

# 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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## 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 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.

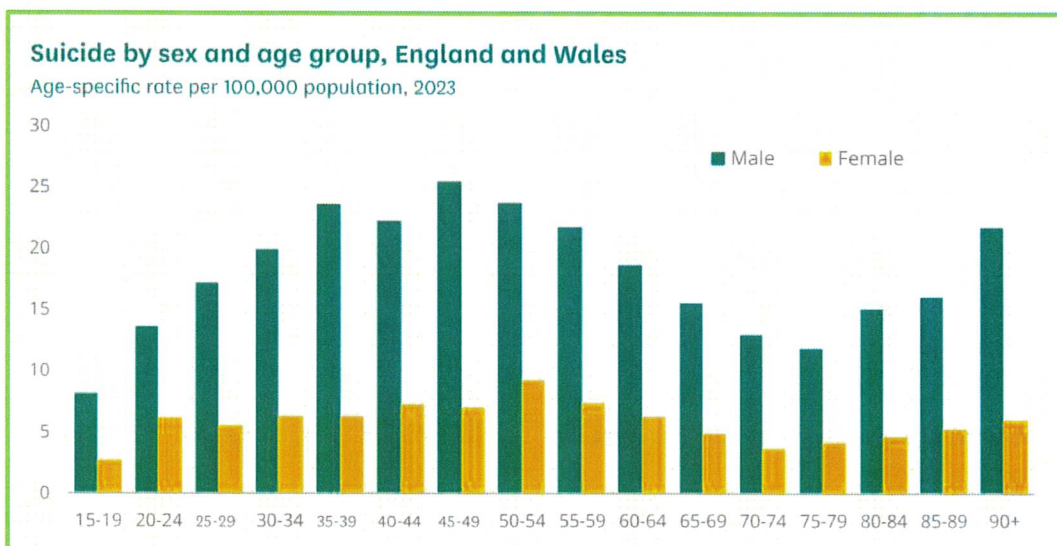
### Together we can make change that saves lives

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

## 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.



## Meet the Branch Leadership Team

### What we did: Tina – Deputy Director Recruitment and Selection

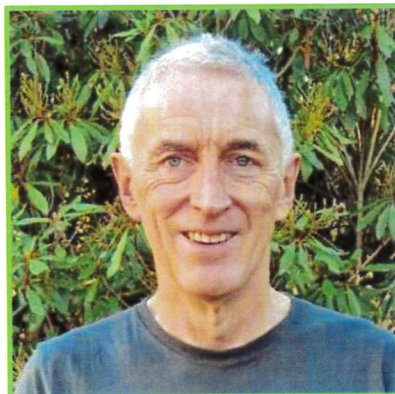


The recruitment and selection process for new listening volunteers at Samaritans, Southend on Sea, has undergone significant improvements in recent months. A restructure of interview days and times, as well as an increase in the number of interviewers, has allowed for a more streamlined and inclusive 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 them 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.



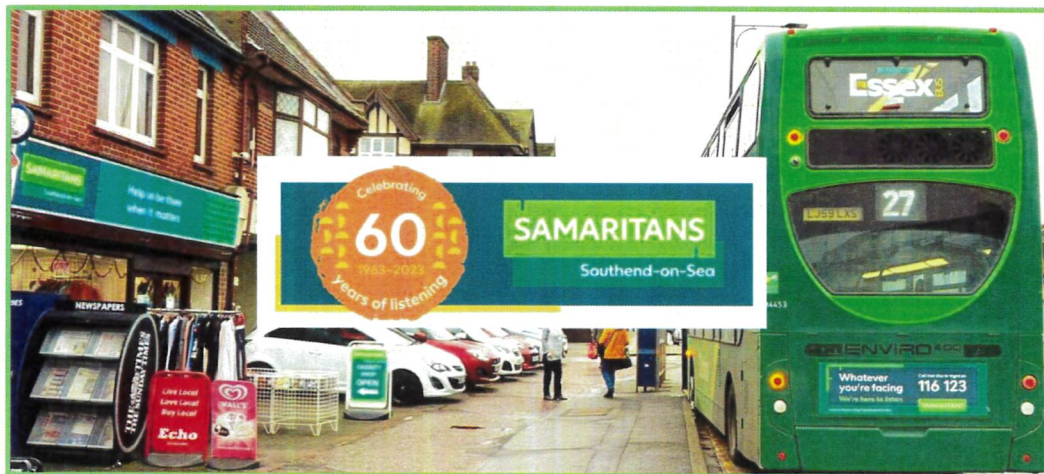
In the meanwhile, our activities continue, including coverage of local events including awareness raising at Hamlet Court Road, Southend Pride and college events, including Freshers Day, national campaigns like Brew Monday and Railway stations, as well as recruitment opportunities. We continue to have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



### 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.

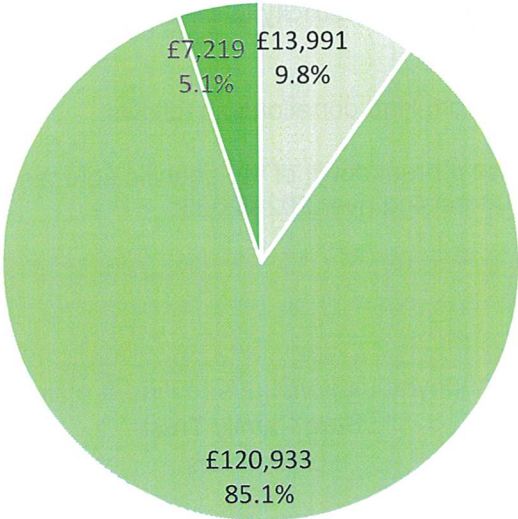




# Financial Review

## Income (For the Year Ended 31 March 2025)

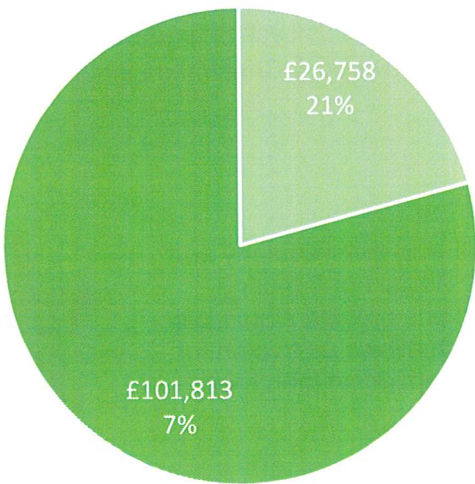
Total: £142,143



■ Donations ■ Shop sales and events ■ Investment income ■ Other income

## Expenditure (For the Year Ended 31 March 2025)

Total: £128,571



■ Fundraising expenses ■ Charitable activities

## 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 <u>Specific</u> 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)	
<b>Plus our volunteers, including:</b>	
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 7<sup>th</sup> 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

A handwritten signature in black ink, appearing to read 'Ann Hawkins', followed by a small dot.

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



## **SOUTHEND-ON-SEA SAMARITANS**

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

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#### **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.

## SOUTHEND-ON-SEA SAMARITANS

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

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#### 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 £
<b>Income from:</b>					
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
<b>Total income</b>		<b>142,143</b>	<b>-</b>	<b>142,143</b>	<b>162,279</b>
<b>Expenditure on:</b>					
Raising funds	7	14,016	12,742	26,758	37,456
Charitable activities		90,381	11,432	101,813	119,024
<b>Total expenditure</b>		<b>104,397</b>	<b>24,174</b>	<b>128,571</b>	<b>156,480</b>
<b>Net income/(expenditure) before net (losses)/gains on investments</b>		<b>37,746</b>	<b>(24,174)</b>	<b>13,572</b>	<b>5,799</b>
Net (losses)/gains on investments		(2,037)	-	(2,037)	7,933
<b>Net movement in funds</b>		<b>35,709</b>	<b>(24,174)</b>	<b>11,535</b>	<b>13,732</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		887,488	35,167	922,655	908,923
Net movement in funds		35,709	(24,174)	11,535	13,732
<b>Total funds carried forward</b>		<b>923,197</b>	<b>10,993</b>	<b>934,190</b>	<b>922,655</b>



# SOUTHEND-ON-SEA SAMARITANS

## BALANCE SHEET FOR THE YEAR ENDED 31 MARCH 2025

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

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

## **SOUTHEND-ON-SEA SAMARITANS**

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

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#### **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.

## **SOUTHEND-ON-SEA SAMARITANS**

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

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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.



## **SOUTHEND-ON-SEA SAMARITANS**

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

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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.

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.

## **SOUTHEND-ON-SEA SAMARITANS**

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

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#### **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.

**SOUTHEND-ON-SEA SAMARITANS**

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

**3. Income from donations and legacies**

	<b>Unrestricted funds 2025</b>	<b>Total funds 2025</b>
	£	£
Donations	<u>13,991</u>	<u>13,991</u>

	<i>Unrestricted funds 2024</i>	<i>Total funds 2024</i>
	£	£
Donations	<u>27,214</u>	<u>27,214</u>

**4. Income from other trading activities**

**Income from fundraising events**

	<b>Unrestricted funds 2025</b>	<b>Total funds 2025</b>
	£	£
Revenue from shop sales and events	<u>120,933</u>	<u>120,933</u>

	<i>Unrestricted funds 2024</i>	<i>Total funds 2024</i>
	£	£
Revenue from shop sales and events	<u>114,428</u>	<u>114,428</u>



SOUTHEND-ON-SEA SAMARITANS

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

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5. Investment income

	Unrestricted funds 2025 £	Total funds 2025 £
Investment income - local cash	<u>7,219</u>	<u>7,219</u>

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Investment income - local cash	<u>5,084</u>	<u>5,084</u>

# SOUTHEND-ON-SEA SAMARITANS

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

### 6. Other incoming resources

		Total funds 2025 £
	Unrestricted funds 2024 £	Total funds 2024 £
Grants received	<u>15,553</u>	<u>15,553</u>

### 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
	<u>14,016</u>	<u>12,742</u>	<u>26,758</u>

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

	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
	<u>14,480</u>	<u>22,976</u>	<u>37,456</u>

	Grants to Institutions 2025	Total funds 2025
	£	£
	<i>Grants to Institutions 2024</i>	<i>Total funds 2024</i>
	£	£
Grants, Central Samaritans	45,000	45,000



SOUTHEND-ON-SEA SAMARITANS

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

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9. Analysis of expenditure by activities

	Activities undertaken directly 2025 £	Support costs 2025 £	Total funds 2025 £
Supporting activities	<u>95,818</u>	<u>5,995</u>	<u>101,813</u>

# SOUTHEND-ON-SEA SAMARITANS

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

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

	<i>Activities undertaken directly 2024</i>	<i>Grant funding of activities 2024</i>	<i>Support costs 2024</i>	<i>Total funds 2024</i>
	£	£	£	£
Supporting activities	<u>62,414</u>	<u>45,000</u>	<u>11,610</u>	<u>119,024</u>

### Analysis of direct costs

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

# SOUTHEND-ON-SEA SAMARITANS

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

	<i>Supporting activities 2024</i>	<i>Total funds 2024</i>
	£	£
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
	<u>62,414</u>	<u>62,414</u>



SOUTHEND-ON-SEA SAMARITANS

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

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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
	<u>5,995</u>	<u>5,995</u>

# SOUTHEND-ON-SEA SAMARITANS

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

### 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
	<u>11,610</u>	<u>11,610</u>

### 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	<u>1,908</u>	<u>1,812</u>

### 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).

# SOUTHEND-ON-SEA SAMARITANS

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

### 12. Tangible fixed assets

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



SOUTHEND-ON-SEA SAMARITANS

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

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13. Fixed asset investments

Unlisted  
investments  
£

**Cost or valuation**

At 1 April 2024	137,956
Revaluations	(2,037)
At 31 March 2025	<u>135,919</u>

**Net book value**

At 31 March 2025	135,919
At 31 March 2024	<u>137,956</u>

**SOUTHEND-ON-SEA SAMARITANS**

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

**14. Debtors**

	2025	2024
	£	£
<b>Due within one year</b>		
Other debtors	3,677	3,168
	<u>3,677</u>	<u>3,168</u>

**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
	<u>54,904</u>	<u>9,564</u>

SOUTHEND-ON-SEA SAMARITANS

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

16. Statement of funds

Statement of funds - current year

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

**SOUTHEND-ON-SEA SAMARITANS**

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

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

**Statement of funds - prior year**

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



# SOUTHEND-ON-SEA SAMARITANS

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

### 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)
<b>Total</b>			
	<u>923,197</u>	<u>10,993</u>	<u>934,190</u>

#### 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)
<b>Total</b>			
	<u>887,488</u>	<u>35,167</u>	<u>922,655</u>

## SOUTHEND-ON-SEA SAMARITANS

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

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#### 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
	<u>36,000</u>	<u>48,000</u>

#### 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](http://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  
3<sup>rd</sup> 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.

Jackie  
Wilson  
says...

C2C



enthuse



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ESTATES

Plus our supporters  
and partners.

Along with all our  
volunteers!

SAMARITANS

**SAMARITANS**

Southend-on-Sea



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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 (1103715). Our registered office is located at Beaumont Court, 61-71 Victoria Ave, Southend-on-Sea, Essex SS2 6EB

