

MARMALADE TRUST TRUSTEE'S REPORT FOR THE YEAR ENDED 31 MARCH 2023

The trustees present their report with the financial statements of the charity for the year ended 31 March 2023. The trustees intend that this Annual Report also serves as the Statutory Director's Report. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2015.

1. REFERENCE AND ADMINISTRATIVE DETAILS

Charity registration number: 1174217
Company registration number: 10879370

Principal address

St Pauls Learning Centre 94, Grosvenor Road, Bristol, England, BS2 8XJ

Directors and Trustees

Rebecca Purchase (resigned 13 Sep 23)	Leah Cleaver (appointed 8 Nov 22)
Samuel Whatley	Richard Hughes (appointed 8 Nov 22)
Oliver Reid	Matthew Lovat (appointed 8 Nov 22)
Harriet Goodwin	

Executive Director(s): Amy Perrin (CEO)

2. STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 24 July 2017, and registered as a charity on 10 August 2017. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Objects

The charity's purposes as set out in the company's Articles of Association are the advancement of health and the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, especially those in need or at risk because of loneliness and social isolation, by such charitable means as the Trustees think fit.

Trustees

The directors of the company are also charity trustees for the purposes of charity law. The names of the present trustees, and all those who held office during the year, are shown in Section 1. All directors give their time voluntarily and receive no benefits from the charity.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees have developed systems to monitor and control these risks, to mitigate any impact they may have.

Charitable activities

The trustees have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission. The Charitable purposes of the Charity are the advancement of and the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, especially those in need or at risk because of loneliness and social isolation, by such charitable means as the Trustees think fit. Our vision is "to create a society where people freely acknowledge that loneliness can exist, and actively support those experiencing it to increase their social contact and make new friendships." During this year Marmalade had the following material areas of focus:

ACHIEVEMENTS AND PERFORMANCE

Mental Health Awareness Week (loneliness theme)

In May 2022 Mental Health Foundation ran their annual mental health awareness week (MHAW) with a theme of loneliness. This established campaign has significant reach, so we utilised the opportunity to work with them and share more knowledge and support people to understand loneliness. During MHAW, we developed and ran 11 'understanding loneliness' webinars to various large corporates, smaller businesses and charities. Reaching 1000's of employees, we increased understanding of loneliness, particularly with employees experiencing an increase in loneliness from working from home. Our webinars evaluation scored 4.7/5, with one attendee saying, *"I wasn't sure what to expect, but I came away from the session learning so much about loneliness (especially understanding when I had felt lonely), how to keep myself connected and how to make sure my friends and family understand it better."*

We have gone on to offer bespoke training sessions to those who enquire. These sessions are giving us the opportunity to upskill people and raise additional income for our service delivery. During MHAW, we had 459 website referrals from Mind; 11,900 post impressions and engaged in 2,800 discussions on social media.

Loneliness Awareness Week

UK national Loneliness Awareness Week (LAW), was started by Marmalade Trust in 2017 and we continue to host the annual event for one week in June.

In June 2022, due to the continuing impact of the global covid-19 pandemic, we decided to continue our digital campaign delivery model. The aim of this campaign was to increase awareness of loneliness and reduce associated stigma with all age groups, by producing and promoting a digital campaign across all platforms. The outcomes and engagement of the campaign were fantastic.

We developed a theme titled, 'That lonely feeling' highlighting the many and varied ways we can feel loneliness, with the aim of increasing early understanding. Following market research, we determined that the public were frequently searching google for information, support, and resources on loneliness, which did not exist. To fill this knowledge gap, we worked with experts and individuals with lived experience to create a new suite of resources and practical guides. These included understanding loneliness in men, school lesson plans and self-care when feeling lonely. During LAW, our website received 8,000 visits, with 80% being new users. Our social campaign had an audience reach of 51.3 million, with 46,800 engagements. Stakeholders continued to engage with the campaign, such as NHS, Dept of Culture, Media and Sport and British Red Cross among many.

Global reach.

In 2022, we were approached by The Global Initiative for loneliness and Connection and The Foundation for Social Connection and Genwell, who wished to support the campaign in USA and Canada. As well as supporting the digital campaign, they hosted a live event during LAW at Capitol Hill called 'Conversations on Belonging, connection and wellbeing', which included a conversation with Jenna Bush Hager and US Surgeon General Vivek Murphy.

Summer party

During LAW, we hosted a summer jubilee party. The aim of the event was to reconnect those who had been isolating since the beginning of the pandemic and provide an opportunity for connection. The summer party was held at Windmill City Farm, in Bristol.

48 people attended the event, which involved an afternoon tea, music, and some dancing.

Christmas Cheer

After 2 years of working with the challenges of the covid-19 pandemic and increased isolation, 2022 saw the welcome return to Marmalade Trust in-person Christmas Day meal events in 10 venues across the Bristol, South Gloucestershire and North Somerset (BNSSG) region. With the incredible support from funders, volunteers, and supporters, we brought companionship and festive cheer to 203 people experiencing loneliness (our members) with 124 members attending a Christmas Day meal event in a pub or restaurant and 79 members who could not leave their homes receiving a doorstep visit and gift hampers. We trained 165 volunteers to support the project, many of whom were experiencing loneliness on Christmas Day. A total of 368 people were connected on Christmas Day in BNSSG area.

Pre-Christmas visit and giftbags: In November 2022, 146 gift bags were created. The bags included Christmas decorations and bookmarks made by local pre-school children, a treat, a word search and a Marmalade Trust winter wellbeing guide, which included contact numbers and support over the winter period as well as advice on wellbeing.

We continued to work in partnership with The University of West of England paramedic students, who delivered the gift bags at doorstep visits to 146 members. This offered vital connection in the winter period, building confidence to attend Christmas Day events.

In addition to the events and doorstep visits, volunteers and our team made hundreds of phone calls to members to build confidence in the run up to the events. 1610 volunteer hours were given in support calls and contact.

The overall impact continued to be a great success, with many members remarking that they had not been out since before the pandemic. 96% of the volunteers also reported they enjoyed being part of the project.

Marmalade Companions

Following the success of the trial of companions in 2021, we continued to trial this project, offering vital connection to those who had experienced worsening isolation and loneliness during the pandemic.

The aim of the Marmalade Companions project was to support beneficiaries to re-engage with social activity and connect with their local community, helping to rebuild confidence, form new connections, and ultimately reduce loneliness and social isolation. During this reporting period, activities included recruiting beneficiaries, training volunteers, and matching them to beneficiaries for weekly telephone calls.

“The project is more than a befriending scheme it has taught me there is lot going on around you that I didn't know about, and this has had a real impact on my life, it has been a 'life tool’”.

Training sessions took place for 54 volunteers. Training one focussed on the volunteer role and policy and procedure and training two focussed on signposting opportunities and shared decision making. We continued to utilise our collaborative Workplace platform for staff and volunteers to share knowledge on activities in the local community and foster a sense of community.

63 members benefitted from the project over periods ranging from 4 to 20 weeks, depending on needs and support required. One member said, *“Talking with a younger person, about all different things, has helped me feel part of life again, that I can meet others, and move on”.*

Sustainability and co-production

During this year we continued to focus time on strategic development, devising a longer-term strategy for the organisation. We also trialled our first income-generating opportunities, by running bespoke training webinars.

As an organisation, the people we support and volunteers are at the heart of delivery and in January 2023, we completed a series of co-production workshops. These were externally facilitated and held in 3 sessions for members, staff, and volunteers. The outcomes have informed and developed our service delivery for our Christmas Day project 2023.

As part of our continued effort to ensure we are well governed, we increased our board of trustee size by 3, to include further clinical/safeguarding and financial expertise.

FINANCIAL REVIEW

Marmalade's total cash income for the year increased by £10,959 (8.6%) from the previous financial year – with unrestricted funds decreasing by (£26,148) (30%). Including donated services, total income grew year-on-year by £9,007 (6.2%). This shift from Unrestricted to Restricted funding is an expected result give a change in focus this year, and the overall growth in income is encouraging.

An overall deficit of (£21,219) was reported this year. This is linked to the drop in unrestricted funding and is expected due to the time and effort that the leadership team have dedicated this year to developing a new, sustainable strategy for Marmalade, which has taken some focus and time away from core income generation activities.

As a small charity, raising funds to both deliver projects and outcomes and keep the charity financially stable is an ongoing challenge. This is something that the Board devote a great deal of time and focus to. The charity raises funds by applications to grant-giving bodies and through campaigns and appeals to members of the public. Its total cash income for the year (Unrestricted + Restricted) was £138,722 with total cash expenditure of (£159,941).

Reserves policy

The charity seeks to use its charitable funds in pursuit of our objectives whilst retaining an unrestricted reserve target of six months forecast expenditure. If reserves fall below this target, an increased level of financial oversight and control is triggered to ensure the charity has a robust plan to recover a healthy financial position.

Budgeted annual expenditure for the year to 31 March 2024, excluding expenditure chargeable to restricted funds already in hand, is £73,226. The operative target reserve level is thus £36,613.

Free reserves as of 31 March 2023 were above this figure at £91,599.

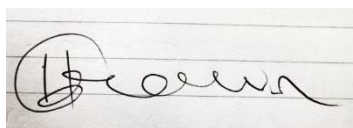
TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently,
- Make judgements and estimates that are reasonable and prudent,
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements; and,
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charity and which enable them to ascertain the financial position of the charity and to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations. 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.

ON BEHALF OF THE TRUSTEES:



Chair, Board of Trustees

6 November 2023

INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF THE MARMALADE TRUST

I report on the Financial Statements for the year ended 31st March 2023

Respective responsibilities of trustees and examiner

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

It is my responsibility to:

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

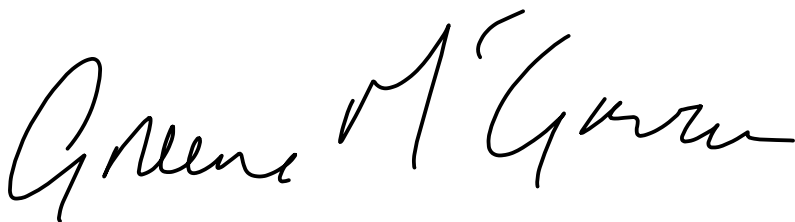
Basis of independent examiner's statement

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

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that in, any material respect, the requirements:
- to keep accounting records in accordance with section 130 of the Charities Act;
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities act
- have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Graeme McGowan

4 November 2023

Marmalade Trust
Balance Sheet on 31 March 2023

	2023 (£)	2022 (£)
Current assets		
Cash at bank	112,409	131,579
Creditors: due within one year	(4,119)	(2,070)
Net Current Assets	<u>108,290</u>	<u>129,509</u>
Net Assets	<u>108,290</u>	<u>129,509</u>
Reserves	<u>108,290</u>	<u>129,509</u>
Free Reserves*	<u>91,599</u>	<u>119,236</u>

**Unrestricted reserves only, excluding any balances not available for use.*

For the year ending 31 March 2023, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Notes

1 Basis of accounting

The financial statements have been prepared under the historic cost convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2005) issued in March 2005 and applicable UK Accounting Standards and the Charities Act 1993.

2 Voluntary income

Cash donations, grants and gifts are included in full in the income and expenditure account as they are received.

3 Trustees' remuneration and benefits

No remuneration or other benefits was paid to any Trustee in the year to 31 March 2023 nor in the year to 31 March 2022.

Marmalade Trust Accounts Summary

	22-23 (£)	21-22 (£)	20-21 (£)
Balance Sheet			
Assets and Liabilities			
Debtors		0	0
Cash	112,409	131,579	123,746
Current Assets	112,409	131,579	123,746
Creditors: < 1 yr	(4,119)	(2,070)	(2,347)
Net Current Assets	108,290	129,509	121,399
Creditors: > 1 yr	0	0	0
Net Assets	108,290	129,509	121,399
Reserves:			
Unrestricted Reserves	91,599	119,236	83,048
Restricted Reserves	16,691	10,273	38,352
Total Reserves	108,290	129,509	121,399
SOFA (Income + Expenditure)			
Income			
Donations/Legacies - UR*	60,628	103,004	97,235
Donations/Legacies - R	78,808	41,701	59,037
Charitable activity	0	0	0
Training + consultancy	14,277	0	100
Total Income	153,713	144,705	156,372
Expenditure			
Charitable activities - UR*	(95,337)	(64,832)	(65,444)
Charitable activities - R	(66,542)	(66,332)	(20,685)
Raising Funds - UR	(5,551)	(1,241)	(1,621)
Raising Funds - R	(6,638)	(3,449)	
Other - Ur	(864)	(742)	(691)
Total Expenditure	(174,932)	(136,596)	(88,442)
Net Income/Expenditure	(21,219)	8,109.37	67,930
Funds brought fwd	129,509	121,399	53,470
Funds Carried fwd	108,290	129,509	121,399
* Includes GIK in/out of	14,991	16,942	9,928