Forshaw, A. and Sutcliffe, R. (2020). Samaritans Caller Outcomes Study. Birmingham: MEL Research Ltd.*

SAMARITANS

Financial Review

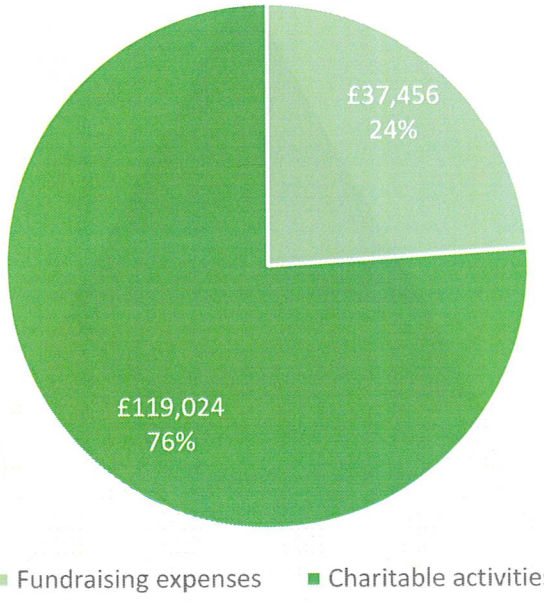
Income (For the Year Ended 31 March 2024)

Total: £162,279



Expenditure (For the Year Ended 31 March 2024)

Total: £156,480



SAMARITANS

Fundraising Activities Statement

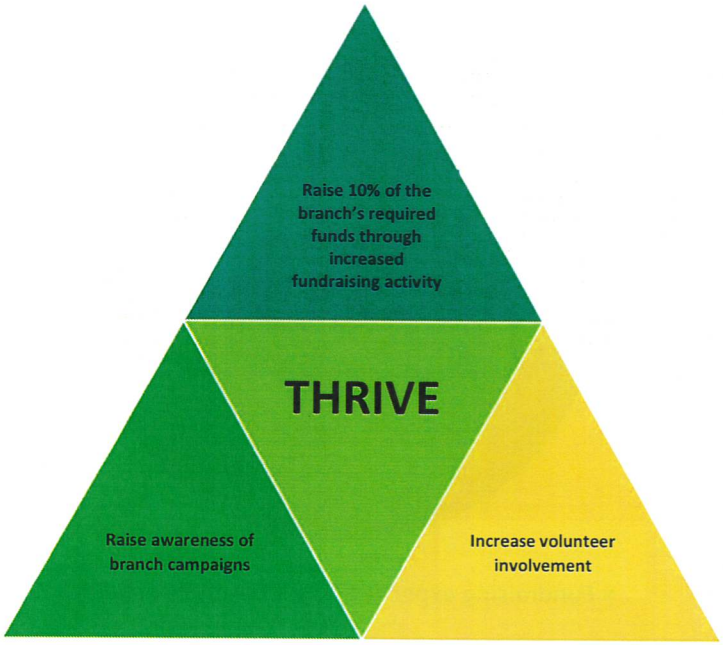
Southend Samaritans Annual Report – Fundraising

During this period, we opened a new shop and our funding streams are now broadened to income from both shops and associated online merchandising. We continued to benefit from kind donations and legacies. We became more agile in the management of requirement for immediate funds and took a proactive approach to investing funds not needed immediately in a manner that derived some income.

The table below provides a breakdown of the specific sources of income we have received through our fundraising over 2023/2024:

Southend-on-Sea Samaritans Specific Fundraising Sources (1st Apr 2023 – 31st March 2024)		
Ref	**Income Source**	**Amount**
1	Anonymous donation	£5,000.00
2	Enthuse - anonymous donations	£4,851.78
3	Broadway Belles Women's Institute	£4,310.00
4	Buskerteers' Choir	£2,088.56
5	Keith Gosney	£1,915.74
6	M Sutton - Lights Show	£1,630.90
7	Daniel's Funeral	£1,035
8	Berg Family Trust	£1,000
9	Send Tech SO Ltd.	£758
10	Raffle / Coin Roll Christmas Do	£468
11	Benevity	£396
12	c2c	£304

Our Aims:



SAMARITANS

For the year ahead, we plan to consolidate our merchandising income streams and critically examine how to achieve optimal income. We will build on the knowledge we have and aim to flourish as our newer shop managers and volunteers gain experience, and our Leigh shop becomes further embedded into the local community. As we do this, we will reconsider the costs and benefits of implementing an automated Retail Gift Aid scheme.

Special Thanks

The Branch extends special thanks to:

- Anonymous donors
- Broadway Belles Women's Institute
- Buskerteers Choir
- Keith Gosney
- M Sutton
- Berg Family Trust
- Send Tech SO Ltd.
- Benevity
- c2c
- **All our volunteers and supporters!**

The support of our donors and the tireless efforts of our volunteers has kept the phone lines connected, the lights on and the heat running, aided volunteer care and contributed to the possibility of the branch thriving in the future.

Most importantly the funds have supported the continued provision of the vital services we provide to those most in need, both locally and across the nation.



Reserves Policy

The Trustees reviewed the current reserves policy to hold funding for 18 months in reserve. Reflecting on the broadening of the income, it was agreed to make both investments and donations to other parts of Samaritans who have an identified need. The Trustees are privileged to have the means to do so, and are grateful to all who worked hard over the years and contributed to the branch's current position.

Ongoing Concern

After due consideration and endorsed by the Accountant the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

Risks and Uncertainties

How we manage risk

The Board of Trustees are ultimately responsible for risk management. They review key risks and the adequacy of actions being taken to address those risks, on a regular basis.

Service: Changes to our core service to protect the critical function and development of new volunteers and how we can continue to develop, train, and increase numbers of volunteers vitally needed to continue our service. We continue to audit and quality check training around Safeguarding for children and vulnerable adults accessing our service. This is with a focus on developing our mature safeguarding culture on service and structure, quality improvements, investigations, policies and procedures and governance.

People: Prioritising and ensuring the safety, wellbeing, engagement, and commitment of volunteers.

Governance Report

Our Structure and Governance

Southend Samaritans is an affiliated branch of our Central charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953 and incorporated in 1963.

A. Constitution

The charity was incorporated on 7th July 2017 and commenced trading on that date. The principal object of the charity is to provide confidential, non-judgmental emotional support to those in distress, despair or feeling suicidal.

B. Methods of appointment or election of trustees

The management of the charity is the responsibility of the Trustees who are elected or co-opted under the terms of the Samaritan Branch Model Constitution.

C. Financial risk management

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

Our Governance

As a learning organisation we are always keen to develop and adapt our ways of working in the interests of our beneficiaries and volunteers.

Statement of Trustees' Responsibilities

The Trustees 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).

The law applicable to charities in England & 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 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and 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 Constitution. They are also responsible for safeguarding the assets of the Charity 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



Ann Hawkins
Branch Director and Chair of Trustees
Date: 20.10.2024

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

Independent Examiner's Report to the Trustees of Southend-on-Sea Samaritans ('the Charity')

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

Responsibilities and Basis of Report

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

I report in respect of my examination of the Charity'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 2011 Act.

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

Independent Examiner's Statement

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

This report is made solely to the Charity'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 Charity'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 Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: SPHarrison Dated: 4/11/24

Stuart Harrison FCA

Venthams
Chartered Accountants
Millhouse
32 - 38 East Street
Rochford
Essex
SS4 1DB

SOUTHEND-ON-SEA SAMARITANS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from:					
Donations and legacies	3	**27,214**	**-**	**27,214**	*13,514*
Other trading activities	4	**114,428**	**-**	**114,428**	*74,083*
Investments	5	**5,084**	**-**	**5,084**	*742*
Other income	6	**15,553**	**-**	**15,553**	*(6,700)*
Total income		**162,279**	**-**	**162,279**	*81,639*
Expenditure on:					
Raising funds	7	**14,480**	**22,976**	**37,456**	*11,800*
Charitable activities		**92,155**	**26,869**	**119,024**	*86,908*
Total expenditure		**106,635**	**49,845**	**156,480**	*98,708*
Net income/(expenditure) before net gains on investments		**55,644**	**(49,845)**	**5,799**	*(17,069)*
Net gains on investments		**7,933**	**-**	**7,933**	-
Net movement in funds		**63,577**	**(49,845)**	**13,732**	*(17,069)*
Reconciliation of funds:					
Total funds brought forward		**823,911**	**85,012**	**908,923**	*925,992*
Net movement in funds		**63,577**	**(49,845)**	**13,732**	*(17,069)*
Total funds carried forward		**887,488**	**35,167**	**922,655**	*908,923*

SOUTHEND-ON-SEA SAMARITANS

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2024

	Note		2024 £		2023 £
Fixed assets					
Tangible assets	12		**649,424**		*656,676*
Investments	13		**137,956**		*130,024*
			787,380		*786,700*
Current assets					
Debtors	14	**3,168**		*3,000*	
Cash at bank and in hand		**141,671**		*150,040*	
		144,839		*153,040*	
Creditors: amounts falling due within one year	15	**(9,564)**		*(30,817)*	
Net current assets			**135,275**		*122,223*
Total assets less current liabilities			**922,655**		*908,923*
Total net assets			**922,655**		*908,923*
Charity funds					
Restricted funds	16		**35,167**		*85,012*
Unrestricted funds	16		**887,488**		*823,911*
Total funds			**922,655**		*908,923*

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

A Hawkins
Trustee
Date: 20.10.2024

SAMARITANS

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

1. General information

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales. Its principal office address is 61-71 Beaumont Court, Victoria Avenue, Southend-on-Sea, Essex, SS2 6EB.

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 Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Southend-on-Sea Samaritans 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. Accounting policies (continued)

2.2 Income

All income is recognised once the Charity 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 Charity 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 Charity, 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.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

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.

2.3 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 raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.3 Expenditure (continued)

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

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 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, on a reducing balance basis.

Depreciation is provided on the following basis:

Office equipment	- 25% reducing balance

2.6 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of Financial Activities.

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. Accounting policies (continued)

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 Charity 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.

2.10 Financial instruments

The Charity 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 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 Charity 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 Charity 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Donations	27,214	-	27,214

	Unrestricted funds 2023	*Restricted funds 2023*	*Total funds 2023*
	£	*£*	*£*
Donations	*12,514*	*1,000*	*13,514*

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2024	Total funds 2024
	£	£
Revenue from shop sales and events	114,428	114,428

	Unrestricted funds 2023	*Total funds 2023*
	£	*£*
Revenue from shop sales and events	*74,083*	*74,083*

5. Investment income

	Unrestricted funds 2024	Total funds 2024
	£	£
Investment income - local cash	5,084	5,084

	Unrestricted funds 2023	*Total funds 2023*
	£	*£*
Investment income - local cash	*742*	*742*

6. Other incoming resources

	Unrestricted funds 2024	Total funds 2024
	£	£
Grants received	15,553	15,553

	Unrestricted funds 2023	*Total funds 2023*
	£	*£*
Grants received	*(6,700)*	*(6,700)*

7. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Utilities, rent and rates	11,109	22,976	**34,085**
Housekeeping	2,477	-	**2,477**
Administration	384	-	**384**
Building maintenance	510	-	**510**
	14,480	22,976	**37,456**

Fundraising trading expenses (continued)

	Unrestricted funds 2023	*Restricted funds 2023*	*Total funds 2023*
	£	£	£
Utilities, rent and rates	*2,540*	*4,399*	*6,939*
Housekeeping	*1,677*	-	*1,677*
Administration	*243*	-	*243*
Building maintenance	*2,941*	-	*2,941*
	7,401	*4,399*	*11,800*

8. Analysis of grants

	Grants to Institutions 2024	Total funds 2024	*Total funds 2023*
	£	£	£
Grants, Central Samaritans	45,000	**45,000**	-

9. Analysis of expenditure by activities

	Activities undertaken directly 2024	Grant funding of activities 2024	Support costs 2024	Total funds 2024
	£	£	£	£
Supporting activities	62,414	45,000	11,610	**119,024**

9. Analysis of expenditure by activities (continued)

	Activities undertaken directly 2023	*Support costs 2023*	*Total funds 2023*
	£	£	£
Supporting activities	*74,772*	*12,136*	*86,908*

Analysis of direct costs

	Supporting activities 2024	**Total funds 2024**
	£	**£**
Rent, rates and service charges	7,537	**7,537**
Insurance	2,332	**2,332**
Light and heat	4,582	**4,582**
Housekeeping	2,059	**2,059**
Cleaner	3,527	**3,527**
Repairs and renewals	817	**817**
Computer running costs	3,215	**3,215**
Travelling	2,441	**2,441**
Conferences	2,647	**2,647**
Contributions to Samaritans	(3,638)	**(3,638)**
Legal and professional	91	**91**
Fundraising expenses	233	**233**
Publicity and advertising	26,869	**26,869**
Telephone and internet	3,228	**3,228**
Volunteer care	6,474	**6,474**
	62,414	**62,414**

9. Analysis of expenditure by activities (continued)

	Supporting activities 2023	*Total funds 2023*
	£	£
Rent, rates and service charges	*4,108*	*4,108*
Insurance	*1,500*	*1,500*
Light and heat	*2,992*	*2,992*
Housekeeping	*1,599*	*1,599*
Cleaner	*3,304*	*3,304*
Repairs and renewals	*3,353*	*3,353*
Computer running costs	*735*	*735*
Travelling	*2,596*	*2,596*
Conferences	*1,675*	*1,675*
Contributions to Samaritans	*29,857*	*29,857*
Legal and professional	*1,633*	*1,633*
Fundraising expenses	*469*	*469*
Sundry expenses	*158*	*158*
Publicity and advertising	*10,454*	*10,454*
Telephone and internet	*5,319*	*5,319*
Volunteer care	*5,020*	*5,020*
	74,772	*74,772*

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

Analysis of support costs

	Supporting activities 2024	Total funds 2024
	£	£
Depreciation	7,252	**7,252**
Legal and professional	1,812	**1,812**
Administration, printing, postage and stationery	2,546	**2,546**
	11,610	**11,610**

9. Analysis of expenditure by activities (continued)

Analysis of support costs (continued)

	Supporting activities 2023	*Total funds 2023*
	£	£
Depreciation	*7,652*	*7,652*
Legal and professional	*1,722*	*1,722*
Administration, printing, postage and stationery	*2,762*	*2,762*
	12,136	*12,136*

10. Independent examiner's remuneration

	2024	*2023*
	£	£
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	**1,812**	*1,722*

11. Trustees' remuneration and expenses

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

During the year ended 31 March 2024, expenses totalling £NIL were reimbursed or paid directly to Trustee *(2023 - £531 to 2 Trustees)*.

12. Tangible fixed assets

	Freehold property £	Office equipment £	Total £
Cost or valuation			
At 1 April 2023	**648,342**	**28,579**	**676,921**
At 31 March 2024	**648,342**	**28,579**	**676,921**
Depreciation			
At 1 April 2023	**-**	**20,245**	**20,245**
Charge for the year	**-**	**7,252**	**7,252**
At 31 March 2024	**-**	**27,497**	**27,497**
Net book value			
At 31 March 2024	**648,342**	**1,082**	**649,424**
At 31 March 2023	*648,342*	*8,334*	*656,676*

13. Fixed asset investments

	Unlisted investments £
Cost or valuation	
At 1 April 2023	**130,023**
Revaluations	**7,933**
At 31 March 2024	**137,956**
Net book value	
At 31 March 2024	**137,956**
At 31 March 2023	*130,023*

14. Debtors

	2024	2023
	£	£
Due within one year		
Other debtors	**3,168**	*3,000*
	3,168	*3,000*

15. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	**(349)**	*(304)*
Other creditors	**8,100**	*29,398*
Accruals and deferred income	**1,813**	*1,723*
	9,564	*30,817*

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 March 2024 £
Unrestricted funds					
Designated funds					
Property fund	648,342	-	-	-	648,342
General funds					
General fund	175,569	162,279	(106,635)	7,933	239,146
Total Unrestricted funds	823,911	162,279	(106,635)	7,933	887,488
Restricted funds					
St Saviours Housing Trust	85,012	-	(49,845)	-	35,167
Total of funds	908,923	162,279	(156,480)	7,933	922,655

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

Statement of funds - prior year

	Balance at 1 April 2022 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 March 2023* £
Unrestricted funds					
Designated funds					
Property fund	*648,342*	-	-	-	*648,342*
General funds					
General fund	*170,423*	*80,638*	*(78,492)*	*3,000*	*175,569*
Total Unrestricted funds	*818,765*	*80,638*	*(78,492)*	*3,000*	*823,911*
Restricted funds					
Sam Pears Foundation	*1,670*	-	*(1,670)*	-	-
Essex Community Foundation	*5,557*	-	*(5,557)*	-	-
St Saviours Housing Trust	*100,000*	-	*(11,988)*	*(3,000)*	*85,012*
The Berg Trust	-	*1,000*	*(1,000)*	-	-
	107,227	*1,000*	*(20,215)*	*(3,000)*	*85,012*
Total of funds	*925,992*	*81,638*	*(98,707)*	-	*908,923*

17. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Tangible fixed assets	649,424	-	**649,424**
Fixed asset investments	137,956	-	**137,956**
Current assets	109,672	35,167	**144,839**
Creditors due within one year	(9,564)	-	**(9,564)**
Total	887,488	35,167	**922,655**

Analysis of net assets between funds - prior period

	Unrestricted funds 2023	*Restricted funds 2023*	*Total funds 2023*
	£	£	£
Tangible fixed assets	*656,676*	-	*656,676*
Fixed asset investments	*130,024*	-	*130,024*
Current assets	*68,028*	*85,012*	*153,040*
Creditors due within one year	*(30,817)*	-	*(30,817)*
Total	*823,911*	*85,012*	*908,923*

18. Operating lease commitments

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

	2024	2023
	£	£
Not later than 1 year	**12,000**	*12,000*
Later than 1 year and not later than 5 years	**36,000**	*48,000*
	48,000	*60,000*

19. Related party transactions

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

Reference and Administrative Details

Registered address: 61-71 Beaumont Court
Victoria Ave
Southend on Sea
Essex
SS2 6EB

Registered charity: 1173715

Website: samaritans.org/southendonsea

Board of Trustees

Ann Hawkins (Chair)
Ray Turner (Secretary & Governance)
Judith Bailey
Diane Smith (Treasurer)
Caroline Jennings (Fundraising/Grants)
Deborah Downs
Peter Thomas

Southend Samaritans Senior Staff

Bankers:
National Westminster Bank plc
132 High Street
Southend -on-Sea
Essex
SS1 1JX

Accountants:
Venthams Chartered Accountants
Millhouse
32-38 East Street
Rochford
Essex
SS4 1DB

Solicitors:
Jeffries Solicitors
3rd Floor Dencora Court
Tylers Avenue
Southend-on Sea
Essex
SS1 2BA

SAMARITANS

We would like to thank all our donors and supporters including those who wish to remain anonymous.

Plus our supporters and partners.

Along with all our volunteers!

We're here to listen

Call free day or night on

116 123

Email
jo@samaritans.org

Web
samaritans.org/southendonsea

Visit us
Beaumont Court, 61-71 Victoria Ave
Southend-on-Sea
SS2 6EB

SAMARITANS

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales (1173715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

SOUTHEND-ON-SEA SAMARITANS

England & Wales - Charity number 1173715

Accounts

SAMARITANS

Southend-on-Sea



Annual Report and Financial Statements for the Year Ended 31 March 2023

SOUTHEND-ON-SEA SAMARITANS
Registered Charity No. 1173715

Trustees' Annual Report and Accounts

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SAMARITANS

Charitable Objectives of Southend-on-Sea Samaritans

To enable persons in Southend-on-Sea and the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide; to promote a better understanding in society of suicide, suicidal behaviour and the value of expressing feelings which may otherwise lead to suicide or impaired emotional health; and to collaborate with and support Samaritans central charity and its affiliated branches in fulfilling these objects.

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)'.

Registered Charity Number: 1173715

Letter from the Director



The Branch has continued to thrive and settle into our new premises over the last year, with much to be proud of.

The Recruitment and Training team have worked diligently throughout 2022 resulting in the branch being able to offer additional shift hours as well as increasing the amount of highly trained skilled new volunteers supporting our service during those times.

Central Charity, and the Regional Capacity team commended these amazing results as a branch. They noted that not only had Southend Branch grown in numbers and retention but we had provided our service consistently with far less closures of shifts compared overall regionally. This was a huge achievement and one that we had prioritised over the last year.

My thanks go to everyone that has been actively involved in supporting our branch to achieve such a significant performance overall.

In addition, during 2022 the branch underwent a Quality Review, aimed at supporting branches to achieve an overall quality of service that was both safe, effective and a positive experience not only for the people using our service but also the volunteers themselves. The Quality Review team worked with the Branch Leadership team, and the volunteers throughout this process. The outcomes were then shared not only with the Branch but the Regional Director, resulting in some of the following comments.

“There is so much for the branch to be proud of but I would like to congratulate on a successful change of premises, the way that the shop is integrated into the branch, your outreach work and the way that you are assisting the Chelmsford Anglia Ruskin Hub during its launch period.

You have achieved all of this through “cohesive leadership” and by establishing a “positive tone” in the branch.”

We remain committed to seek out and focus on target age groups, and minority groups, with a focus on our surrounding communities raising awareness within our Equity, Diversity, Inclusion strategy to reach out to as many people as possible.
A new EDI lead was appointed this year and has made a strong start, we look forward to supporting her further next year as we progress this important aspect of how we can best support our community.

We're needed now, more than ever

Southend Samaritans answered 15,571 calls in 2022-23.

We're here every day and night of the year for anyone struggling to cope. We make sure people have somewhere to turn and support where they need it most. We work with communities to let people know we're here for them and we campaign to make suicide prevention a priority.

A Branch Directors tenure is 3 years, when it is only right to step aside and let new ideas, fresh approaches and initiatives be embraced.

This will be my last directors report on Southend Samaritans Annual Accounts.

I would like to take this opportunity to personally say what a privilege it has been to lead and be part of this amazing branch with all our incredible volunteers.

My humble thanks must go to my Leadership team, who have been with me during this time.

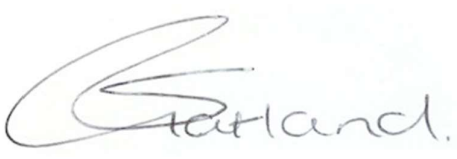
I know it can be said that a branch is only as good as its team, and I have had the deep fulfilment of working in some great teams over my career.

However, to be part of a team of volunteers that give their time so freely to be there for people reaching out in distress, with no thought other than to provide that human contact for however long it takes.
To walk alongside for a short time with them in their shoes, to provide a safe non-judgemental space to listen to how that person's reality is for them.

They do this with buckets of empathy, warmth, and no judgement, and a vision that we hope by sharing with us some of those thoughts and feelings, fewer people will die by suicide.

It's a privilege to be part of such a group of extraordinary people. Thank you.

Together we can make change that saves lives.



Sharon Gatland
Director Southend Samaritans
Date: 19 August 2023

Strategic Report

Tackling Suicide Together

As we reported in our 2021/2022 report Southend Samaritans have been part of the new strategy set out for 2022-2027.

A reminder of the key themes:

Increasing access to our services

Self-help

This year acting on feedback our self-help app was made even better. The app, which had almost 80,000 sign-ups now includes “in the moment” techniques to help people when they need a way to escape difficult thoughts and get back to the present.

Tech Tools

We need the right technology behind us to be able to be there for our callers. We invested in new computers, standardising equipment making it easier and quicker to support when things go wrong.
We continue to work to ensure our branch telephony systems move with the times, so our helpline won’t be affected as landline technology is phased out.

Safeguarding

New safeguarding training launched in September 2021 was rolled out across the charity. Greater safeguarding skills among volunteers and the forthcoming safe-guarding hub-a network of specialist volunteers to support safeguarding cases work together to improve the safety of vulnerable people who contact us

Reaching those in greatest need

This year Samaritans answered a call for help every 10 seconds.

This included:

- **8,000 calls** for help from serving and ex-military personnel
- **17,000 calls** from NHS and social care workers
- **410,000 calls** for help from people in prison

The most common concerns this year were around mental health, family, loneliness, and relationship problems. Suicidal feelings were expressed in 1in 5 calls for help. People talked about self-harm in 1in 12 calls for help.

In 2022 as pandemic restrictions eased our face-to-face could restart. We were present at events and festivals attended by nearly 600,000 people. Samaritans' volunteers held over 1,500 outreach events like local community groups, workplaces and hospitals and schools.

Right time, Right place, Right support

We strive to make sure people who might need us, know about us, and to offer support that suits them.

Online chat

The way people want to communicate is changing. We continue to develop, pilot and roll-out an online chat service so that more people who are struggling can reach out to us in a way that suits them.

Prison Listeners

In 2022 we answered over 410,000 calls to our prison helpline. 60,000 more than the previous year. People in prison trained as Samaritans listeners spent over 14,000 hours responding to over 25,000 calls. We also continue to provide support for our "post-vention" services when Samaritans provide specific support following a suicide.

Military programme

We were contacted 8,000 times by serving and ex-serving individuals with more than 1in 3 expressing suicidal thoughts. We are now poised to begin development of a joint veteran suicide prevention strategy with the armed forced charity SSAFA.

Education

Samaritans continue to provide practical support to schools, colleges, and universities. We had enquiries to our Step-by-step service which provides support to help schools prepare for and recover from a suspected suicide or attempted suicide.

Missing People

We've built partnerships with the charity Missing People by launching Suicide Textsafe.
When a missing person is considered to be at high risk of suicide. Missing People now send a text with our helpline number. Missing people also contact us and a Samaritan attempts to call the person.

This year we made an average of 134 calls a month through the Suicide Textsafe scheme.

Influence

We work with other organisations to reach people who need us today, and at the heart of policy making for a safer tomorrow.

Online Safety

The UK Government's Online Safety Bill was presented to Parliament in March in which we pressed hard for a suicide-safe internet. Parallel legislation was released in Ireland informed by our recommendations.

Parliament accepted several of our recommendations including requiring all platforms to tackle illegal content, which strengthened new rules. However, this work isn't finished we won't rest until the law protects everyone from harmful suicide and self-harm content online.

Lived Experience

Through our role as host of the National Suicide Prevention Alliance (NSPA) whose membership has increased to over 1,400 organisations and individuals this year-we further embedded lived experience into suicide prevention efforts.

Training and Guidance

We provide training in all kinds of places including workplaces.

In 2022 our training partnership with the rail industry reached over 25,000 rail staff being trained in Managing Suicidal Contacts. This work, to equip all rail staff with the skills and confidence to spot people in distress and intervene, helped 1,591 life-saving interventions this year.

We provided advice to more than 400 people working in the Media on safe reporting and portrayal of suicide and self-harm.

A collaboration between Samaritans and National Highways and Design Council began this year to identify, develop and test design-led solutions to make high-risk locations on the road network safer. Also working with councils to improve suicide interventions strategies at high-risk locations on the use of crisis signage.

Campaigns

Brew Monday

On 17th January 2023 Samaritans reminded everyone to reach out for a cuppa and a catch-up with the people they care about.

Brew Monday videos saw a 60% increase in views that day compared to last year. Eighty Samaritan branches held more than 120 events at train stations for Brew Monday.

Small Talk Saves Lives

The fifth phase launched in August 2022 in partnership with network Rail, British Transport Police and the wider rail sector. The campaign aims to help people to recognise someone who needs help, understand how to intervene safely to interrupt suicidal thoughts and give people confidence to trust their instincts and take action.

Forty-five thousand people visited the website in response to extensive media coverage. sixty-five percent of people felt confident having seen this to judge if someone needed help.

Real People, Real Stories

In March 2022 the latest phase of real people Real stories, aiming to reach men in rural communities who are struggling to cope. A survey for the campaign found that-due partly to stigmas and not knowing what help is available-just 43% of men in rural areas would reach out for support.

On YouTube over 2 million people saw our campaign ads, we reached over 20 million people through media coverage. Several councils have now expressed interest in running the campaign locally.

Building Knowledge to reduce suicides

We work tirelessly to understand suicide and its risk factors. We use what we know to help us and others be more effective in suicide prevention.

Pandemic Impact

Our programme of research to understand the social, psychological and economic impacts of the coronavirus continues to inform how we can influence the recovery after the pandemic.

Part of that research involves how the pandemic has affected the wellbeing and suicidality among callers.
Research has shown that young adults who experienced economic disruption due to the pandemic were more likely to report suicidal thoughts or risk factors for suicidal feelings and behaviour.

How We Are Building Our Evidence

Alongside our research we conducted a study to support needs of construction workers, among whom there is a higher rate if suicide.
An exploration into peer support to help people who self-harm.

Research to understand more about the effectiveness of suicide prevention in prisons.
We also invited people who call our helpline frequently to help us understand their experiences and how we can support them most effectively.



SAMARITANS

Our Values

These are Samaritans' shared values, which shape everything we do:

Listening
Exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

Confidentiality
If people feel safe, they are more likely to be open about their feelings.

Non-judgemental
We want people to be able to talk to us without fear of prejudice or rejection.

People making their own decisions wherever possible
We believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

Human contact
Giving people time, undivided attention and empathy meets a fundamental emotional need and reduces distress and despair.

Key achievements by our volunteers

How we did as a Branch in Numbers (April 2022 - March 2023)

Average number of ALVs: 72
Total number of shifts completed: 1,051

15,571	Calls answered
4,135	Hours on the phone
127	Emails sent
53	Outbound calls
15,751	Total contacts

Note that the branch's email service was discontinued in November 2022.

How we did as a Branch in Numbers (April 2021 - March 2022)

Average number of ALVs: 71
Total number of shifts completed: 986

11,503	Calls answered
3,178	Hours on the phone
325	Emails sent
55	Outbound calls
11,883	Total contacts

Note that the branch was closed for much of April 2021.

Meet the Branch Leadership Team

What we did: Tony – Deputy Director Recruitment and Selection



With the implementation of the Branch Management Tool, all Volunteers now apply to our Branch directly through the Samaritans Website. This ensures that there is a consistent experience for all PV's. Unfortunately, the number of applicants had reduced for the 3rd year running as detailed below:

Year Ending:
March 2021 - 207 Applicants
March 2022 - 135 Applicants

2022 has shown a 55% decline compared to 2021. The main reason for this was that during COVID applications rose exponentially as people had more time on their hands due to working from home and no international travel. Due to covid restrictions becoming more relaxed applications were either not followed through or not completed as people were able to become more mobile again.

Despite the limited number of PVs, in the last 6 months to the end of March 2023 we have successfully interviewed 26 volunteers who have gone through to training with Peter and his team. Most interviews are now done face to face after the lifting of the pandemic restrictions. In the previous 6 months a similar number of applicants also progressed through the interview stage.

The recruitment journey has certainly been streamlined with the new technology for almost all our new potential local volunteers. Coupled with our excellent and enthusiastic recruitment team we hope to keep our trainers busy throughout the next twelve months and beyond.

What we did: Peter – Deputy Director Training

It's been a busy year for the training team, including the appointment of a new Training DD. We have completed 3 Core Development training cohorts with 21 volunteers completing the course and moving through to Trainee status.



This was supplemented with Embedding modules that had 9 Probationers moving to full volunteer status and further 10 Probationers in progress to completion.

It takes approx. 10 months to One year for a trainee to become a full listening volunteer. It's a very thorough training process that equips them to be highly skilled trained volunteers.

In addition to this the team delivered face to face training for further Mandatory training modules "Applying Our Key Policies" to every listening volunteer in the branch as well as Leader training and Support Volunteer training.

What we did: Debbie and Judith – Deputy Directors Leaders and Mentors



We aimed to continue supporting the wellbeing of our volunteers.



Each Samaritans shift is supported by a Leader, who is available as necessary during the shift, and takes sign-off from each volunteer at the end of the shift, checking both on the nature of the calls and on the mental wellbeing of the volunteers. Several new Leaders have been trained over the past year, to further support volunteers on shift as the branch has grown in numbers.

Our Mentors are essential to the training and development of new Samaritans, whose initial training is followed by at least ten mentored shifts where they develop their skills before becoming Probationary Samaritans. Each trainee is supported through this period by their own Lead Mentor, but also spends several shifts with other mentors, giving them a chance to see a range of different styles and approaches within the essential Samaritan framework.

From this year, to further support Probationers we have introduced a mentored shift between each embedding session of training. In addition to supporting our own Branch's new recruits, we have been able to provide some mentoring support to a new "hub" being developed at Anglia Ruskin University.

We have developed helpful new systems of communication for both Leaders and Mentors, with confidential groups where they can exchange information and more systematically monitor the progress and development of mentees. These are kept under constant review but appear to be working well.

What we did: Karen – Deputy Director Volunteer Care



The volunteer support team continues to work hard to ensure support is always available to all volunteers including those who are on a break. Southend Branch strives to provide on-going wellbeing support to all our volunteers, including our support volunteers that give up their time either in our Shop or in other support roles. Sharon, our director, and I meet every 6 weeks and we carry out a full review of every volunteer so that we are aware of who may need additional support.

With the lifting of covid restrictions we were able to be much more social. We had a branch meeting with The High Sheriff of Essex as our guest speaker, he also judged our first 'Great Samaritans Bake Off'. We also had a successful AGM. In September 2022 Sharon opened her house for a party and in December we had a Christmas meal with dancing. All these events have been well attended and the feedback received has been that events such as these help to make our volunteers feel appreciated and valued, we hope that this will aid retention.

This year the organisation turns 70 and Southend Samaritans have been present for 60 years. To mark these great achievements, we will be having an AGM in June with Felicity Varah, our founder's daughter, as our speaker and another 'Bake Off'! In July Sharon is once again generously opening her house up to us all for a celebratory summer BBQ, and we will also be having a Christmas meal in December. What a great year!

We hope that if our volunteers feel supported, they in turn can support our callers in need.

What we did: Adam - Health and Safety



Health and Safety Annual Report

There have been no reported accidents at the Branch or Shop within the 22/23 reporting period. This is mostly down to the diligence of our volunteers but also due to the good housekeeping and maintenance of our premises. Our Emergency Lighting, Fire Alarm, Fire Extinguishers and Emergency Exits are all in full working order and tested in accordance to policy. The H&S briefing continues to be given at the beginning of new trainee intakes and was reviewed last year so I feel is still fit for purpose. Operational Risk Assessments have been carried out at all premises and along with the Risk Register are regularly reviewed.

Buildings Annual Report

Some areas of the Branch remain out of action due to the ongoing issues with Beaumont Court residential properties. We have experienced other leaks from above all of which have been stopped, however, progressing repairs has proved to be challenging at times but continue to be pursued.

Operational systems within the branch are working well. We are due to carry out a noise and audio reduction review within the Operations room, especially as our numbers grow and we are regularly running 3/4 desks at times to try and achieve a quieter ambient environment within the Operations Room.

The continued success of the shop in Hamlet Court Road and desire to continue to attract further avenues of income for the branch has led to the consideration by the Trustees to consider opening a second shop.

A working party has been set up to explore whether this is a viable option for the branch.

What we did: Chris and Derrick – Outreach and Publicity



◄ Chris (Deputy Director for Outreach)

Derrick (Publicity Officer) ►



It has been an exciting year of events this year, with Outreach extending from events as far as Chelmsford Cathedral, to local railway stations and schools, within Southend and surrounding districts. Many thanks to all volunteers who have taken part in the numerous events that have made it an overwhelming success!

A successful partnership with C2C & NWR lead by Danny has resulted in raised awareness of how Samaritans can support the railway, from Brew Monday to being a presence on platforms to reach out and speak to people.

Southend football events which have been particularly successful in reaching out to those high-risk groups that we know are men in their 40-50s as well as younger males increasingly now at risk of suicide.

Southend Rugby Club made us their charity of the year with a very successful charity ride from here to Bury St Edmunds raising over £1000.00

We were also fortunate this year to be made Broadway Belles WI charity of the year Attending one of their meetings to raise awareness of what we do.
The Broadway Belles held a very successful Quiz night to raise funds for the branch. We have since that meeting also welcomed several ladies into our branch and shop as support volunteers.

The shop in Hamlet Court Road continues to thrive, led by Bethan with many “listening volunteers” and support volunteers making it really feel integrated with the Branch.

Schools have been contacted, and we are delighted to have been invited back to talk to pupils in Years 10 & 11 about the work of Samaritans and the importance of emotional well-being.

Scholl visits to St Thomas More and St Bernard's in particular, where we have become a regular feature in the Year 10 curriculum. We will continue to work with schools and hope that further year groups will be included.

Plans for the Future

The local Southend Echo newspaper have agreed to run a special article on our 60th anniversary, and we are looking forward to raising awareness of our local Samaritans within our community.

The website (samaritans.org/branches/southendonsea/)

The website's Donr donation page has been particularly active thanks to various initiatives, the Christmas events and general donations.

Social Media – Twitter

In line with Head Office policy, we continue to post at least three or four times weekly. This comprises a blend of material supplied by Samaritans Brand Centre and original posts of local events or news. We currently have 762 followers, a good year on year increase.

Our top tweet of 2022-23, which had 3,861 views:



Southend Samaritans Newsletter

The newsletter continues to appear regularly, and features contributions from the Director, Shop, Outreach Lead and volunteers.

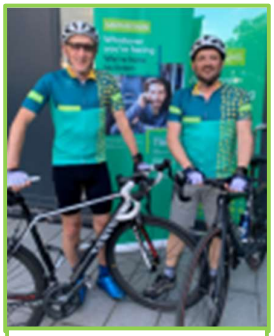
Plans for Future Local and National Campaigns

Local Campaigns – Twitter, Local News												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pride												
Herd in the City												
Railway Outreach												
SUFC												
Leigh Folk Festival												
Leigh Art Trail												
Summer Pride												
Southend Fresher Week												
Southend Walkabouts												
Leigh Walkabouts												
Busking Event												
National Samaritans Campaigns – Twitter, Local News												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Pride												
Talk To Us												
Small Talk												
World Mental Health Day												
Mental Health Awareness Week												
World Suicide Prevention Day												
Brew Monday												
International Mens Day												
Chelsea Flower Show												
Volunteers Day												

A Sample of Outreach and Publicity Teams' Activities (April 2022 - March 2023)



We started this year thanking the kindness of Sarah Millican and the generosity of her audience at the Southend Cliffs Pavilion after our volunteers collected an amazing £877.78.



Volunteers Peter and James took part in the Ride 100 cycling challenge in May, raising over £800.



Later that month, we were at Rayleigh Railway Station, just spreading the word.



In June, it was Volunteers Week, and both James Duddridge MP and Anna Firth MP took to their social media accounts to thank you volunteers publicly. Anna Firth said: "Although I meet a lot of people in my job, meeting Samaritans today was humbling and inspiring. The 20,000 Samaritan volunteers have been listening to others for over 60 years so that no-one has to face life alone."



Judy found us at Southend Central Railway Station, joining c2c staff for a wellbeing day. The event was to highlight mental health issues and to signpost local services.



We were also at Southend United Football Club's 'Meet the Blues' day at their training ground.



Southend Rugby Club appointed us at their Charity of the Year in September, and raised £1,465 for us on a sponsored cycle ride, again



In October, we were match sponsor for Southend Utd, who created a display of 100 shirts draped over stadium seats, reflecting the fact that in England in 2021 there were 100 suicides a week.





We took part in World Suicide Prevention Day in September, and created a "Creating Hope Through Light" display in our Hamlet Court Road Charity Shop window.



In November, we were delighted to attend a Christmas occasion in Leigh – a great opportunity for us to raise awareness of Samaritans services.



In December, we gave sincere thanks to the Buskerteers Choir and over 300 performers at Chelmsford Cathedral for donating their concert collection to Samaritans.

A major outreach event for us and, of course, our amazing Director Sharon Gatland was delighted to attend and talk about our great cause!

What we did: Colin – Community Partnerships Officer



We continue to have a presence on the **Southend, Essex & Thurrock Suicide Prevention Strategy Grou**p – a multi-agency group hosted by Southend City Council. This gives us an opportunity to see what other organisations are doing in the field of suicide prevention, and to influence within the community whilst feeding back to Samaritans Central Charity.

During the past year we have run a series of workshops with **the Street Pastors** in Southend. A religious organisation, they patrol the streets of the city helping anyone who needs practical and emotional help. The workshops dealt with our approach to listening with the aim of enhancing their confidence in dealing with more challenging situations. Another aspect was to leave the Pastors with a deeper understanding of Samaritans and how we work so that they are better able to signpost to us.

We continue to have a good relationship with the **One Love Project & Soup Kitchen**. Like the Street Pastors, we have run workshops for their volunteers to better equip them to hold conversations with those that use their services: homeless, food bank users as examples.

We are also fostering a relationship with **Essex Police** with the aim of enabling better signposting of people with whom they come into contact by increasing their awareness of what we do and how we do it. Another aim of the work we hope to do is to talk to the police about better supporting each other using our offload processes as an example. The third aspect that's included in this work is an opportunity for our publicity materials to be posted in Custody Suites across the county.

Southend Samaritans Shop



Shop Report



The year 2022/23 has seen in increase in revenue to a record high. This is testament to the hard work of the volunteers, the generosity of the donors and the continued support of our customers. We continue to have a positive presence in Hamlet Court Road, working with business neighbours to protect and enhance the shopping experience in the area and using our voice where we see issues, such as the parking restrictions implemented in Autumn 2022.

We also undertook an analysis of whether it would be both viable and beneficial to open a second shop. The findings were presented to the Trustees, who sponsored a project to find a suitable premises. In early March, we signed a lease on a premises on London Road, Leigh-on Sea-and plan to open a second shop early in the next financial year. The location was chosen from a number of suitable premises because of its visibility. It is considered that one of the main benefits to having a second premises is to raise awareness of our charity and its services within the borough.

Thank you to all who have generously given their time of their donations to the success of the shop

2022-23: Samaritans' Year at a Glance

This year, Samaritans answered a call for help every 10 seconds. This included:

- 8,000 calls for help from serving and ex-military personnel
- 17,000 calls from NHS and social care workers
- 410,000 calls for help from people in prison

We engaged with **politicians and policy-makers more than 1,300 times**, encouraging them to take action to help reduce suicides across the UK and Ireland.

Through our relationships with businesses, we raised over £3,200,000 and raised and upskilled **177,000 employees**, raising awareness of mental health and suicide prevention.

80,000 people signed up to use our **self-help app** in 2022.

32,000 fabulous fundraisers and 218 grants to branches have generously raised income for Samaritans - you've made it possible for us to be there for anyone who needs us.

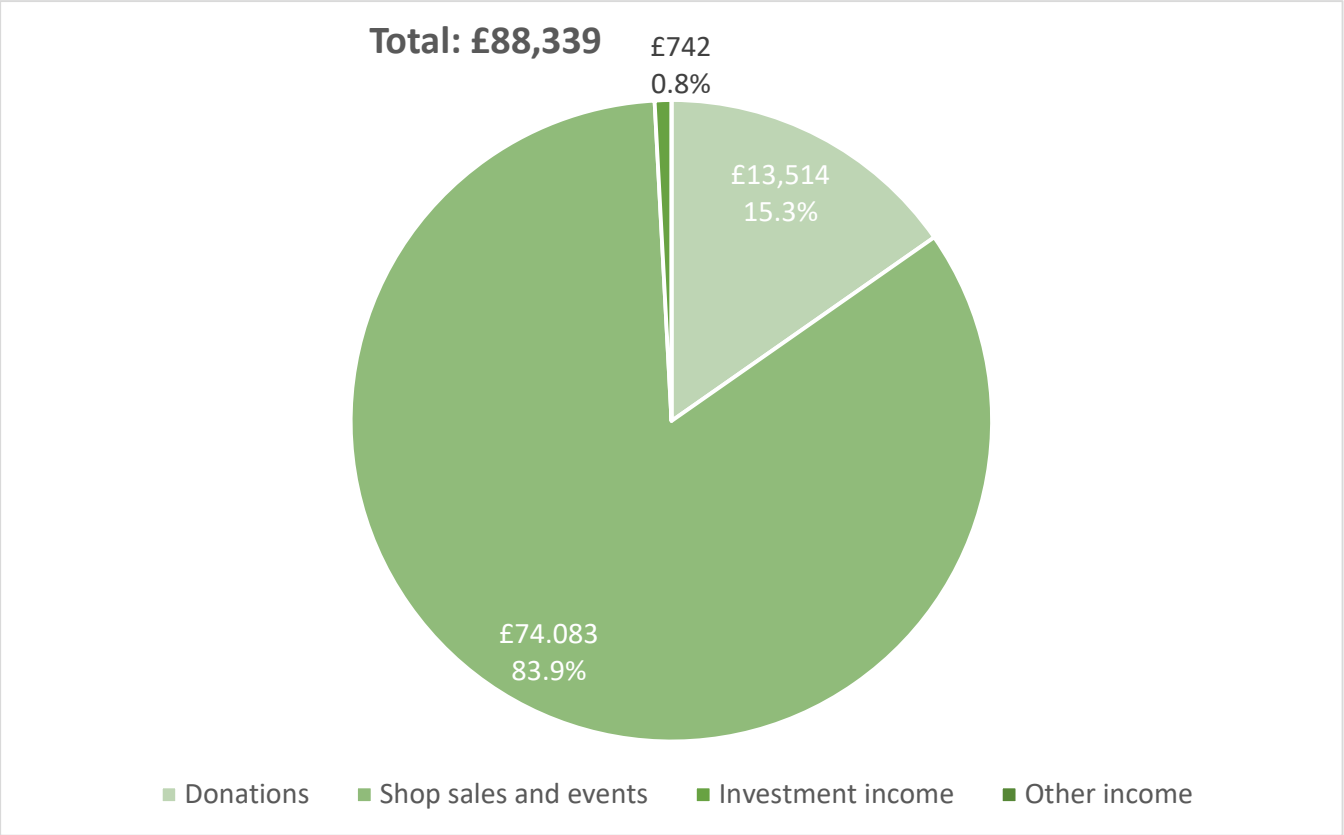
Financial Review

Overview

Financial Review ‘For this period our funding streams remained limited to shop income, legacies and fundraising activities, the plans to open a second shop will broaden that. We also have a more formalised fundraising activities plan for the year ahead.

The ‘Fundraising Activities Statement’ below provides more details.

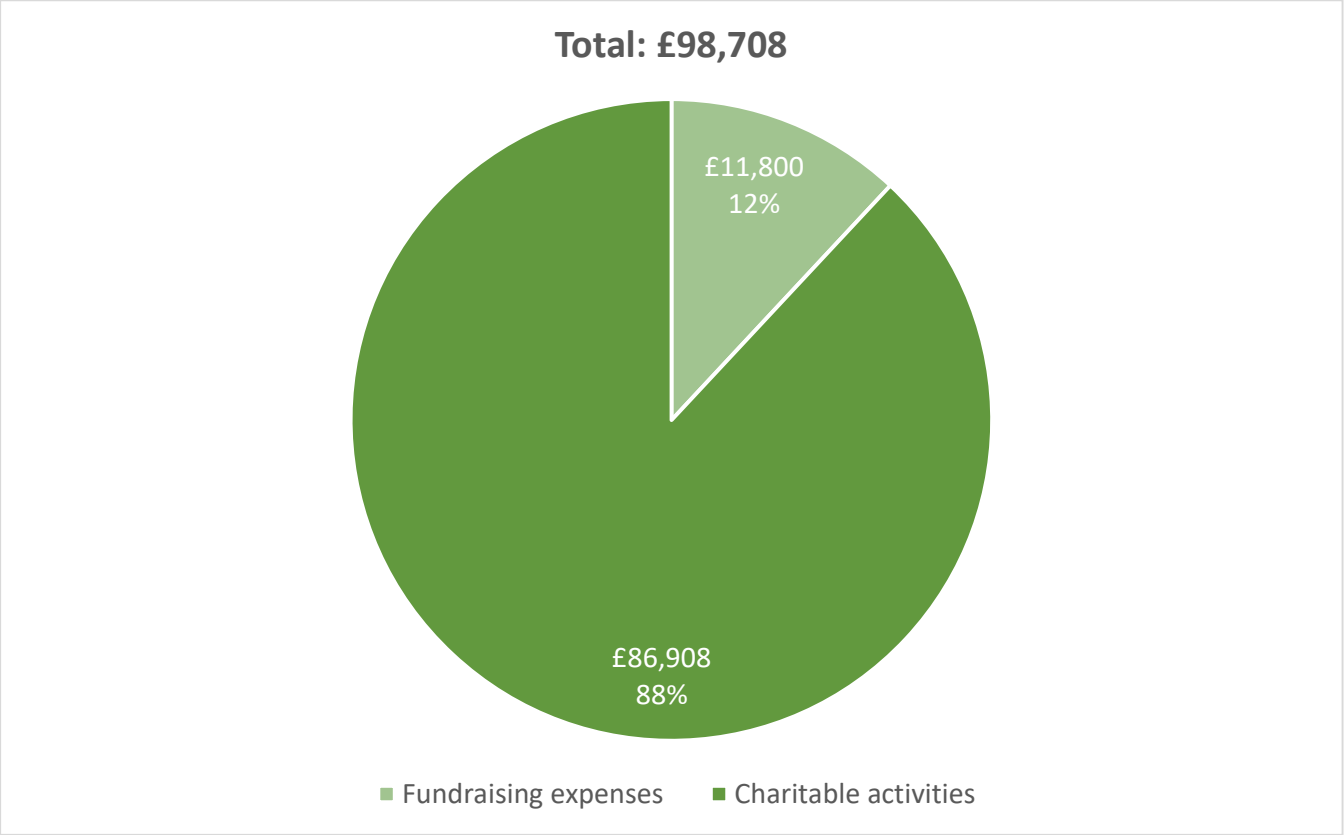
Income (For the Year Ended 31 March 2023)



N.B. The final figure for total income in 2022/23 is £81,639, as the £6,700 of ‘Other income’ (i.e. grants) is ultimately deducted. Percentages are based on the total prior to this deduction (£88,339).

See the Statement on Financial Activities (page 32 onward) for more details.

Expenditure (For the Year Ended 31 March 2023)



SAMARITANS

Fundraising Activities Statement

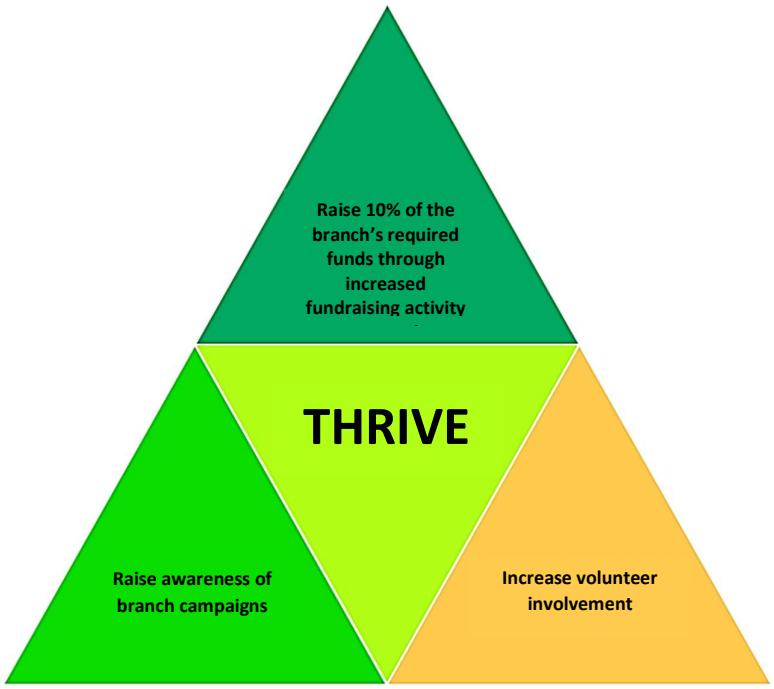
Southend Samaritans Annual Report – Fundraising

We are very grateful to all who have supported us during the year, particularly in the face of the current financial crisis. Whether the donations are financial, pre-loved items for our shops, time dedicated to our activities or any other form of support, it all counts. Between us we provide the essential listening service to save lives and achieve our objectives by keeping our Branch open for all.
For the year ahead we plan to raise funds across a wider base of activities. This will include both our shops, increasing awareness of regular giving, sponsorship, buckets and tins. Whilst some of these amounts will be smaller, they are each important and very much valued. If resources permit, we will research further in-memorium giving and social fundraising events

The table below provides a breakdown of the specific sources of income we have received through our fundraising over 2022/2023:

Southend-on-Sea Samaritans Specific Fundraising Sources (1st Apr 2022 – 31st March 2023)		
Ref	**Income Source**	**Amount**
1	Buskerteers Choir	£2,393
2	Chelmsford Cathedral collection	£1,092
3	Rochford District Council	£1,000
4	Southend Rugby Club	£1,000
5	Women's Institute Quiz Evening	£500
6	Mark's Christmas Lights Display	£380
7	c2c	£325
8	Daniel Plaskow	£250

Our Aims:



SAMARITANS

We are very grateful to all who have supported us during the year, particularly in the face of the current financial crisis. Whether the donations are financial, pre-loved items for our shops, time dedicated to our activities or any other form of support, it all counts. Between us, we provide the essential listening service to save lives and achieve our objectives by keeping our Branch open for all.

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Special Thanks

The Branch extends special thanks to:

- Buskerteers Choir
- Chelmsford Cathedral
- Rochford District Council
- Southend Rugy Club
- Women's Institute
- c2c
- Daniel Plaskow
- Leigh Conservative Club
- **All our volunteers and supporters!**

The support from our donors and the effort volunteers have put into raising funds for Southend-on-Sea Samaritans has enabled our phone lines to stay connected, the lights on and the heat running; it has also aided volunteer care and has contributed to the possibility of the branch thriving in the future.



Most importantly the funds have supported the continued provision of the vital services we provide our local and national communities.

Reserves Policy

‘The Trustees have reviewed the reserves policy of retaining an 18-month reserve and will make financial decisions during the year to reflect that, including the option to invest some funds to achieve an income stream from funds that are not needed for short term expenditure. Free reserves are calculated as total unrestricted reserves less designated funds.

In setting the reserves policy, the Board of Trustees considers the need to provide against any future income shortfall, fulfil working capital requirements and allow funds to be available to support service developments. This is balanced against the need to spend reserves now to deliver services to meet beneficiary needs. The reserves policy will continue to be reviewed on an annual basis.

For 2022/23, the Board of Trustees approved a balanced core budget of £91,398.80.

Ongoing Concern

After due consideration and endorsed by the Accountant the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

Risks and Uncertainties

How we manage risk

The Board of Trustees is ultimately responsible for risk management, it reviews key risks and the adequacy of actions being taken to address those risks, on a regular basis.

Service: Changes to our core service to protect the critical function and development of new volunteers and how we can continue to develop, train, and increase numbers of volunteers vitally needed to continue our service. We continue to audit and quality check training around Safeguarding for children and vulnerable adults accessing our service. with a focus on developing our mature safeguarding culture on service and structure, quality improvements, investigations, policies and procedures and governance.

People: Prioritising and ensuring the safety, wellbeing, engagement, and commitment of volunteers.

Governance Report

Our Structure and Governance

Southend Samaritans is an affiliated branch of our Central charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953 and incorporated in 1963.

A. Constitution

The charity was incorporated on 7th July 2017 and commenced trading on that date. The principal object of the charity is to provide confidential, non-judgmental emotional support to those in distress, despair or feeling suicidal.

B. Methods of appointment or election of trustees

The management of the charity is the responsibility of the Trustees who are elected or co-opted under the terms of the Samaritan Branch Model Constitution.

C. Financial risk management

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

Our Governance

As a learning organisation we are always keen to develop and adapt our ways of working in the interests of our beneficiaries and volunteers.

Statement of Trustees' Responsibilities

The Trustees 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).

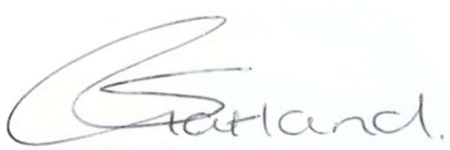
The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and 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 Constitution. They are also responsible for safeguarding the assets of the Charity 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



Sharon Gatland
Branch Director and Chair of Trustees
Date: 19 August 2023

Independent Examiner's Report to the Trustees of Southend-on-Sea Samaritans ('the Charity')

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

Responsibilities and Basis of Report

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

I report in respect of my examination of the Charity'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 2011 Act.

Independent Examiner's Statement

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

This report is made solely to the Charity'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 Charity'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 Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: Dated: 22 August 2023



Stuart Harrison FCA

Venthams
Chartered Accountants
Millhouse
32 - 38 East Street
Rochford
Essex
SS4 1DB

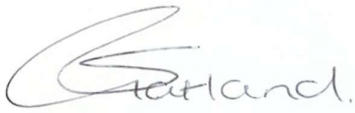
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations and legacies	3	**12,514**	**1,000**	**13,514**	*6,448*
Other trading activities	4	**74,083**	**-**	**74,083**	*57,177*
Investments	5	**742**	**-**	**742**	*79*
Other income	6	**(6,700)**	**-**	**(6,700)**	*113,933*
Total income		**80,639**	**1,000**	**81,639**	*177,637*
Expenditure on:					
Raising funds	7	**7,401**	**4,399**	**11,800**	*5,904*
Charitable activities		**71,092**	**15,816**	**86,908**	*53,401*
Total expenditure		**78,493**	**20,215**	**98,708**	*59,305*
Net income/(expenditure)		**2,146**	**(19,215)**	**(17,069)**	*118,332*
Transfers between funds	15	**3,000**	**(3,000)**	**-**	*-*
Net movement in funds before other recognised gains		**5,146**	**(22,215)**	**(17,069)**	*118,332*
Other recognised gains:					
Other gains		**-**	**-**	**-**	*17,000*
Net movement in funds		**5,146**	**(22,215)**	**(17,069)**	*135,332*
Reconciliation of funds:					
Total funds brought forward		**818,765**	**107,227**	**925,992**	*790,660*
Net movement in funds		**5,146**	**(22,215)**	**(17,069)**	*135,332*
Total funds carried forward		**823,911**	**85,012**	**908,923**	*925,992*

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2023

	Note		2023 £		*2022 £*
Fixed assets					
Tangible assets	11		**656,677**		*664,328*
Investments	12		**130,023**		-
			786,700		*664,328*
Current assets					
Debtors	13	**3,000**		*2,165*	
Cash at bank and in hand		**150,040**		*272,012*	
		153,040		*274,177*	
Creditors: amounts falling due within one year	14	**(30,817)**		*(12,513)*	
Net current assets			**122,223**		*261,664*
Total assets less current liabilities			**908,923**		*925,992*
Total net assets			**908,923**		*925,992*
Charity funds					
Restricted funds	15		**85,012**		*107,227*
Unrestricted funds	15		**823,911**		*818,765*
Total funds			**908,923**		*925,992*

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



.....
S Gatland

Date: 19 August 2023

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

1. General information

Southend-on-Sea Samaritans is an Charitable Incorporated Organisation registered in England and Wales. Its principal office address is 61-71 Beaumont Court, Victoria Avenue, Southend-on-Sea, Essex, SS2 6EB.

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 Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Southend-on-Sea Samaritans 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. Accounting policies (continued)

2.2 Income

All income is recognised once the Charity 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 Charity 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 Charity, 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.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

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.

2.3 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 raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.3 Expenditure (continued)

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

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 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, on a reducing balance basis.

Depreciation is provided on the following basis:

Office equipment	- 25% reducing balance

2.6 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Statement of Financial Activities.

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. Accounting policies (continued)

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 Charity 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.

2.10 Financial instruments

The Charity 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 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 Charity 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 Charity 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Donations	12,514	1,000	**13,514**

	Unrestricted funds 2022	*Total funds 2022*

Investment income (continued)

Donations	*6,448*	*6,448*

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2023	Total funds 2023
	£	£
Revenue from shop sales and events	74,083	**74,083**

	Unrestricted funds 2022	*Total funds 2022*
	£	*£*
Revenue from shop sales and events	*57,177*	*57,177*

5. Investment income

	Unrestricted funds 2023	Total funds 2023
	£	£
Investment income - local cash	742	**742**

Investment income (continued)

	Unrestricted funds 2022	*Total funds 2022*
	£	*£*
Investment income - local investment properties	*63*	*63*
Investment income - local cash	*16*	*16*
	79	*79*

6. Other incoming resources

	Unrestricted funds 2023	**Total funds 2023**
	£	**£**
Grants received	(6,700)	**(6,700)**

	Unrestricted funds 2022	*Restricted funds 2022*	*Total funds 2022*
	£	*£*	*£*
Grants received	*1,208*	*112,725*	*113,933*

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

7. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Utilities, rent and rates	2,540	4,399	**6,939**
Housekeeping	1,677	-	**1,677**
Administration	243	-	**243**
Building maintenance	2,941	-	**2,941**
	7,401	4,399	**11,800**

Fundraising trading expenses (continued)

	Unrestricted funds 2022	*Total funds 2022*
	£	*£*
Utilities, rent and rates	*3,286*	*3,286*
Housekeeping	*1,469*	*1,469*
Administration	*236*	*236*
Building maintenance	*913*	*913*
	5,904	*5,904*

8. Analysis of expenditure by activities

	Activities undertaken directly 2023	**Support costs 2023**	**Total funds 2023**
	£	**£**	**£**
Supporting activities	74,772	12,136	**86,908**

	Activities undertaken directly 2022	*Support costs 2022*	*Total funds 2022*
	£	*£*	*£*
Supporting activities	*42,215*	*11,186*	*53,401*

8. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

Analysis of direct costs

	Supporting activities 2023	Total funds 2023
	£	£
Rent, rates and service charges	4,108	**4,108**
Insurance	1,500	**1,500**
Light and heat	2,992	**2,992**
Housekeeping	1,599	**1,599**
Cleaner	3,304	**3,304**
Repairs and renewals	3,353	**3,353**
Computer running costs	735	**735**
Travelling	2,596	**2,596**
Conferences	1,675	**1,675**
Contributions to Samaritans	29,857	**29,857**
Legal and professional	1,633	**1,633**
Fundraising expenses	469	**469**
Sundry expenses	158	**158**
Publicity and advertising	10,454	**10,454**
Telephone and internet	5,319	**5,319**
Volunteer care	5,020	**5,020**
	74,772	**74,772**

8. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

	Supporting activities 2022	*Total funds 2022*
	£	*£*
Rent, rates and service charges	*238*	*238*
Insurance	*2,374*	*2,374*
Light and heat	*2,882*	*2,882*
Running costs of flat	*130*	*130*
Housekeeping	*1,716*	*1,716*
Cleaner	*2,669*	*2,669*
Repairs and renewals	*2,332*	*2,332*
Computer running costs	*3,568*	*3,568*
Travelling	*1,552*	*1,552*
Conferences	*1,660*	*1,660*
Contributions to Samaritans	*7,003*	*7,003*
Legal and professional	*272*	*272*
Fundraising expenses	*300*	*300*
Sundry expenses	*(540)*	*(540)*
Publicity and advertising	*1,198*	*1,198*
Telephone and internet	*7,824*	*7,824*
Volunteer care	*2,420*	*2,420*
Relocation costs	*4,617*	*4,617*
	42,215	*42,215*

8. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

Analysis of support costs

	Supporting activities 2023	Total funds 2023
	£	£
Depreciation	7,652	**7,652**
Legal and professional	1,722	**1,722**
Administration, printing, postage and stationery	2,762	**2,762**
	12,136	**12,136**

8. Analysis of expenditure by activities (continued)

Analysis of support costs (continued)

	Supporting activities 2022	*Total funds 2022*
	£	*£*
Depreciation	*7,040*	*7,040*
Legal and professional	*1,608*	*1,608*
Administration, printing, postage and stationery	*2,538*	*2,538*
	11,186	*11,186*

9. Independent examiner's remuneration

	2023	*2022*
	£	*£*
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	**1,722**	*1,608*

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, expenses totalling £531 were reimbursed or paid directly to 2 Trustees *(2022 - £464 to 2 Trustees)*.

11. Tangible fixed assets

	Freehold property £	Office equipment £	Total £
Cost or valuation			
At 1 April 2022	**648,342**	**28,579**	**676,921**
At 31 March 2023	**648,342**	**28,579**	**676,921**
Depreciation			
At 1 April 2022	**-**	**12,593**	**12,593**
Charge for the year	**-**	**7,652**	**7,652**
At 31 March 2023	**-**	**20,245**	**20,245**
Net book value			
At 31 March 2023	**648,342**	**8,334**	**656,676**
At 31 March 2022	*648,342*	*15,986*	*664,328*

12. Fixed asset investments

	Unlisted investments £
Cost or valuation	
Additions	**130,023**
At 31 March 2023	**130,023**
Net book value	
At 31 March 2023	**130,023**

13. Debtors

	2023	*2022*
	£	*£*
Due within one year		
Other debtors	**3,000**	-
Prepayments and accrued income	**-**	*2,165*
	3,000	*2,165*

14. Creditors: Amounts falling due within one year

	2023	*2022*
	£	*£*
Trade creditors	**(304)**	*2,273*
Other creditors	**29,398**	*8,632*
Accruals and deferred income	**1,723**	*1,608*
	30,817	*12,513*

15. Statement of funds

Statement of funds - current year

	Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2023 £
Unrestricted funds						
Designated funds						
Property fund	**648,342**	**-**	**-**	**-**	**-**	**648,342**
General funds						
General fund	**170,423**	**80,638**	**(78,492)**	**3,000**	**-**	**175,569**
Total Unrestricted funds	**818,765**	**80,638**	**(78,492)**	**3,000**	**-**	**823,911**
Restricted funds						
Sam Pears Foundation	**1,670**	**-**	**(1,670)**	**-**	**-**	**-**
Essex Community Foundation	**5,557**	**-**	**(5,557)**	**-**	**-**	**-**
Rosca Trust	**-**	**-**	**-**	**-**	**-**	**-**
St Saviours Housing Trust	**100,000**	**-**	**(11,988)**	**(3,000)**	**-**	**85,012**
The Berg Trust	**-**	**1,000**	**(1,000)**	**-**	**-**	**-**
	107,227	**1,000**	**(20,215)**	**(3,000)**	**-**	**85,012**
Total of funds	**925,992**	**81,638**	**(98,707)**	**-**	**-**	**908,923**

Statement of funds - prior year

	Balance at 1 April 2021 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Gains/ (Losses)* £	*Balance at 31 March 2022* £
Unrestricted funds						
Designated funds						
Property fund	*695,000*	*-*	*-*	*(46,658)*	*-*	*648,342*
General funds						
General fund	*92,509*	*64,912*	*(54,073)*	*50,075*	*17,000*	*170,423*
Total Unrestricted funds	*787,509*	*64,912*	*(54,073)*	*3,417*	*17,000*	*818,765*
Restricted funds						
Sam Pears Foundation	*90*	*1,580*	*-*	*-*	*-*	*1,670*
Essex Community Foundation	*3,061*	*7,195*	*(4,699)*	*-*	*-*	*5,557*
Rosca Trust	*-*	*3,950*	*(533)*	*(3,417)*	*-*	*-*
St Saviours Housing Trust	*-*	*100,000*	*-*	*-*	*-*	*100,000*
The Berg Trust	*-*	*-*	*-*	*-*	*-*	*-*
	3,151	*112,725*	*(5,232)*	*(3,417)*	*-*	*107,227*
Total of funds	*790,660*	*177,637*	*(59,305)*	*-*	*17,000*	*925,992*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Tangible fixed assets	656,677	-	**656,677**
Fixed asset investments	130,023	-	**130,023**
Current assets	68,028	85,012	**153,040**
Creditors due within one year	(30,817)	-	**(30,817)**
Total	823,911	85,012	**908,923**

Analysis of net assets between funds - prior year

	Unrestricted funds 2022	*Restricted funds 2022*	*Total funds 2022*
	£	*£*	*£*
Tangible fixed assets	*664,328*	*-*	*664,328*
Current assets	*166,950*	*107,227*	*274,177*
Creditors due within one year	*(12,513)*	*-*	*(12,513)*
Total	*818,765*	*107,227*	*925,992*

17. Operating lease commitments

At 31 March 2023 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2023	*2022*
	£	£
Not later than 1 year	**12,000**	-
Later than 1 year and not later than 5 years	**48,000**	-
	60,000	-

18. Related party transactions

The Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 March 2023.

Reference and Administrative Details

Registered address: 61-71 Beaumont Court
Victoria Ave
Southend on Sea
Essex
SS2 6EB

Registered charity: 1173715

Website: samaritans.org/southendonsea

Board of Trustees

Sharon Gatland (Chair)
Anne Hawkins (Secretary & Governance)
Judith Bailey
Diane Smith (Treasurer)
Caroline Jennings (Fundraising/Grants)
Adam Moss
Deborah Downs
Ray Turner

Southend Samaritans Senior Staff

Bankers:
National Westminster Bank plc
132 High Street
Southend -on-Sea
Essex
SS1 1JX

Accountants:
Venthams Chartered Accountants
Millhouse
32-38 East Street
Rochford
Essex
SS4 1DB

Solicitors:
Jeffries Solicitors
3rd Floor Dencora Court
Tylers Avenue
Southend-on Sea
Essex
SS1 2BA

We would like to thank all our donors and supporters including those who wish to remain anonymous.

Along with all our volunteers!

We're here to listen

Call free day or night on

116 123

Email
jo@samaritans.org

Web
samaritans.org/southendonsea

Visit us
Beaumont Court, 61-71 Victoria Ave
Southend-on-Sea
SS2 6EB

SAMARITANS

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales (1173715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

SOUTHEND-ON-SEA SAMARITANS

England & Wales - Charity number 1173715

Accounts

SAMARITANS

Southend-on-Sea



Annual Report and Financial Statements for the Year Ended 31 March 2022

SOUTHEND-ON-SEA SAMARITANS
Registered Charity No. 1173715

Trustees' Annual Report and Accounts

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Charitable Objectives of Southend-on-Sea Samaritans

To enable persons in Southend-on-Sea and the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide; to promote a better understanding in society of suicide, suicidal behaviour and the value of expressing feelings which may otherwise lead to suicide or impaired emotional health; and to collaborate with and support Samaritans central charity and its affiliated branches in fulfilling these objects.

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)'.

Registered Charity Number: 1173715

Letter from the Director

2021 has seen a year of change, and challenges, along with new exciting possibilities for developing and growing our service with raised awareness of what we can offer.

At Southend Samaritans we recognised that in order for us to be more visible and accessible to our local community, as well as a drive to increase our volunteer numbers, we needed to relocate the branch.

In April 2021, after many years at York Road the branch successfully moved to Beaumont Court, Victoria Ave.

The branch had to close during this time for approx.6 weeks whilst necessary building work was carried out, and made safe for the volunteers.

The result has been a purpose built bright modern airy premises, an operations room with 4 workstations.

We have added an On-line Chat room for up to 3-4 volunteers. This is a really significant development that means we can be there for more people who need immediate support but who don't feel they can pick up the phone.
A priority for the coming year, we hope to build this capacity so it becomes part of our overall 24/7 service.

We're needed now, more than ever

A new Face-to-Face room has also been created so that we will be able to resume this service cancelled during the Pandemic. This was also a factor identified as one we wanted to develop by moving closer to the town and services so that our community would have more raised awareness of our service.
The move to Beaumont court was also seen as a factor for attracting new volunteers to join us in an area that felt safer, and more amenable.

Comfortable breakout areas, and a large meeting room equipped to facilitate training and branch meetings all resulted in a fresh approach to encourage volunteers to join, stay and feel part of a new phase within Southend Samaritans.

At our Annual General Meeting in September, we welcomed along with invited guests & donors, our new CEO Julie Bentley to officially open the Branch.
Julie joined Samaritans in November 2020. She was particularly impressed with the number of younger volunteers the branch has attracted and who attended on the day.

Going forward for the future, we will continue to seek out and focus on target age groups, and minority groups, with a focus on our surrounding communities raising awareness within our Equity, Diversity, Inclusion strategy to reach out to as many people as possible.

We must make sure that anyone struggling with difficult and overwhelming emotions knows that our volunteers are here, ready to listen.

The power of human connection.

Southend Samaritans answered 11,503 calls in 2021.

We're here every day and night of the year for anyone struggling to cope. We Make sure people have somewhere to turn and support where they need it most. We work with communities to let people know we're here for them and we campaign to make suicide prevention a priority.

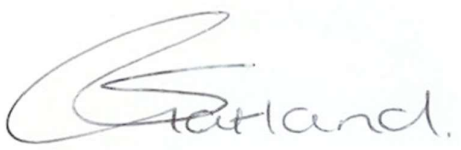
I would like to take this opportunity to personally thank my Leadership team, and all my amazing volunteers.
A Branch is only as good as its team and its members. In both, I am truly blessed.

And lastly:

A huge thank you from all of us at Southend Samaritans to everyone who has supported us over the last year. Your financial, and generous donations have helped immensely to enable us to be there supporting callers experiencing emotional distress.

Thank you!

Together we can make change that saves lives.



Sharon Gatland
Branch Director

Director Southend Samaritans

Strategic Report

Southend Branch continues to support the strategy set out by the Central Charity, to meet Samaritans pledges in the four priority areas set out in the 2015-2021 strategy *Working together to reduce suicide*.

Service: We will continue to improve the quality and consistency of our service. Mandatory Safe-guarding training was delivered to all volunteers including support volunteers. This was to align the service with other organisations to support young people and adults at risk safely and effectively.

Access: Thanks to our move to new premises, we are now able to offer 4 phone lines

Capacity to deliver 3 on-line chat desks to support callers who prefer to contact us this way. particularly younger callers.

At present we also deliver service via email from the branch as well as via the Email hub.

Influence: Awareness that we need to be supporting our local communities. Community partnerships are embedded and actively identified.

As the restrictions have eased, we are looking to target “high risk” age groups to raise awareness.

Including growing our workplace training programme-led by branches

A recognition that we need to keep growing our relationship with supporters.

Evidence: During 2021/2022 we have completed a Quality Review to provide evidence-based outcomes of how we deliver our service safely.

During April-July 2021, over 2,200 volunteers and staff and external stakeholders completed a national survey or online poll, and 300+ volunteers and staff took part in strategy workshops, including good representation from our branch.

Participants shared their views on who they felt we should be here for, what services or activities we should provide and how they thought we should offer support.

Between October 2021 and January 2022, further feedback was sought from volunteers and staff via 8 strategy-themed workshops which were opened to everyone.

In January, there were a series of key strategy questions in our 2022 Volunteer Voice Survey (which 3,800 volunteers took part in). Feedback was gathered from staff via a separate strategy “pulse” survey.

At the same time, questions relating to emerging themes in key groups were shared on Workplace, allowing our branch to participate in online discussions between volunteers and staff.

Workshops were attended by Southend branch to actively engage with our Lived Experience Advisory Group, as well as our new EDI Steering Group.

Tackling Suicide Together

How we’ve developed this new strategy

Providing a safe space in uncertain times.

The world has become for many, a very worrying place with people’s mental wellbeing affected by growing concerns:

- The pandemic
- Inequality
- Climate change
- Global conflict
- Negative effects of social media
- Increased cost of living
- Bereavement
- Isolation
- Economic hardship
- Stretched public services

So what where the key themes:

Increasing access to our services

Key concerns about capacity of branches and hubs to meet demand for everyone who needs us and the particular challenge of night shifts

Widespread support for greater collaboration across branches, regions and all parts of Samaritans to help tackle the challenge together

Support to rollout the online chat pilot further

Reaching those in greatest need

Support for making improvements to accessibility of our services and branches

Improving understanding of groups less likely to contact Samaritans

Desire to improve our understanding of diversity

Strong support for more partnerships and collaborations

How we may explore Outreach

Raising our collective voices

Awareness of our influencing with governments and local authorities was relatively low, but branches wanting to support this more at local and community level.

Expansion of our work in Industries to help us target more "high risk" professions

Including growing our workplace training programme-led by branches

A recognition that we need to keep growing our relationship with supporters.

Strengthening our community

Training and development reviewing volunteer needs, more training for non-listeners and leadership roles

A feeling that capacity for key roles was unsustainable

collaboration better around big changes

Volunteers and staff keen to be more joined up to strengthen our sense of community

Widespread recognition that we need to be more diverse as an organisation if everyone is to feel involved

Our five strategic priorities

Access

Reach

Impact

Capacity

Sustainability

Our seven strategic principles:

Equity, diversity and inclusion (EDI)

Personal experience

Safety and quality

Evidence-based

Vocal and visible

Innovation and technology

Environmental responsibility

Southend Samaritans looks forward to being part of this new strategy as the foundation year begins in 2022/2023

Our vision is that fewer people die by suicide

To achieve this, we believe Samaritans has a crucial role to play in:

- **Reducing** the risk factors that make some people more likely to take their own lives.
- **Making it less likely** that people who do experience suicidal thoughts act on them.
- **Ensuring** that people who are at increased risk of suicide are supported.
- **Reducing** the likelihood that people will develop suicidal thoughts.

Our mission

We're here every day and night of the year for anyone struggling to cope. We make sure people have somewhere to turn and support when they need it most. We work with communities to let people know we're here for them and we campaign to make suicide prevention a priority.



Samaritans branches
(map not showing Festival branch or Correspondence branch)

SAMARITANS

Our Values

These are Samaritans' shared values, which shape everything we do:

Listening

Exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

Confidentiality

If people feel safe, they are more likely to be open about their feelings.

Non-judgemental

We want people to be able to talk to us without fear of prejudice or rejection.

People making their own decisions wherever possible

We believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

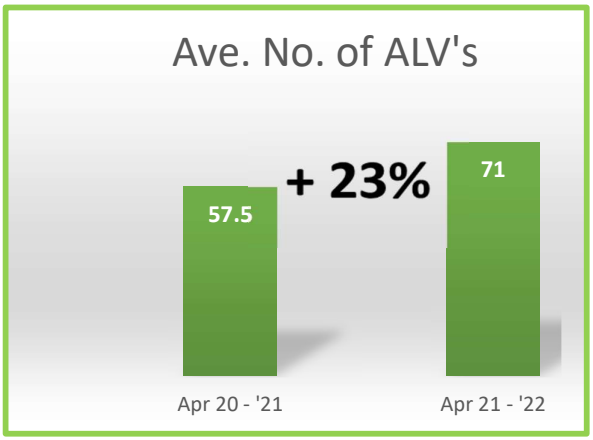
Human contact

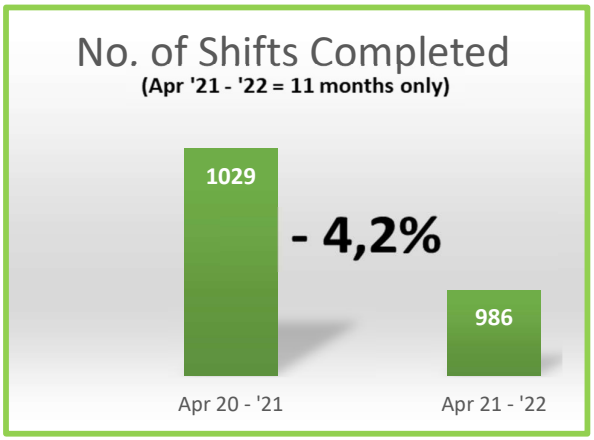
Giving people time, undivided attention and empathy meets a fundamental emotional need and reduces distress and despair.

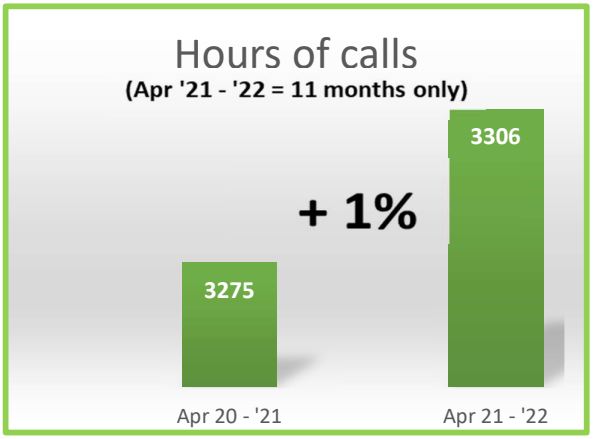
Key achievements by our volunteers

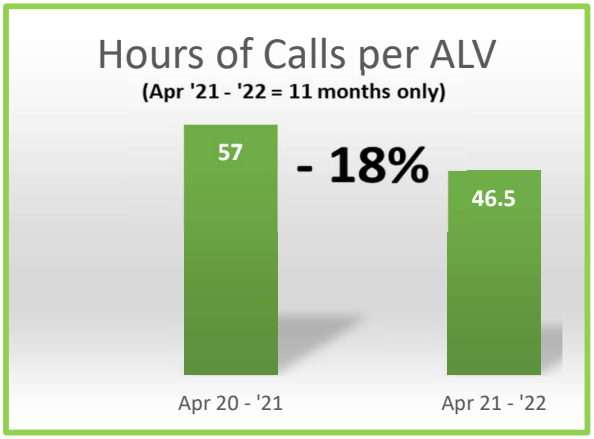
How we did as a Branch in 2021 in Numbers

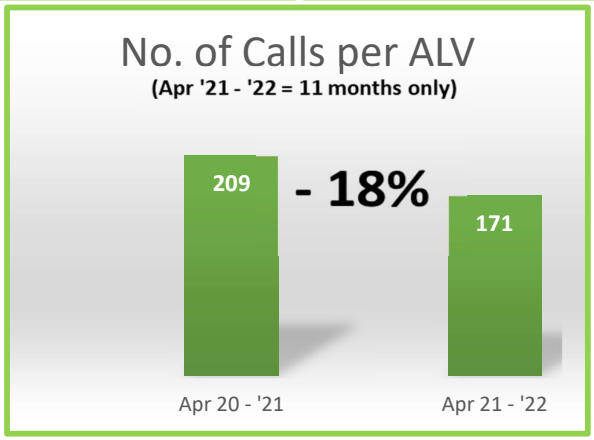
11,503	**Calls answered**
3,178	**Hours on the phone**
325	**Emails sent**
55	**Outbound calls**
11,883	**Total contacts**











SAMARITANS

What we did: Dan – Deputy Director Recruitment and Selection



The number of applications from potential volunteers reduced in the period of April 2021 to 31st March 2022 with 135 enquiries compared to 207 the previous year (53% reduction) This is an average of **11 applications per month**, with the majority coming directly through the Samaritans website

The Branch Management Tool was fully implemented within the branch during this year and has supported to streamline the onboarding of all new volunteers.

Flexible Recruitment

During the pandemic in 2020/21 all recruitment was conducted via Zoom due to the implementation of Coronavirus restrictions and resulting safety measures put in place within the Branch. Due to the success of zoom interviews during this period, last year Southend Branch has introduced a hybrid approach to recruitment with interview slots now available both face to face and via zoom.

We aimed to implement a new recruitment journey for volunteers.

This new journey will be quicker, easier, and more flexible by allowing potential local volunteers to:

- review comprehensive online information,
- book an interview online - in person, over the phone or via video call, and
- receive support throughout the process from Southend Branch's recruitment team, who have a new online tool to manage applications.

What we did: Pete – Deputy Director Training



With the easing of Covid restrictions for Face-to-Face meetings. We reintroduced Core as well as Embedding training once again into the branch. We were also able to offer Emotional support outside of the branch. This enabled us to be present once again at Outreach events as well as Network Rail. As a branch we are committed to training new volunteers to the highest quality. Our aim is to continue to grow and develop our volunteer numbers to be able to have more listeners able to support our callers.

We also welcomed new support volunteers to work in the shop as well as in other areas of the branch providing training as appropriate for them.

We have also been able to deliver Mandatory training in Safeguarding to all volunteers this year.

More future planned events and support to services and organisations approaching us to ask for support within their organisations where they see Samaritans training and listening skills, as being key to help support their staff and colleagues' mental health are also a priority for us.

What we did: Debbie and Judith – Deputy Directors Leaders and Mentors



We aimed to continue supporting the wellbeing of our volunteers



Volunteers are supported by a Leader and Deputy Director on shift. They are also available for advice, guidance and when required permissions at times should the volunteer need it.

Listening volunteers also undertake a verbal debrief with their Shift Leader once their duties are completed; Leaders are there to support the volunteers' mental wellbeing, discuss any difficulties that may have arisen. Thanking them for being there for our callers.

We continued to develop our volunteers as they become more experienced by offering the opportunity to become leaders and mentors through a planned programme of workshops offered by Debbie and Judith.

These continuous development opportunities mean that volunteers that wish to take on any additional roles within the branch can further support newer trainee Samaritans to gain confidence and experience to support callers reaching out for our services.

What we did: Karen – Deputy Director Volunteer Care



The year continued to throw up challenges, with some volunteers self-isolating due to the ever-changing situation with Covid. The support bubbles remained in place. The volunteer support team continued to work hard to ensure support was available to all volunteers especially those who were self-isolating or on a break. Southend Branch strives to provide on-going wellbeing support to all our volunteers, including our support volunteers that give up their time either in our Shop or in other support roles like IT

In September the branch celebrated our AGM with a visit from Julie Bentley the CEO of Samaritans. This was the first time many of us had come together socially for a long time, and it was very well attended.

We aimed to keep our volunteers safe and well.

As the year has progressed, we have abided by changing government guidance on Covid safety measures.

What we did: Adam - Health & Safety

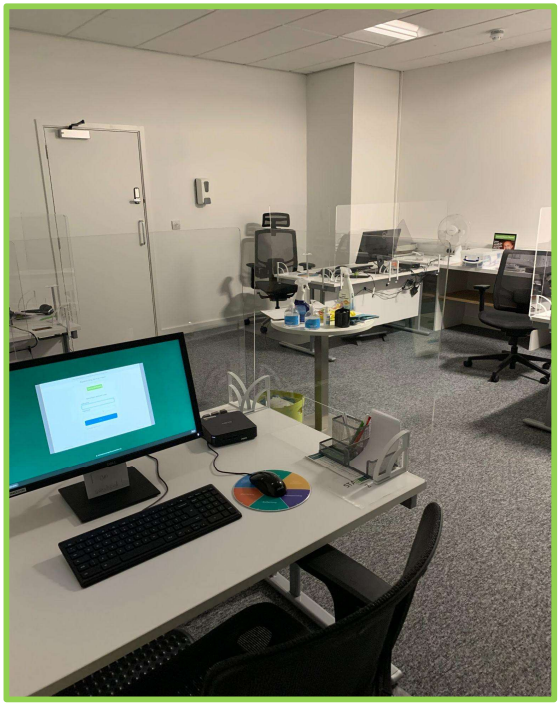


In April we successfully moved to Beaumont Court in Victoria Ave. Challenges resulted in the temporary closure of the branch for approx. 6 weeks.

The move has proved to be a very positive thing for the branch and in a recent survey, the feedback from the volunteers was overwhelmingly positive.

The building can now welcome safely all volunteers and visitors that may require additional support, including a ramp and coloured regulation support rails on entering and exiting the premises, to facilitate easy access. Our thanks go to those donors who helped fund this essential work.

There have been no reported accidents, incidents or near misses during this year.



Operations room



Entrance into the branch

What we did: Outreach and Publicity

Outreach and Fundraising have been able to resume slowly.
As the year has progressed and we have slowly emerged from the pandemic we have started to become more visible again within our community.

In December 2021, James Duddridge MP Southend East ran the London Marathon for Southend Samaritans, raising a staggering £1,591.



SAMARITANS

Southend Samaritans have also been present fundraising at Winter Pride in February and at Sarah Millican's tour held at the Cliffs pavilion in March, raising £880.



The website (samaritans.org/branches/southendonsea/)

The website has been updated to include a recent news section, a personalised version of the legacy video produced by Head Office and an embedded link to the Donr donation page.

Social media: Our Twitter Handle

In line with Head Office policy, we have been posting at least three or four times weekly. This comprises a blend of material supplied by Samaritans Brand Centre and original posts of local events or news. We currently have 726 followers, a significant year on year increase.

Our top tweet, which had 2,806 views:

Remember, whatever you're going through, a Samaritan will face it with you, 116 123

What we did: Colin – Community Partnerships Officer

Community Partnerships and Influence



As the restrictions have eased, we are looking to target “high risk” age groups to raise awareness.

How does this relate to Southend Branch?

We also aim to forge strong relationships with local organisations to further our vision of fewer people dying from suicide.

Coming out of the pandemic has provided us with an opportunity to rekindle many of the relationships we had and to forge new ones.

Prior to the pandemic, we had representation at the following organisations. **Southend, Essex and Thurrock (SET) Suicide Prevention Strategy Group**

Meanwhile, **Southend Suicide Prevention Network** has been formed**.** It is a multi-agency group whose aims are to help reduce the risk of suicide in Southend, and provide a networking opportunity for multi-agency working at strategic and operational levels. Facilitated by Southend Council, attendees included BTP, Essex Mind, Andy Man’s Club, Trustlinks, DWP and representatives from Southend Council & NHS.

Workshops were delivered to One Love Project (homeless charity) on our approach to listening.

Southend Samaritans Shop



Shop Report



We are delighted to report that Covid has had far less impact on our activity this year than last. We are proud to have retained the essence and principle of the shop being stocked entirely with pre-loved items and staffed solely with volunteers. We now use additional marketing streams such as e-Bay, Marketplace, Ziffit and Vinted.

We continue to maintain the property by refreshing the interior décor. We have used the Charity Retail Association materials to educate ourselves in good practice and become more actively involved in the local community to raise our profile.

None of this could be achieved without our amazing support volunteers.

2021-22: Samaritans' Year at a Glance

We answered over **360,000 calls** from people in prison and our Listeners in prisons provided face to face support over **26,000 times**.

We engaged with **politicians and policy-makers more than 1,300 times**, encouraging them to take action to help reduce suicides across the UK and Ireland.

We reached **3,658 employees** of 128 organisations through **online workplace training**.

We answered **20,000 calls from NHS and social care workers**.

More than **50,000 people** signed up to use our **self-help app**.

We are grateful to **89,400 supporters** who have generously raised income for Samaritans-you've made it possible for us to be there for anyone who needs us.

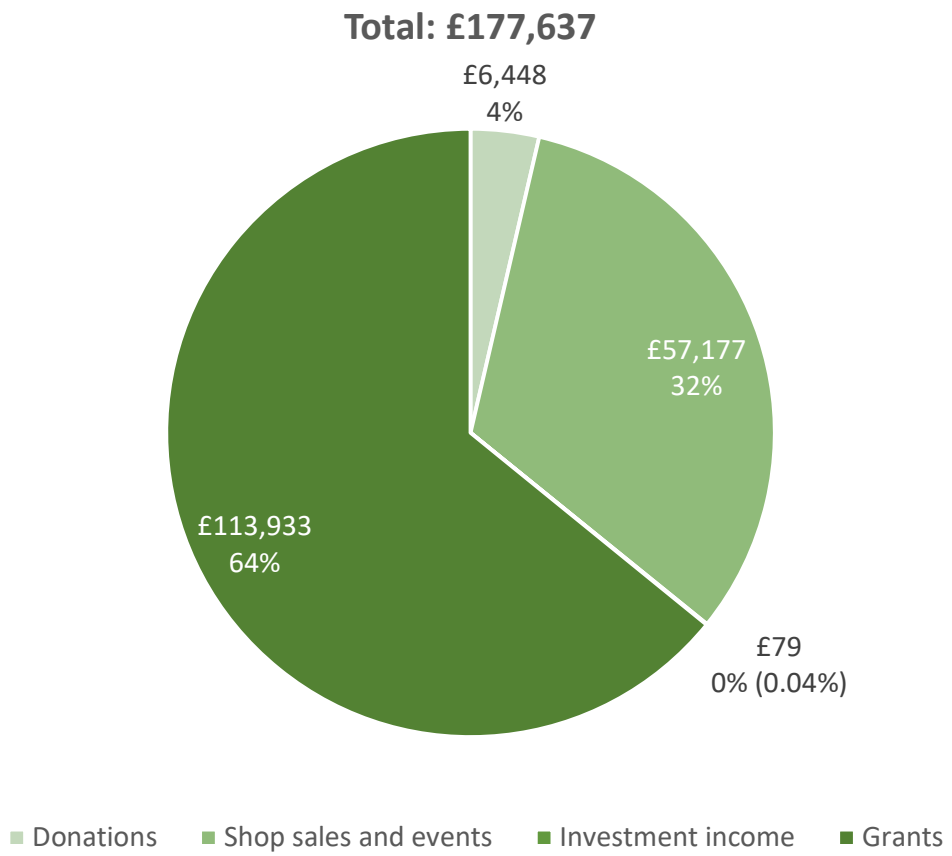
Financial Review

Overview

During this year, our funding streams largely returned to the pre-Covid situation as the majority of the income was from the shop. We should however note that the sale of the York Road property last year has resulted in no rental income for the year. So the charity is now reliant on fewer income streams, including shop income, legacies, and fundraising. The 'Fundraising Activities Statement' below provides more details.

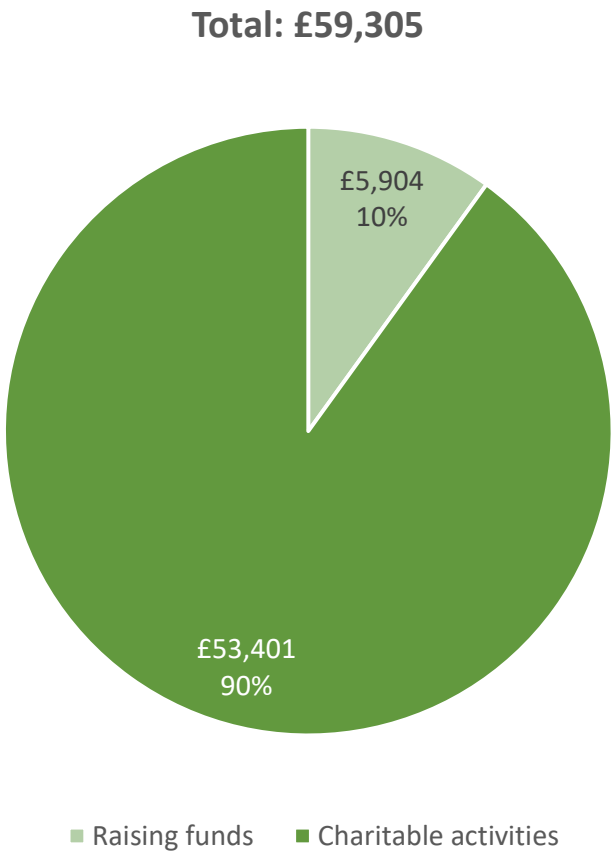
Having now had almost twelve months in the current building, we can report that our outgoings on essential overheads have reduced significantly and we will continue to monitor this.

Income (For the Year Ended 31 March 2022)



SAMARITANS

Expenditure (For the Year Ended 31 March 2022)



SAMARITANS

Fundraising Activities Statement

Southend Samaritans Annual Report – Fundraising

A massive thank you from all of us at Southend-on-Sea Samaritans to everyone who has supported us over the last year. Your financial and in-kind donations have helped immensely in our work and have ensured that the core costs required in running the branch can be met for the forthcoming year.

Table 1 provides a breakdown of the specific sources of income we have received through our fundraising over 2021/2022:

TABLE 1

Southend-on-Sea Samaritans Specific Fundraising Sources 2022		
Ref	**Income Source**	**Amount**
1	Essex Community Fund	£7,195
2	ROSCA Trust	£3,932
3	James Duddridge (London Marathon)	£1,814
4	Pears Foundation & DCMS	£1,670
5	Berg Family	£1,000
6	Samarathon	£924
7	Sarah Millican Concert Collection Tins	£890

Our Aims:



SAMARITANS

Over the current financial year, we aim to expand our fundraising activities as a means of raising more funding to support the Southend-on-Sea branch of Samaritans. Examples of this include:
In 2022, we aim to seek new income streams, which will be integral to a new fundraising strategy.

- *Monthly Donations received via Direct Debit:* We'd like to raise more awareness about how people can further support us by making monthly donations via direct debit, social media and outreach events. A planned programme using social media to further raise money by monthly donations received via direct debit, will be considered and encouraged. £2,500 this year rising to between £4,000-£5,000 in subsequent years by this means.

- *Fundraising via Text/online Retail:* This includes platforms such as Donr, Easyfundraising & Just Giving. At this time, it is difficult to estimate how much this will realise due to the random nature of the donations. As a consequence, money raised via these routes will not be factored into our projections until July 2022. We are nonetheless hopeful of raising around £200 per month once fully established.

- *Sponsorship:* We plan to maximise our sponsorship income by becoming more adept in the use of fundraising platforms.

- *Retail Charities:* We will apply for the opportunity to raise funds and awareness from a variety of retail charity initiatives.

- *Buckets and tins:* We are aiming to further fundraise and raise awareness by '*shaking and rattling*' wherever the opportunity presents, including local banks, GP surgeries, libraries and retail outlets.

- *In-memorium:* Other areas of consideration for possible income generation is through In-memoriam giving (via funeral directors) and legacies (wills).

Special Thanks

The Branch extends special thanks to:

- Essex Community Fund
- ROSCA Trust
- James Duddridge
- Pears Foundation
- Department for Media, Culture and Sport
- Berg Family
- Samarathon participants
- Sarah Millican

- **All our volunteers and supporters!**

The support from our donors and the effort volunteers have put into raising funds for Southend-on-Sea Samaritans has enabled our phone lines to stay connected, the lights on and the heat running; it has also aided volunteer care and has contributed to the possibility of the branch thriving in the future. Most importantly the funds have supported the continued provision of the vital services we provide our local and national communities.



Reserves Policy

The Trustees have set a policy of retaining an 18-month reserve. Being still fairly new to the current property the cost of overheads and service utility costs are still an estimate.

Within these considerations, the Trustees had previously set a target range, free reserves are calculated as total unrestricted reserves less designated funds.

For 2020/23 the Board of Trustees approved a balanced core budget of £65,117.50

In setting the reserves policy, the Board of Trustees considers the need to provide against any future income shortfall, fulfil working capital requirements and allow funds to be available to support service developments. This is balanced against the need to spend reserves now to deliver services to meet beneficiary needs.

The reserves policy will continue to be reviewed on an annual basis.

Ongoing Concern

After due consideration and endorsed by the Accountant the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

Risks and Uncertainties

How we manage risk

The Board of Trustees is ultimately responsible for risk management, it reviews key risks and the adequacy of actions being taken to address those risks, on a regular basis.

The ability of our branch to respond quickly and effectively to unanticipated risks and new developments has been evident along with our response to the Coronavirus pandemic. As well as our recent relocation to Beaumont Court

Service: Changes to our core service to protect the critical function and development of new volunteers and how we can continue to develop, train, and increase numbers of volunteers vitally needed to continue our service. We have introduced robust new Mandatory training around Safeguarding for children and vulnerable adults accessing our service. with a focus on developing our mature safeguarding culture on service and structure, quality improvements, investigations, policies and procedures and governance.

People: Prioritising and ensuring the safety, wellbeing, engagement, and commitment of volunteers.

Governance Report

Our Structure and Governance

Southend Samaritans is an affiliated branch of our Central charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953 and incorporated in 1963.

A. Constitution

The charity was incorporated on 7th July 2017 and commenced trading on that date. The principal object of the charity is to provide confidential, non-judgmental emotional support to those in distress, despair or feeling suicidal.

B. Methods of appointment or election of trustees

The management of the charity is the responsibility of the Trustees who are elected or co-opted under the terms of the Samaritan Branch Model Constitution.

C. Financial risk management

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

Our Governance

As a learning organisation we are always keen to develop and adapt our ways of working in the interests of our beneficiaries and volunteers.

Statement of Trustees' Responsibilities

The Trustees 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).

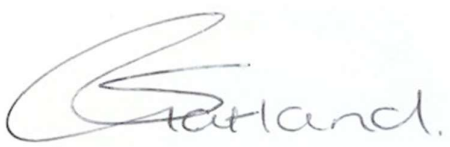
The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and 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 Constitution. They are also responsible for safeguarding the assets of the Charity 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



Sharon Gatland
Branch Director and Chair of Trustees
Date: 11th October 2022

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

Independent Examiner's Report to the Trustees of Southend-on-Sea Samaritans ('the Charity')

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

Responsibilities and Basis of Report

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

I report in respect of my examination of the Charity'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 2011 Act.

Independent Examiner's Statement

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

This report is made solely to the Charity'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 Charity'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 Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: Dated: 17 October 2022

Stuart Harrison FCA

Venthams
Chartered Accountants
Millhouse
32 - 38 East Street
Rochford
Essex
SS4 1DB

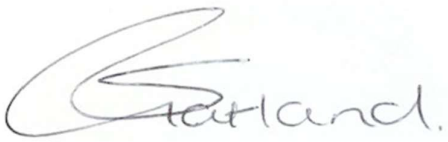
Statement of Financial Activities for the Year Ended 31 March 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from:					
Donations and legacies	3	**6,448**	**-**	**6,448**	*46,106*
Other trading activities	4	**57,177**	**-**	**57,177**	*16,214*
Investments	5	**79**	**-**	**79**	*8,131*
Other income	6	**1,208**	**112,725**	**113,933**	*62,089*
Total income		**64,912**	**112,725**	**177,637**	*132,540*
Expenditure on:					
Raising funds	7	**5,904**	**-**	**5,904**	*5,500*
Charitable activities		**48,169**	**5,232**	**53,401**	*47,424*
Total expenditure		**54,073**	**5,232**	**59,305**	*52,924*
Net income		**10,839**	**107,493**	**118,332**	*79,616*
Transfers between funds	14	**3,417**	**(3,417)**	**-**	*-*
Net movement in funds before other recognised gains		**14,256**	**104,076**	**118,332**	*79,616*
Other recognised gains:					
Other gains		**17,000**	**-**	**17,000**	*-*
Net movement in funds		**31,256**	**104,076**	**135,332**	*79,616*
Reconciliation of funds:					
Total funds brought forward		**787,509**	**3,151**	**790,660**	*711,044*
Net movement in funds		**31,256**	**104,076**	**135,332**	*79,616*
Total funds carried forward		**818,765**	**107,227**	**925,992**	*790,660*

Balance Sheet for the Year Ended 31 March 2022

	Note		2022		*2021*
			£		*£*
Fixed assets					
Tangible assets	11		**664,328**		*704,848*
			664,328		*704,848*
Current assets					
Debtors	12	**2,165**		*1,540*	
Cash at bank and in hand		**272,012**		*87,431*	
		274,177		*88,971*	
Creditors: amounts falling due within one year	13	**(12,513)**		*(3,159)*	
Net current assets			**261,664**		*85,812*
Total assets less current liabilities			**925,992**		*790,660*
Total net assets			**925,992**		*790,660*
Charity funds					
Restricted funds	14		**107,227**		*3,151*
Unrestricted funds	14		**818,765**		*787,509*
Total funds			**925,992**		*790,660*

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



.....
Sharon Gatland

Date: 11th October 2022

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Notes for the Financial Statements for the Year Ended 31 March 2022

1. General Information

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales. Its principal office address is Beaumont Court, 61-71 Victoria Avenue, Southend-on-Sea, Essex, SS2 6EB.

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 Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Southend-on-Sea Samaritans 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.

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2. Accounting policies (continued)

2.2 Income

All income is recognised once the Charity 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 Charity 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 Charity, 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.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

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.

2.3 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 raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

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2. Accounting policies (continued)

2.3 Expenditure (continued)

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

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 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, on a reducing balance basis.

Depreciation is provided on the following basis:

Office equipment	- 25% reducing balance

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 Charity 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.

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2.9 Financial instruments

The Charity 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 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 Charity 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 Charity 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2022	Total funds 2022
	£	£
Donations	6,448	**6,448**

	Unrestricted funds 2021	*Total funds 2021*
	£	*£*
Donations	*19,920*	*19,920*
Legacies	*26,186*	*26,186*
	46,106	*46,106*

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2022	Total funds 2022
	£	£
Revenue from shop sales and events	57,177	**57,177**

	Unrestricted funds 2021	*Total funds 2021*
	£	*£*
Revenue from shop sales and events	*16,214*	*16,214*

5. Investment income

	Unrestricted funds 2022	Total funds 2022
	£	£
Investment income - local investment properties	63	**63**
Investment income - local cash	16	**16**
	79	**79**

	Unrestricted funds 2021	*Total funds 2021*
	£	*£*
Investment income - local investment properties	*8,129*	*8,129*
Investment income - local cash	*2*	*2*
	8,131	*8,131*

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6. Other incoming resources

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Grants received	1,208	112,725	**113,933**

	Unrestricted funds 2021	*Restricted funds 2021*	*Total funds 2021*
	£	*£*	*£*
Grants received	*5,000*	*22,936*	*27,936*
Government grants received	*34,153*	*-*	*34,153*
	39,153	*22,936*	*62,089*

7. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2022	Total funds 2022
	£	£
Utilities, rent and rates	3,286	**3,286**
Housekeeping	1,469	**1,469**
Administration	236	**236**
Building maintenance	913	**913**
	5,904	**5,904**

7. Fundraising trading expenses (continued)

	Unrestricted funds 2021	*Total funds 2021*
	£	£
Utilities, rent and rates	*1,681*	*1,681*
Housekeeping	*1,054*	*1,054*
Administration	*222*	*222*
Building maintenance	*2,543*	*2,543*
	5,500	*5,500*

8. Analysis of expenditure by activities

	Activities undertaken directly 2022	Support costs 2022	Total funds 2022
	£	£	£
Supporting activities	42,215	11,186	**53,401**

	Activities undertaken directly 2021	*Support costs 2021*	*Total funds 2021*
	£	*£*	*£*
Supporting activities	*43,128*	*4,296*	*47,424*

Analysis of direct costs

	Supporting activities 2022	Total funds 2022
	£	£
Rates	238	**238**
Insurance	2,374	**2,374**
Light and heat	2,882	**2,882**
Running costs of flat	130	**130**
Housekeeping	1,716	**1,716**
Cleaner	2,669	**2,669**
Repairs and renewals	2,332	**2,332**
Computer running costs	3,568	**3,568**
Travelling	1,552	**1,552**
Conferences	1,660	**1,660**
Contributions to Samaritans	7,003	**7,003**
Legal and professional	272	**272**
Fundraising expenses	300	**300**
Sundry	(540)	**(540)**
Publicity and advertising	1,198	**1,198**
Telephone and internet	7,824	**7,824**
Volunteer care	2,420	**2,420**
Relocation costs	4,617	**4,617**
	42,215	**42,215**

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8. Analysis of direct costs (continued)

	Supporting activities 2021	*Total funds 2021*
	£	£
Rates	*449*	*449*
Insurance	*1,742*	*1,742*
Light and heat	*2,936*	*2,936*
Running costs of flat	*2,910*	*2,910*
Housekeeping	*2,969*	*2,969*
Cleaner	*2,350*	*2,350*
Repairs and renewals	*6,099*	*6,099*
Computer running costs	*3,405*	*3,405*
Travelling	*1,474*	*1,474*
Contributions to Samaritans	*1,629*	*1,629*
Legal and professional	*77*	*77*
Fundraising expenses	*42*	*42*
Publicity and advertising	*4,484*	*4,484*
Telephone and internet	*2,364*	*2,364*
Volunteer care	*1,730*	*1,730*
Interest payable	*2,297*	*2,297*
Relocation costs	*6,171*	*6,171*
	43,128	*43,128*

Analysis of support costs

	Supporting activities 2022	**Total funds 2022**
	£	**£**
Depreciation	7,040	**7,040**
Legal and professional	1,608	**1,608**
Administration, printing, postage and stationery	2,538	**2,538**
	11,186	**11,186**

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8. Analysis of support costs (continued)

	Supporting activities 2021	*Total funds 2021*
	£	*£*
Depreciation	*861*	*861*
Legal and professional	*1,522*	*1,522*
Administration, printing, postage and stationery	*1,913*	*1,913*
	4,296	4,296

9. Independent examiner's remuneration

	2022	*2021*
	£	*£*
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	1,608	1,522

10. Trustees' remuneration and expenses

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

During the year ended 31 March 2022, expenses totalling £464 were reimbursed or paid directly to 2 Trustees *(2021 - £45 to 1 Trustee)*.

11. **Tangible fixed assets**

	Freehold property £	**Office equipment £**	**Total £**
Cost or valuation			
At 1 April 2021	**695,000**	**15,401**	**710,401**
Additions	**553,342**	**13,178**	**566,520**
Disposals	**(600,000)**		**(600,000)**
At 31 March 2022	**648,342**	**28,579**	**676,921**
Depreciation			
At 1 April 2021	**-**	**5,553**	**5,553**
Charge for the year	**-**	**7,040**	**7,040**
At 31 March 2022	**-**	**12,593**	**12,593**
Net book value			
At 31 March 2022	**648,342**	**15,986**	**664,328**
At 31 March 2021	*695,000*	*9,848*	*704,848*

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12. Debtors

	2022	*2021*
	£	*£*
Due within one year		
Trade debtors	-	*(63)*
Prepayments and accrued income	**2,165**	*1,603*
	2,165	*1,540*

13. Creditors: Amounts falling due within one year

	2022	*2021*
	£	*£*
Trade creditors	**2.273**	*-*
Other creditors	**8,632**	*1,629*
Accruals and deferred income	**1,608**	*1,530*
	12,513	*3,159*

14. Statement of funds

Statement of funds - current year

	Balance at 1 April 2021 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2022 £
Unrestricted funds						
Designated funds						
Property fund	695,000	-	-	(46,658)	-	648,342
General funds						
General fund	92,509	64,912	(54,073)	50,075	17,000	170,423
Total Unrestricted funds	787,509	64,912	(54,073)	3,417	17,000	818,765
Restricted funds						
Sam Pears Foundation	90	1,580	-	-	-	1,670
Essex Community Foundation	3,061	7,195	(4,699)	-	-	5,557
ROSCA Trust	-	3,950	(533)	(3,417)	-	-
St Saviours Housing Trust	-	100,000	-	-	-	100,000
	3,151	112,725	(5,232)	(3,417)	-	107,227
Total of funds	790,660	177,637	(59,305)	-	17,000	925,992

Statement of funds - prior year

	Balance at 1 April 2020 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 March 2021* £
Unrestricted funds					
Designated funds					
Property fund	*695,000*	*-*	*-*	*-*	*695,000*
General funds					
General fund	*16,044*	*109,604*	*(42,740)*	*9,601*	*92,509*
Total Unrestricted funds	*711,044*	*109,604*	*(42,740)*	*9,601*	*787,509*
Restricted funds					
Sam Pears Foundation	*-*	*15,936*	*(6,245)*	*(9,601)*	*90*
Essex Community Foundation	*-*	*7,000*	*(3,939)*	*-*	*3,061*
	-	*22,936*	*(10,184)*	*(9,601)*	*3,151*
Total of funds	*711,044*	*132,540*	*(52,924)*	*-*	*790,660*

15. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Tangible fixed assets	664,328	-	**664,328**
Current assets	166,950	107,227	**274,177**
Creditors due within one year	(12,513)	-	**(12,513)**
Total	818,765	107,227	**925,992**

Analysis of net assets between funds - prior year

	Unrestricted funds 2021	*Restricted funds 2021*	*Total funds 2021*
	£	*£*	*£*
Tangible fixed assets	*704,848*	*-*	*704,848*
Current assets	*85,820*	*3,151*	*88,971*
Creditors due within one year	*(3,159)*	*-*	*(3,159)*
Total	*787,509*	*3,151*	*790,660*

16. Related party transactions

The Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 March 2022.

Reference and Administrative Details

Registered address: 61-71 Beaumont Court
Victoria Ave
Southend on Sea
Essex
SS2 6EB

Registered charity: 1173715

Website: samaritans.org/southendonsea

Board of Trustees

Sharon Gatland (Chair)
Anne Hawkins (Secretary & Governance)
Judith Bailey
Diane Smith (Treasurer)
Tony Jefford
John Bryant
Pete Thomas
Caroline Jennings (Fundraising/Grants)

Southend Samaritans Senior Staff

Bankers:
National Westminster Bank plc
132 High Street
Southend -on-Sea
Essex
SS1 1JX

Solicitors:
Jeffries Solicitors
3rd Floor Dencora Court
Tylers Avenue
Southend-on Sea
Essex
SS1 2BA

Accountants:
Venthams Chartered Accountants
Millhouse
32-38 East Street
Rochford
Essex
SS4 1DB

We would like to thank all our donors and supporters including those who wish to remain anonymous.

THE ROSCA TRUST

Pears Foundation

Department for Digital, Culture Media & Sport



Essex Community Foundation



Along with all our volunteers!

SAMARITANS Southend-on-Sea

SAMARITANS

We're here to listen

Call free day or night on

116 123

Email
jo@samaritans.org

Web
samaritans.org/southendonsea

Visit us
Beaumont Court, 61-71 Victoria Ave
Southend-on-Sea
SS2 6EB

SAMARITANS

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales (1173715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

SOUTHEND-ON-SEA SAMARITANS

England & Wales - Charity number 1173715

Accounts

SAMARITANS

Southend-on-Sea



Annual Report and Financial Statements for the Year Ended 31 March 2021

SOUTHEND-ON-SEA SAMARITANS
Registered Charity No. 1173715

Trustees' Annual Report and Accounts

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SAMARITANS

Charitable Objectives of Southend-on-Sea Samaritans

To enable persons in Southend-on-Sea and the surrounding area as well as elsewhere who are experiencing feelings of distress or despair, including those who may be at risk of suicide, to receive confidential emotional support at any time of the day or night in order to improve their emotional health and to reduce the incidence of suicide; to promote a better understanding in society of suicide, suicidal behaviour and the value of expressing feelings which may otherwise lead to suicide or impaired emotional health; and to collaborate with and support Samaritans central charity and its affiliated branches in fulfilling these objects.

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)'.

Registered Charity Number: 1173715

Letter from the Director

This report has been co-authored between Sharon Gatland (as incoming Director) and Colin Hill (as the incumbent Director for most of the reporting period).

The start of the financial year saw us in unprecedented circumstances as the Coronavirus pandemic forced us into uncharted waters. Fortunately, the Department of Health viewed Samaritans as an essential service, therefore we were able to keep our branch open. We took decisive action to keep our volunteers safe in the Branch, whilst ensuring callers could still get through to someone.

We remained vigilant around the safety of our volunteers and the cleanliness of the branch, with frequent changes to these in the light of advice from Government and our Central Charity Office. Due to restrictions, we had to cease all Outreach activities such as school talks, and our presence in external groups was moved to online platforms. Furthermore, we had to close our doors to face-to-face callers.

Unlike many other branches, Southend not only managed to run a full Rota, but we also opened new ad-hoc shifts as volunteers wanted to support callers. Many volunteers decided to self-isolate, and some were selected to provide an email service to our callers from home. Normally emails would only be completed in-branch, but it was realized that some volunteers would like to continue supporting callers and so the opportunity to do this from home was enabled.

Samaritans are always here to listen, even in the toughest of times. The spread of Coronavirus is probably the biggest challenge we've ever had to face as a charity. We know we are needed, now more than ever.

Training new volunteers is essential. We always need new volunteers and our Central Office moved very quickly to enable us to deliver core training using Zoom as a platform. This also gave us an opportunity to engage some of those volunteers who were self-isolating. They were asked to get involved in remote skills practise sessions from home. This worked very well as it created a greater sense of reality to the traditional ways skills practise was conducted. This facilitated a sense of community across the geographical area covered by Southend Branch whilst upskilling new volunteers within the area.

Recruitment and selection also rapidly moved online. Enhanced competency-based interviewing was introduced to enable better selection. Interviews were all conducted on Zoom. One of the greatest barriers to increasing our volunteer numbers has been the availability of mentors. This bottleneck was looked at and the number of mentors increased accordingly.

At the 2019 Annual General Meeting branch members were asked for their opinion on a potential relocation of the branch. Colin, the then Director and Chair of Trustees, put this forward based on the York Road premises:

- Being in a location which was not attracting volunteers. There was evidence that some people were deterred from volunteering because of personal safety concerns.
- Not being in a good location for face-to-face callers. The safety issue was considered to be the barrier to callers not using the drop-in facility.
- Our Trustees have a duty to ensure charitable funds are used most wisely; it was suggested that any money spent on the maintenance of the building was money not spent on delivering a service to our callers. 154 York Road is an old and large building, and maintenance costs would only ever increase.

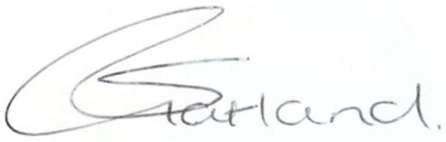
The branch members overwhelmingly supported the notion of relocation, and a Working Party was formed under the leadership of Adam Moss. The working party visited other branches, some of which had relocated and drew up a specification of the 'ideal' branch. Despite lockdown, 154 York Road was put up for sale and there was brisk interest.

January 17th 2021 saw the appointment of our new Director, Sharon Gatland took up post for the next 3 years. Sharon held the position as DD (deputy director) for Training prior to being voted in by the branch members and accepting this post.

In reaction to research conducted by Central Charity on the effect of the Coronavirus pandemic on middle-aged men we focused our awareness and advertising efforts on this target audience. Like the rest of the UK, those in our community have been forced to be physically apart and this drove us towards dedicating significant funds on publicizing the service our Branch offers.

Showing we are a community that cares has never been more important.

Thank you to everyone who has helped us continue to be here for anyone who needs us in these unprecedented times. From volunteers, support volunteers, to fundraisers, donors and partners, you have all played a role in keeping our vital helpline services running and allowed us to continue working towards our vision that fewer people die by suicide.

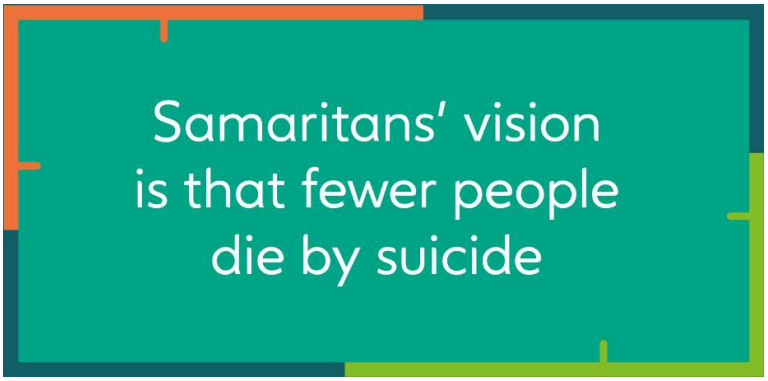


Director Southend Samaritans

Strategic Report

Our strategy

Southend Branch supports the strategy set out by the Central Charity, *Working together to reduce suicide*.



To achieve our vision, we have identified four priority areas:

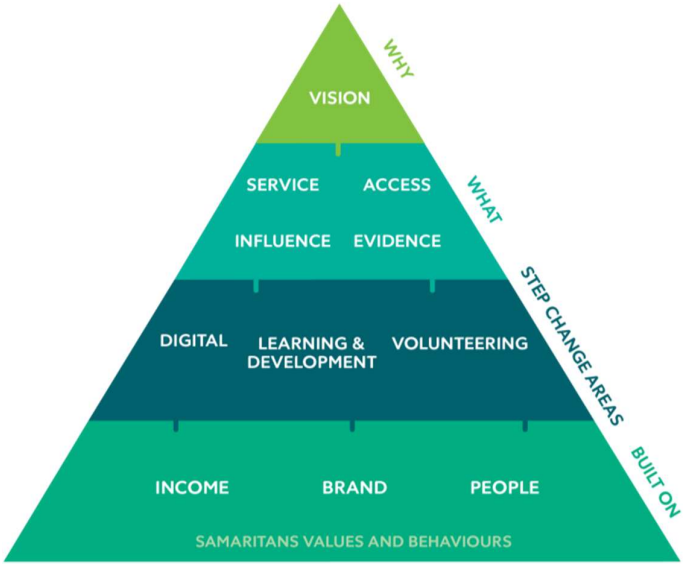
Service: We will improve the quality and consistency of our service

Access: We will improve access to Samaritans' services

Influence: We will have stronger and more effective external influence and connections with partners

Evidence: We will improve collection and application of evidence.

To deliver this, we need to make a 'step change' across three key areas: volunteering, learning and development and how we use digital technology.



SAMARITANS

Our values

These are Samaritans' shared values, which shape everything we do:

Listening
Exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

Confidentiality
If people feel safe, they are more likely to be open about their feelings.

Non-judgemental
We want people to be able to talk to us without fear of prejudice or rejection.

People making their own decisions wherever possible
We believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

Human contact
Giving people time, undivided attention and empathy meets a fundamental emotional need and reduces distress and despair.

Key achievements by our volunteers

Service

We aimed to improve the quality and consistency of our service.

What callers and volunteers told us:

- 6 surveys were carried out with our listening volunteers between April 2020 and January 2021 with analysis of eLog data and a review of other research on Coronavirus and suicide risk.

Taken together these findings provided valuable insight into how callers, and their concerns, have been affected by the nine months (23 March - 20 December 2020) of the pandemic and the ongoing social distancing.

Some of the key findings include:

- Samaritans has provided emotional support over **1,700,000** times in the nine months since the restrictions began.
- **One in five** of our calls were from people who were specifically concerned about Coronavirus.
- Our listening volunteers tell us that concerns about isolation, mental ill-health, family, and unemployment have been the most common among callers concerned about Coronavirus.

What we did: Judith – Deputy Director Caller Support

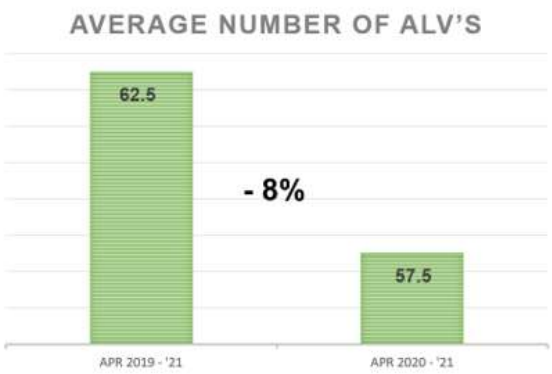


The Branch's listening volunteers supported callers both on the phone and through email throughout the year, with a total of **9,318 active contacts**, slightly more than in the previous year.

The year was dominated by Coronavirus, and many of the Branch's volunteers were unavailable for much of the time because of the need to isolate. Samaritans were designated a front-line service during the pandemic but keeping a full service going was obviously going to be challenging. In the event, those volunteers who were available to do shifts stepped up to fill the gaps, so that we were able to keep the normal rota going and add in some extra shifts, at a time when the demand for our services was higher than normal.

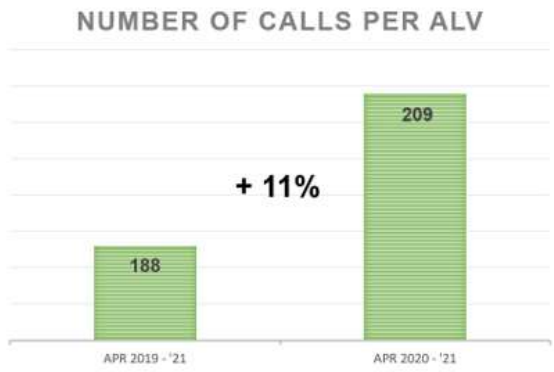
What we were able to achieve

The graphs below show that with the number of active listening volunteers (ALVs) available down, by 8% compared with the year before, Southend Branch completed **14.5% more shifts** this year and spent **25% more time on calls** than in the previous year. The average number of calls taken by each volunteer increased by 11%, but the time spent on calls per volunteer was up by 35%; suggesting that in the context of the pandemic, **callers needed to talk for longer**. We are very proud of our volunteers for the way they responded to the crisis and the service they provided to our callers.











SAMARITANS

We aimed to implement a new recruitment journey for volunteers.

This new journey will be quicker, easier, and more flexible by allowing potential local volunteers to:

- review comprehensive online information,
- book an interview online - in person, over the phone or via video call, and
- receive support throughout the process from Southend Branch's recruitment team, who have a new online tool to manage applications.

What we did: Dan – Deputy Director Recruitment and Selection



The number of applications from potential volunteers remained high with 207 enquiries within the year. This is an average of **17 applications per month**, with the majority coming either directly through the Samaritans website or from South Essex Community Hub. Other sources include Community 360 and current volunteer referrals. Whilst this number is high, it is a **reduction of 20%** against 2020 applicants.

Recruitment during Coronavirus

All recruitment was conducted via Zoom due to the implementation of Coronavirus restrictions and resulting safety measures put in place within the Branch. Southend Branch quickly adapted to the challenges presented and we ended the year in the luxurious, though also challenging, position of having a waitlist of approximately 12 months. We are working hard to keep these potential volunteers interested so that we can welcome them into the expanding number of Samaritans volunteers in Southend.

We aimed to introduce new training for those who would like to become listening volunteers.

The new training provides new Samaritans with essential skills needed to provide emotional support to callers. The configuration of the new training includes:

- more online training - reducing the number of in-person training sessions.

This means the initial training period is now quicker, providing both trainers and volunteers a greater amount of flexibility in managing their busy lives.

What we did: Sharon – Deputy Director Training



The introduction of new Core Development training replaced *Samaritans Initial Training* in February 2020. The number of in-Branch delivered training modules reduced from 10 to 5, with more online training supporting each module.

The first set of successful trainees completed the course in February, before all face-to-face activities were suspended due to Coronavirus. We therefore had to review how we could continue to train and support our new volunteers. We were able to continue their volunteer journey by providing a combination of remote and in-Branch support, alongside the work completed by our Mentors and Skills Practice volunteers.

As the pandemic continued, we remained unable to deliver Samaritan training face-to-face, in-Branch, so Virtual Core Development training was introduced, providing a totally virtual training platform. Our first group of Virtual trainees commenced in October of 2020, with 5 successful volunteers completing this course.

We aimed to continue supporting the wellbeing of our volunteers.

Southend Branch strives to provide on-going wellbeing support to our volunteers, irrespective of whether they are able to continue to offer time in the Branch.

Volunteers on shift have the support of a Shift Leader and Deputy Directors via phone should they require it. Listening volunteers also undertake a verbal debrief with their Shift Leader once their duties are completed; this supports the volunteers' mental wellbeing and is an opportunity to thank them for giving up their time and discuss any difficulties that may have arisen.

What we did: Karen – Deputy Director Volunteer Care



It has been a challenging year and the Volunteer Care team worked hard to ensure support was available to those volunteers unable to come into the branch, or those self-isolating or shielding.

Due to social gathering restrictions, the annual Christmas function Southend Branch hosts to acknowledge the commitment of all our volunteers and to thank them for their valuable support was not permitted. In lieu of this, each volunteer received a gift voucher and card.

Regular contact with the Volunteer Care team was available for isolating and shielding volunteers, along with additional support for all volunteers where needed. In February 2021 'support bubbles' were introduced to further enhance the Branch community and the support our volunteers provide to each other. Coordinators were able to disclose any volunteer concerns raised to the Volunteer Care team, enabling any issues or concerns to be passed on to the Branch Leadership Team.

We aimed to keep our volunteers safe and well.

All Covid safety measures were put in place, and amended with changing guidance to:

- increase volunteer confidence around coming into the Branch, and
- alleviate caller wait times by increasing the number of active volunteers.

What we did: Adam - Health & Safety



The biggest health and safety (H&S) issue of the year has been the Coronavirus pandemic. Southend Samaritans abided by the guidelines as issued by the Central Charity and Government.

Regular reviews of Risk Assessments were followed, and updates were sent out to all volunteers reminding them of adherence to this guidance. The H&S policies and procedures were reviewed, and it was deemed that no changes were required at this time.

Steps taken to protect our volunteers in our branch

- A robust pre- and post-shift cleaning regime was introduced.
- Signage was installed to remind volunteers of new protocols.
- Protective masks were provided, and volunteers expected to wear these when moving around the branch.
- Hand sanitizers were made available.
- On-coming shifts were not permitted to access the operations room until the previous shift had left the building.
- The number of volunteers on shift at any one time was limited so social distancing could be maintained.
- Food and beverages available to volunteers on shift were replaced with individually wrapped items.
- Crockery and cutlery were replaced with single use disposable items.
- Volunteers were advised to bring and use their own writing equipment whilst on shift.

Access

We aimed to improve access to Samaritans services/

What we did:

- Between April 1st 2020 and March 31st 2021 Southend Samaritans volunteers were available for **1029 shifts**, providing **over 7093 hours of support** to callers.
- In March 2020 Southend Branch was part of the introduction of a new call handling system 'Link'. Benefiting both callers and volunteers, this multi-channel platform has simplified the way volunteers access calls and emails, and **minimised disruptive updates**.
- A new intranet was also launched in March, simplifying volunteer access to essential information and updates, and supporting **more effective communication and collaboration** between branches.



Influence

We aimed to have a stronger, more effective external influence and connections with partners and external agencies.

We continue and strive to further develop partnerships within our local community and endeavour to promote awareness and engagement of Samaritans to have a voice, as well as influence local decision making within the wider community.

What we did: Colin – Community Partnerships Officer



Community Partnerships

Essex Police

We are in discussions with Essex Police with a view to having the Rural Engagement Team to promote the Samaritans via their police vehicles. We already have publicity materials available in the Custody Suite at Southend Police station, but this is a **new initiative**.

South-East Essex Trauma Alliance

Working under the EPUT (Essex Partnership University NHS Foundation Trust) umbrella, this is a new initiative of which we shall be a member. The 'alliance' is a **multi-agency** group that will look at ways to support those who are survivors of trauma. Headed by Kerry Mayers, Consultant Counselling Psychologist (and ex-Samaritan), the group will soon be meeting to put boundaries around the scope.

One Love Project/One Love Soup Kitchen

We have been associated with this local charity for over a year. It supports the homeless, especially rough sleepers. During the first lockdown they were housing rough sleepers in bed and breakfast accommodation and the outreach team would take meals to them. In the night packs there would be one of our contact cards.

Subsequently, we have trained about 30 of their volunteers in the Samaritan way of listening. They tell us that our training has not only been outstanding and **removed many myths about what we do**, it has also transformed the way they are engaging with the vulnerable people who come to them and those they meet when doing outreach.

Basildon Mind

The Chairman, a contact developed through one of Southend Branch's listening volunteers, has developed a comprehensive training programme for their volunteers. Our approach to listening, and training dealing with difficult situations was included as part of that training for volunteers. Southend Samaritans has now run several training sessions and will continue to support them in the future.

So far, we have administered two sessions: the first was on **the Samaritan way of listening**, and the second took the format of a workshop that focused on what Mind term 'a deep trauma call'. Going forward they want us to help them review their interactions with those they support (implementing skills such as reflection).

Southend, Essex & Thurrock Suicide Prevention Strategy Steering Group

Southend Samaritans are core members of this group and are in regular contact with the convenor (from Southend Borough Council).

Adult Self-Harm Task & Finish Group

This is one of the sub-groups from the Suicide Prevention Group and is being run by Thurrock Clinical Commissioning Group. This is in Basildon branch territory and the Branch Director attends the meetings. Colin works on the fringes and will report any significant issues to Sharon the Director.

Evidence

We aimed to utilise feedback to keep improving our service to callers.

What we did:

Southend Branch has learnt from feedback received for the nationwide service by Central Office. As is usual when a new Director is appointed, the quality outcomes framework has been revised whilst maintaining the focus on continuous improvement, with the aim of ensuring Samaritans services are safe, effective and a positive experience for callers.

Property and Management

There are ongoing plans to move to a new location in the second quarter of 2021. We have endeavoured to keep the ongoing works and maintenance to 154 York Road kept to a minimum in the last 12 months. The main expenses, which were essential, related to repairing structural damage resulting from heavy rainfall and adapting the configuration of the volunteer entrance to ensure volunteer safety.

Branch relocation

At the time of writing this report we are anticipating a successful completion date to relocate to our new branch at Beaumont Court.

Southend Samaritans Shop



The 2020/21 financial year has been challenging for the shop as it has been for all retail. To reopen after the first lockdown in June 2020, Coronavirus precautions were taken and a risk assessment required, which was completed accordingly. All recommended Coronavirus measures were followed to enable the shop to reopen safely for both the volunteers and the customers. We also had to alter our opening hours as a high percentage of our volunteers were unable to return for various reasons.

Steps taken to protect volunteers and visitors in our shop

- Donations were managed in line with the guidance from the Charity Retail Association.
- The number of customers in the shop at any one time was limited.
- 'Covid Secure' Risk Assessment signage was displayed.
- A hand sanitizer station was installed at the entrance/exit.
- Disposable face masks were made available.
- A clear directional pathway and 'keep your distance' markers were installed on the shop floor.
- Dressing room was closed, but full refunds were offered if items bought were not suitable.
- Perspex screen to protect volunteers and customers was placed at the till.
- All volunteers underwent an individual Risk Assessment; those deemed very-/vulnerable were asked not to attend the shop but have received continued contact to be informed of changes.
- All volunteers now wear facemasks and lanyards with a personal hand gel attached.
- The number of volunteers working in the stock/sorting room at any one time has been limited.
- Single use refreshments for volunteers have been made available.
- To increase ventilation an additional fan has been fitted and volunteers are encouraged to leave the back door open.

Financial review

Overview

This year the largest proportion of our income has come from fundraising activity, specifically from the successful application to various grants and funds. The 'Fundraising Activities Statement' below provides more details.

In previous years our income was primarily revenue generated by our charity shop. As a result of mandated closures throughout the year, we have learnt that reliance on this income stream is not sustainable, therefore we aim to amend our fundraising strategy, so we do not rely on any one source for more than 30% of our income.

One-off donations and legacies continue to provide Southend Branch with a significant proportion of income, and we are investigating how to continue engaging donors and encouraging financial support.

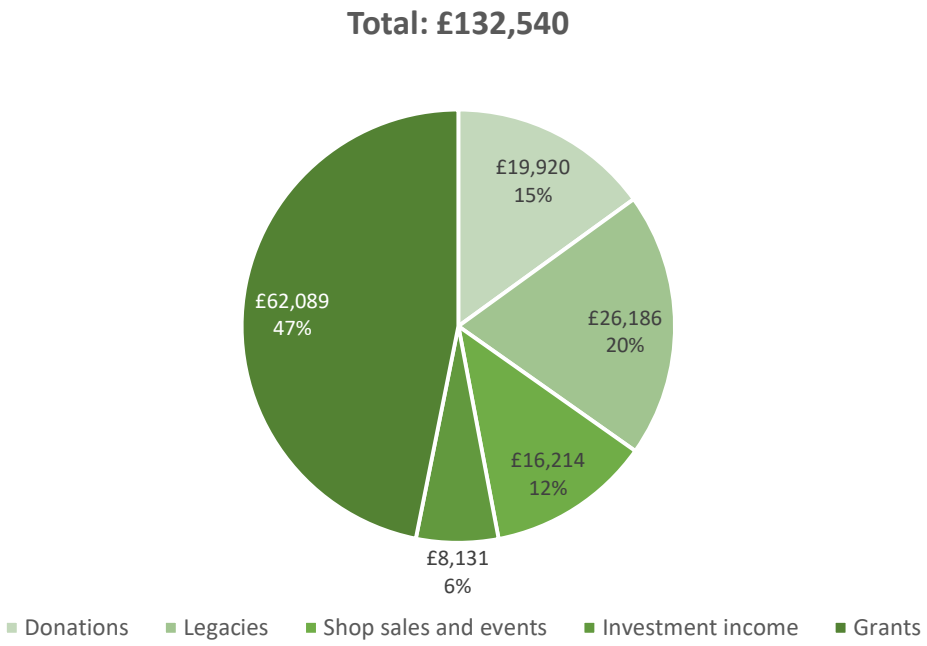
We focussed on minimizing the spend on the maintenance of York Road where possible, due to the imminent sale of the property, only incurring preliminary costs for the move.

Costs on Outreach reduced because of Coronavirus restrictions; therefore, a conscious decision was made to dedicate that planned expenditure to raising awareness/advertising in local printed media.

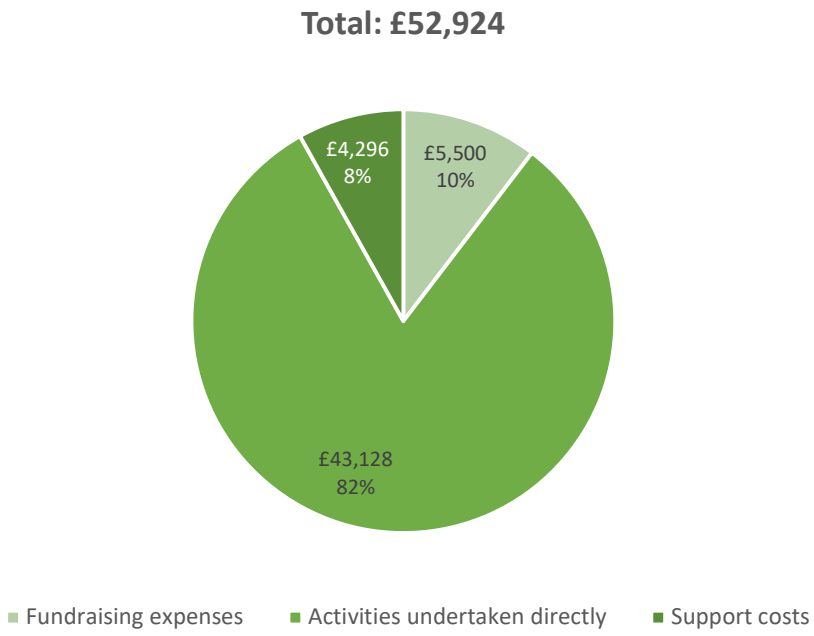
Costs incurred in relation to the ongoing Coronavirus pandemic include cleaning, Perspex sneeze guards and many incidental expenses. Southend Branch endeavoured to react quickly to the pressures and needs required to keep our volunteers safe, ensuring funds were available.

We are very grateful to all those who granted funds during what started as a very uncertain year. We have been able to cover our running costs and focus on thriving, rather than simply surviving.

Income



Expenditure



SAMARITANS

Fundraising Activities Statement

First year fundraising success: Maya – Fundraising Lead



This has been the first year that a significant proportion of our income has come from grants, and despite limited experience it has been a successful year with 67% of our applications having positive monetary outcomes.

- Awards from grants and funds account for 87% of fundraising income.
- Samarathon sponsorship provided 73% of the remaining amount.
- One-off donations continue to be received via the Branch website's donate button.

The Highlights

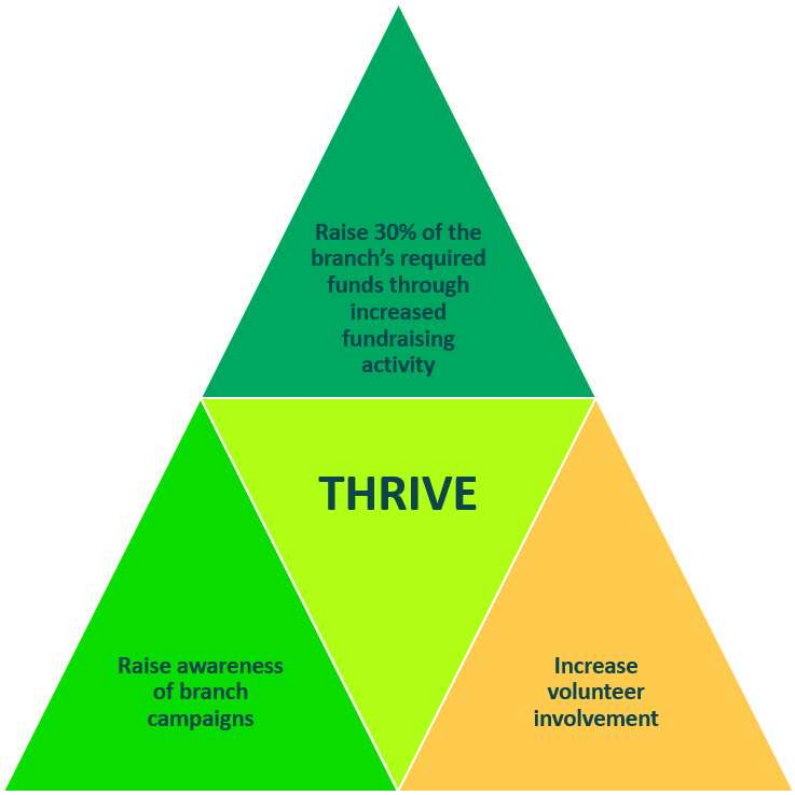


Income Breakdown

Yr	What/Who	£
2020 - 21	Essex Community Foundation – NET Coronavirus Appeal Programme	£7,000.00
	Southend Borough Council Grants	£16,893.00
	The Co-op Local Community Fund	£2,063.32
	The National Lottery – Coronavirus Community Support Fund	£7,260.00
	Pears Foundation & DCMS	£15,796.00
	Waitrose & Partners Community Matters Scheme	£660.00
	Samarathon	£5,537.50
	Christmas Card & Raffle Ticket sales	£159.00
	Text Giving Campaigns	£30.00
	AmazonSmile	£19.63
	Easy Fundraising	£28.81
	Virgin Money Giving	£643.55
	Charles French Trust	£500.00
	Total:	**£56,590.81**

Looking to the Future

Aims



Method

- Build a team of volunteers dedicated to fundraising.
    - Collaborate with volunteers in related positions (publicity).
- Create a fundraising schedule of events:
    - Awareness campaigns,
    - Grant and fund deadlines.
- Assess efficacy of current fundraising methods:
    - AmazonSmile,
    - Easy fundraising,
    - Text-giving etc.
- Continue searching for new opportunities and ideas.
- Engage with the local community.
- Recruit regular donors (local businesses, community groups):
    - Introduce the production of a quarterly newsletter.

Special Thanks

The Branch extends special thanks to:

- The 8 individuals who undertook Samarathon on behalf of the branch.
- The few volunteers who have completed and/or supported the completion of grant and fund applications.
- The Co-op Local Community Fund, Essex Community Foundation and their donors, The National Lottery Community Fund, the Pears Foundation and the Department for Digital, Culture, Media and Sport, Southend Borough Council, Southend and Leigh-on-Sea Waitrose and Partners Community Matters schemes.
- All our volunteers and supporters.

We are grateful to our supporters for standing by our side.



The support from our donors and the effort volunteers have put into raising funds for Southend Samaritans has enabled our phone lines to stay connected, the lights on and the heat running; it has also aided volunteer care and has contributed to the possibility of the branch thriving in the future. Most importantly the funds have supported the continued provision of the vital services we provide our local and national communities.

Reserves policy

The Trustees have set a policy of retaining an 18-month reserve. The pandemic has impacted on the sources of income and income levels during the past 12 months, as well as the expenditure, calling for a change from last year's position. Looking to the near future, plans have been made for the sale of the existing property, and the purchase and refurbishment of new premises.

In setting the reserves policy, the Board of Trustees considers the need to provide against any future income shortfall, fulfil working capital requirements and allow funds to be available to support service developments. This is balanced against the need to spend reserves now to deliver services to meet beneficiary needs.

Within these considerations, the Trustees had previously set a target range, free reserves are calculated as total unrestricted reserves less designated funds. On 31st March 2020 the actual level of consolidated free reserves held £78,000.

For 2020/21 the Board of Trustees agreed a balanced core budget of £118,188.00.

The reserves policy will continue to be reviewed on at least an annual basis, particularly in response to the developing Coronavirus situation.

On Going Concern

After due consideration and endorsed by the Accountant the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

Risks and uncertainties

How we manage risk

The Board of Trustees is ultimately responsible for risk management, it reviews key risks and the adequacy of actions being taken to address those risks, on a regular basis.

The ability of our branch to respond quickly and effectively to unanticipated risks and new developments has been evident along with our response to the Coronavirus pandemic.

Service: changes to our core service to protect the critical function and development of new volunteers and how we can continue to develop, train, and increase numbers of volunteers vitally needed to continue our service.

People: prioritising and ensuring the safety, wellbeing, engagement, and commitment of volunteers.

Governance Report

Our structure and governance

Southend Samaritans is an affiliated branch of our Central charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953 and incorporated in 1963.

A. Constitution

The charity was incorporated on 7th July 2017 and commenced trading on that date. The principle object of the charity is to provide confidential, non-judgmental emotional support to those in distress, despair or feeling suicidal.

B. Methods of appointment or election of trustees

The management of the charity is the responsibility of the Trustees who are elected or co-opted under the terms of the Samaritan Branch Model Constitution.

C. Financial risk management

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

Statement of Trustees' responsibilities

The Trustees 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).

The law applicable to charities in England & 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 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and 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 Constitution. They are also responsible for safeguarding the assets of the Charity 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



Sharon Gatland
Branch Director and Chair of Trustees
Date: 23rd August 2021

Our governance

As a learning organisation we are always keen to develop and adapt our ways of working in the interests of our beneficiaries and volunteers.

Central Charity is currently undertaking a service and quality review looking at ways we can better develop and embed our safeguarding practices and culture. Over 2020-2021 several streams of work will begin which will focus on developing our mature safeguarding culture with a focus on service and structure, quality improvements, investigations, policies and procedures and governance.

Independent Examiner's Report for the Year Ended 31 March 2021

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

Responsibilities and Basis of Report

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

I report in respect of my examination of the Charity'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 2011 Act.

Independent Examiner's Statement

Your attention is drawn to the fact that the Charity has prepared the accounts in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

This report is made solely to the Charity'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 Charity'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 Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:  Dated: 23 August 2021

Stuart Harrison FCA

Venthams
Chartered Accountants
Millhouse
32 - 38 East Street
Rochford
Essex
SS4 1DB

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021

Statement of Financial Activities for the Year Ended 31 March 2021

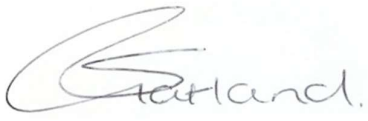
	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from:					
Donations and legacies	3	46,106	-	**46,106**	*13,786*
Other trading activities	4	16,214	-	**16,214**	*28,761*
Investments	5	8,131	-	**8,131**	*8,060*
Other income	6	39,153	22,936	**62,089**	-
Total income		**109,604**	**22,936**	**132,540**	*50,607*
Expenditure on:					
Raising funds	7	5,500	-	**5,500**	*52,330*
Charitable activities		37,240	10,184	**47,424**	*42,641*
Total expenditure		**42,740**	**10,184**	**52,924**	*94,971*
Net income/(expenditure)		66,864	12,752	**79,616**	*(44,364)*
Transfers between funds	15	9,601	(9,601)	**-**	-
Net movement in funds		**76,465**	**3,151**	**79,616**	*(44,364)*
Reconciliation of funds:					
Total funds brought forward		711,044	-	**711,044**	*755,408*
Net movement in funds		76,465	3,151	**79,616**	*(44,364)*
Total funds carried forward		**787,509**	**3,151**	**790,660**	*711,044*

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2021

Balance Sheet for the Year Ended 31 March 2021

	Note		2021 £		*2020 £*
Fixed assets					
Tangible assets	11		704,848		*695,824*
			704,848		*695,824*
Current assets					
Debtors	12	1,540		-	
Cash at bank and in hand		87,431		*39,884*	
		88,971		*39,884*	
Creditors: amounts falling due within one year	13	(3,159)		*(4,101)*	
Net current assets			**85,812**		*35,783*
Total assets less current liabilities			**790,660**		*731,607*
Creditors: amounts falling due after more than one year	14		**-**		*(20,563)*
Total net assets			**790,660**		*711,044*
Charity funds					
Restricted funds	15		3,151		-
Unrestricted funds	15		787,509		*711,044*
Total funds			**790,660**		*711,044*

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



.....
S Gatland

Date: 23 August 2021

Notes for the Financial Statements for the Year Ended 31 March 2021

1. General Information

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales. Its principal office address is 154 York Road, Southend-on-Sea, Essex, SS1 2DZ.

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 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Southend-on-Sea Samaritans 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. Accounting policies (continued)

2.2 Income

All income is recognised once the Charity 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 Charity 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 Charity, 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.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

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 raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

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

2. Accounting policies (continued)

2.3 Expenditure (continued)

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £500 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, on a reducing balance basis.

Depreciation is provided on the following basis:

Office equipment	- 25% reducing balance

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 Charity 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 Charity 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 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 Charity 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 Charity 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.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2021	Total funds 2021
	£	£
Donations	19,920	**19,920**
Legacies	26,186	**26,186**
	46,106	**46,106**

	Unrestricted funds 2020	*Total funds 2020*
	£	*£*
Donations	*13,786*	*13,786*

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2021	Total funds 2021
	£	£
Revenue from shop sales and events	16,214	**16,214**

	Unrestricted funds 2020	*Total funds 2020*
	£	*£*
Revenue from shop sales and events	*28,761*	*28,761*

5. Investment income

	Unrestricted funds 2021	Total funds 2021
	£	£
Investment income - local investment properties	8,129	**8,129**
Investment income - local cash	2	**2**
	8,131	**8,131**

	Unrestricted funds 2020	*Total funds 2020*
	£	*£*
Investment income - local investment properties	*8,039*	*8,039*
Investment income - local cash	*21*	*21*
	8,060	*8,060*

6. Other incoming resources

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021	*Total funds 2020*
	£	£	£	£
Grants received	5,000	22,936	**27,936**	-
Government grants received	34,153	-	**34,153**	-
	39,153	22,936	**62,089**	-

7. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2021	Total funds 2021
	£	£
Utilities, rent and rates	1,681	**1,681**
Housekeeping	1,054	**1,054**
Administration	222	**222**
Building maintenance	2,543	**2,543**
	5,500	**5,500**

Fundraising trading expenses (continued)

	Unrestricted funds 2020	*Total funds 2020*
	£	£
Utilities, rent and rates	*2,169*	*2,169*
Housekeeping	*1,177*	*1,177*
Administration	*569*	*569*
Building maintenance	*48,415*	*48,415*
	52,330	*52,330*

8. Analysis of expenditure by activities

	Activities undertaken directly 2021	Support costs 2021	Total funds 2021
	£	£	£
Supporting activities	43,128	4,296	**47,424**

	Activities undertaken directly 2020	*Support costs 2020*	*Total funds 2020*
	£	£	£
Supporting activities	*38,051*	*4,591*	*42,642*

Analysis of direct costs

	Supporting activities 2021	Total funds 2021
	£	£
Rates	449	**449**
Insurance	1,742	**1,742**
Light and heat	2,936	**2,936**
Running costs of flat	2,910	**2,910**
Housekeeping	2,969	**2,969**
Cleaner	2,350	**2,350**
Repairs and renewals	6,099	**6,099**
Computer running costs	3,405	**3,405**
Travelling	1,474	**1,474**
Contributions to Samaritans	1,629	**1,629**
Legal and professional	77	**77**
Fundraising expenses	42	**42**
Publicity and advertising	4,484	**4,484**
Telephone and internet	2,364	**2,364**
Volunteer care	1,730	**1,730**
Interest payable	2,297	**2,297**
Relocation costs	6,171	**6,171**
	43,128	**43,128**

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

	Supporting activities 2020	*Total funds 2020*
	£	*£*
Rates	*431*	*431*
Insurance	*2,014*	*2,014*
Light and heat	*2,543*	*2,543*
Running costs of flat	*1,793*	*1,793*
Housekeeping	*394*	*394*
Cleaner	*2,894*	*2,894*
Repairs and renewals	*6,712*	*6,712*
Computer running costs	*2,540*	*2,540*
Travelling	*5,223*	*5,223*
Conferences	*2,627*	*2,627*
Legal and professional	*363*	*363*
Fundraising expenses	*141*	*141*
Publicity and advertising	*4,019*	*4,019*
Telephone and internet	*2,647*	*2,647*
Volunteer care	*2,039*	*2,039*
Interest payable	*1,671*	*1,671*
	38,051	*38,051*

	Supporting activities 2021	**Total funds 2021**
	£	**£**
Depreciation	861	**861**
Legal and professional	1,522	**1,522**
Administration, printing, postage and stationery	1,913	**1,913**
	4,296	**4,296**

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

Analysis of support costs

	Supporting activities 2020	*Total funds 2020*
	£	£
Depreciation	*1,790*	*1,790*
Legal and professional	*1,488*	*1,488*
Administration, printing, postage and stationery	*1,313*	*1,313*
	4,591	*4,591*

9. Independent examiner's remuneration

	2021	*2020*
	£	£
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	**1,522**	*1,488*

10. Trustees' remuneration and expenses

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

During the year ended 31 March 2021, expenses totalling £45 were reimbursed or paid directly to 1 Trustee *(2020 - £602 to 4 Trustees)*.

11. Tangible fixed assets

	Freehold property £	**Office equipment £**	**Total £**
Cost or valuation			
At 1 April 2020	**695,000**	**5,516**	**700,516**
Additions	**-**	**9,885**	**9,885**
At 31 March 2021	**695,000**	**15,401**	**710,401**
Depreciation			
At 1 April 2020	**-**	**4,692**	**4,692**
Charge for the year	**-**	**861**	**861**
At 31 March 2021	**-**	**5,553**	**5,553**
Net book value			
At 31 March 2021	**695,000**	**9,848**	**704,848**
At 31 March 2020	*695,000*	*824*	*695,824*

12. Debtors

	2021	2020
	£	£
Due within one year		
Trade debtors	(63)	-
Prepayments and accrued income	1,603	-
	1,540	-

13. Creditors: Amounts falling due within one year

	2021	2020
	£	£
Bank loans	-	1,818
Trade creditors	-	213
Other creditors	1,629	-
Accruals and deferred income	1,530	2,070
	3,159	4,101

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

	2021	2020
	£	£
Bank loans	-	20,563

15. Statement of funds

Statement of funds - current year

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2021 £
Unrestricted funds					
Designated funds					
Property fund	695,000	-	-	-	695,000
General funds					
General fund	16,044	109,604	(42,740)	9,601	92,509
Total Unrestricted funds	711,044	109,604	(42,740)	9,601	787,509
Restricted funds					
Pears Foundation grant received	-	15,936	(6,245)	(9,601)	90
Essex Community Foundation grant received	-	7,000	(3,939)	-	3,061
	-	22,936	(10,184)	(9,601)	3,151
Total of funds	711,044	132,540	(52,924)	-	790,660

The transfer from the restricted fund is in respect of fixed assets acquired from the general fund for which funding was provided by the restricted fund grant.

Statement of funds - prior year

	Balance at 1 April 2019 £	*Income £*	*Expenditure £*	*Balance at 31 March 2020 £*
Unrestricted funds				
Designated funds				
Property fund	*695,000*	*-*	*-*	*695,000*
General funds				
General fund	*60,408*	*50,607*	*(94,971)*	*16,044*
Total Unrestricted funds	755,408	50,607	(94,971)	*711,044*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021
	£	£	£
Tangible fixed assets	704,848	-	**704,848**
Current assets	85,820	3,151	**88,971**
Creditors due within one year	(3,159)	-	**(3,159)**
Total	787,509	3,151	**790,660**

Analysis of net assets between funds - prior year

	Unrestricted funds 2020	*Total funds 2020*
	£	£
Tangible fixed assets	695,824	*695,824*
Current assets	39,884	*39,884*
Creditors due within one year	(4,101)	*(4,101)*
Creditors due in more than one year	(20,563)	*(20,563)*
Total	711,044	*711,044*

17. Related party transactions

The Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 March 2021.

Reference and Administrative Details

Registered address: 61-71 Beaumont Court
Victoria Ave
Southend on Sea
Essex
SS2 6EB

Registered charity: 1173715

Website: southendsamaritans.org

Board of Trustees

Sharon Gatland (Chair)

Anne Hawkins (Secretary & Treasurer)

Adam Moss

Judith Bailey

Vivien Tothill

Maya Reeve

Southend Samaritans Senior Staff

Bankers:
National Westminster Bank plc
132 High Street
Southend -on-Sea
Essex
SS1 1JX

Solicitors:
Jeffries Solicitors
3rd Floor Dencora Court
Tylers Avenue
Southend-on Sea
Essex
SS1 2BA

Accountants:
Venthams Chartered Accountants
Millhouse
32-38 East Street
Rochford
Essex
SS4 1DB

We would like to thank all our donors and supporters including those who wish to remain anonymous.















SAMARITANS

We're here to listen

Call free day or night on

116 123

Email

jo@samaritans.org

Web

samaritans.org/southendonsea

Visit us

Beaumont Court, 61-71 Victoria Ave

Southend-on-Sea

Southend-on-Sea Samaritans is a Charitable Incorporated Organisation registered in England and Wales (1173715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

SAMARITANS