

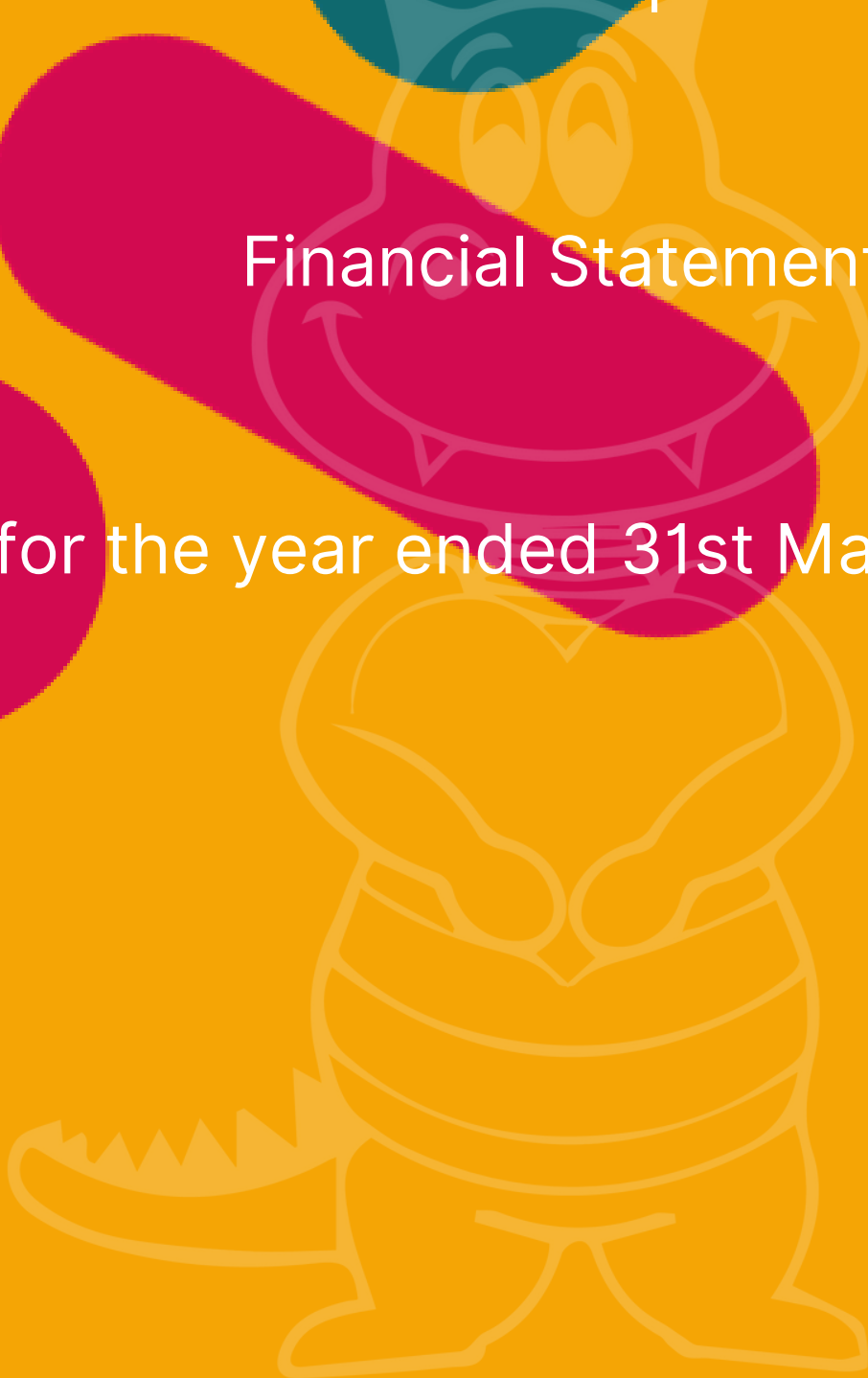
# PETE'S DRAGONS

A small, stylized orange dragon logo is positioned above the letter 'A' in the word 'DRAGONS'.

Trustees' Report and

Financial Statements

for the year ended 31st March 2025



# PETE'S DRAGONS



## Annual Report and Account

Year ended 31st March 2025

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# The Charity

*Pete's Dragons provides support to those people within our communities of Devon who have been impacted by suicide. Our support is guided by the three main aspects of suicide prevention, postvention and intervention.*

Our support is

- Free to access
- Open-ended (without time limits)
- Immediate (without waiting lists)
- Bespoke to the individual
- Delivered by specialists
- Appropriate for all ages

The charity operates from four office and therapeutic spaces in Barnstaple, Torquay, Plymouth and its headquarters in Exmouth, locations which ensure accessibility to all Devon residents. The charity has one retail outlet also based in the centre of Exmouth.

Pete's Dragons is part-commissioned to provide its prevention, postvention and intervention activities which ensures the charity operates to the high standards of our statutory partners which increases public confidence in service delivery. However, it is the unwavering and loyal support of our local communities through fundraising and donations which enables the charity to deliver innovative, compassionate, time sensitive and hope-filled support to vulnerable individuals when they need it the most.

## PUBLIC BENEFIT

The benefits that Pete's Dragons provides are:

- To preserve and protect the physical and mental health of those affected by suicide at whichever stage; postvention, intervention or prevention.
- The relief of financial hardship and suffering of those affected by suicide.
- The operation of a Real Time Surveillance System for Devon.
- Delivery of a comprehensive training suite educating on all aspects of suicide and mental wellbeing.

Pete's Dragons is required to demonstrate how its operations provide a public benefit.

The Trustees have complied with their duty in accordance with the charities act and the Charity Commissions guidance on public benefit. They exercise their powers and duties to consider it in all aspects of the charity's activities.

## Overview of the Financial Year

Pete's Dragons, along with all charities, are operating in challenging economic times. Costs for essentials have risen sharply which has put pressure on operating and service delivery costs. This comes at a time when public donations, both financially and in goods, are lower than previous years and government contract values are not keeping up with inflation. Retail has again been challenging, with donations less in both quality and quantity, which in the main, accounts for the deficit across the year. Despite the deficit the charity remains in a strong financial position for the coming year with adequate reserves and five ongoing contracts.

Again, demand for the charity's services has significantly increased with a 72% rise in referrals for 2024/25, compared to an increase of 38% in the previous year. This is clearly demonstrative of the increasing need for the services the charity provides. That the people experiencing the devastating impact of suicide have somewhere to turn for instant support can only be viewed as a positive and therefore the financial year has been focused toward ensuring their needs are met.

The charity expanded its services in the field of bereavement during the reporting period working with Torbay Council to provide a pilot bereavement service for residents of the area who had lost a loved one to a drug-related death.

The Torquay office relocated to a larger and more suitable property which now provides 2 therapy rooms, a group therapy room, a waiting area, kitchen, office and WCs. The location helps create a tranquil environment with far reaching views of the sea. The charity carried out a full redecoration in its brand colours and are proud of this addition to its estate.

The focus this year, in light of increasing financial pressure, has been to keep standards of service delivery high which has prevented the charity from engaging in any non-essential improvements or projects.

## Fundraising

This financial year, the fundraising income marginally increased from the year before. In light of the economic circumstances, the charity counts itself fortunate to not experience a decrease. The charity is, as ever, grateful for the ingenious ways that the local community of Devon (and further afield) tirelessly raises funds to ensure services remain available across the county.



The Charity monitors fundraising activities on an ad-hoc basis, did not identify any failures to comply with the voluntary standards or legal requirements and did not receive any complaints regarding its fundraising activities during the year.

## Grant Funding

The charity received grants which contributed towards the provision of suicide prevention training across North Devon, expanded therapeutic services and equipment for our younger beneficiaries and helping the charity keep spaces warm, cosy and welcoming for all.

The Trustees acknowledge with appreciation the significant contribution of our grant funders during the year. Their ongoing commitment and financial support have been critical in sustaining our activities.

The charity was supported to provide its vital services by the following grant making trusts and foundations.

The  
Elmgrant  
Trust

Devon  
County Council

  
Sedel-Collings  
FOUNDATION



NATIONAL LOTTERY  
AWARDS FOR ALL  
 COMMUNITY  
FUND

The Charity is not a grant making Charity and does not invite grant applications.

## Contracts

The charity held six contracts in this reporting period. All contracts have been managed and performed to a high standard with quarterly reporting against agreed key performance indicators demonstrating without exception that the charity met or exceeded expectations.

Contract	Awarding Body	Purpose
Devon Postvention Service	Devon ICB	Suicide Bereavement Support
Devon RTSSS	Devon Public Health	Operation of Real Time Surveillance System
Torbay Drug-Related Deaths Bereavement Pilot	Torbay Council	Sudden & Unexpected Bereavement Support
4 Mental Health Training	Plymouth City Council	Delivery & Administration of Training
Connect 5 Training	Devon Public Health	Delivery & Administration of Training
ASIST Training	West Devon LCP	Delivery of Training

## Spotlighting a Contract



### Torbay Drug Related Death Bereavement Service Pilot

The charity was awarded the funding to operate a first of its kind pilot regarding drug related deaths in the area of Torbay.

The aims of the contract were to provide effective and timely support for those (18+) bereaved following a confirmed or suspected drug-related death. Through supporting those bereaved and closely affected by drug-related deaths (confirmed or suspected), individuals will have improved resilience, wellbeing, relationships and reduced risk of increasing harmful behaviours or drug-taking themselves.

Everyone affected by a drug-related death will have a unique experience through the grieving process and it is extremely important that timely and appropriate support is available and tailored to the needs of the individual. This support should be evidence-informed and/or be informed practice.

Using this as a guiding principle, Pete's Dragons:

Ensures that all support is bespoke to the individual, family and/or community they are working with.

Enables people who have been bereaved by a drug-related death to (including but not exhaustive):

- Understand their grief and response
- Develop coping strategies
- Feel safe and supported to explore their thoughts and feelings
- Promote resilience
- Return to college/work/study with strategies and support mechanisms in place
- Reduce their risk of a drug-related death

The pilot has been open to individuals over the age of 18 who have been bereaved and affected by the drug-related death of someone they were close to. It seemed like a natural progression for the charity to engage in supporting those who are bereaved because of another type of sudden and unexpected death. The trustees felt that it resonated with the charities objectives in that it is often difficult to determine whether a death is as a result of overdose or suicide and that where it is not clear it is preferable for the bereaved to be supported by one organisation regardless of the circumstances.

Initially Devon and Cornwall police assisted in signposting potential beneficiaries with the charity taking over the marketing once established. There has been a lot of worthwhile learning for the charity during this pilot. The bereavement itself shares many elements of suicide bereavement but there are also subtle differences which have tested the charities' ability to flex and adapt its support.

The charity is proud of the support it has provided to beneficiaries under this project.

# PETE'S DRAGONS

*comfort after sudden loss*

**PETE'S DRAGONS**  
comfort after sudden loss  
Charity Reg No 1187194

Do you live in Devon and have been impacted by a drug related death in the Torbay area?



## Sudden Bereavement Support

*Pete's Dragons are running a pilot project to support you in your grief and loss.*

### What do we offer?

Pete's Dragons sudden bereavement support service provides non-judgmental support to anyone living in Devon who has been impacted by a drug related death in the Torbay area. Initially we provide a listening service to give you the opportunity to talk openly.

### What does our support look like?

- Bespoke to each service user
- No waiting lists
- No limit on session numbers
- Free to use
- Offers 1:1 support with a trained sudden bereavement specialist
- Practical advice and counselling.
- Provides access to groups and courses.

For more **information** or to **access support**, contact...



01395 277780



support@petesdragons.org.uk

## About Us

Pete's Dragons was founded in 2010 by CEO Alison Jordan, following the suicide of her younger brother Pete. Starting as a small fundraising group, the Dragons have since developed into experts in the field of bereavement. With over a decade of experience, we are commissioned to run support services across Devon.

### Real Time Suicide Surveillance System (RTSS)

It is our mission to better understand and reduce suicides happening in the local area. Pete's Dragons are commissioned to operate the Real Time Suicide Surveillance System for Devon, a contract which in turn facilitates us being able to offer an immediate response to anyone impacted by suicide.

We collate and analyse data and feed back to Public Health Teams so to support their suicide prevention strategies.

### Suicide Bereavement Support

At Pete's Dragons, we offer compassionate suicide bereavement support to individuals of all ages across Devon.

Our services include one-on-one support, peer groups, and tailored guidance to meet your needs.

We provide a safe, welcoming space where you can share your experience, heal, and connect with others who understand. Our dedicated team is here to support you every step of the way.

## RETAIL Therapy

At Pete's Dragons, Retail Therapy is more than just a charity shop—it's a community hub in the heart of Exmouth. Through every conversation and act of kindness, we champion Mental Health and Suicide Prevention. We offer high-quality, pre-loved clothing and new wellbeing products, perfect for personal care or thoughtful gifts. Every purchase and donation supports our mission to help those affected by suicide, providing vital bereavement support across Devon.

### Fundraising

Join our team of fundraising dragons and help support those affected by suicide loss across Devon. Whether it's organising an event, becoming a corporate supporter, or taking on a fundraising challenge, we're here to support you every step of the way.

By getting involved, you can make a real difference and be part of the vital work Pete's Dragons does every day.

Fundraise your way and help us make an impact!



fundraising@petesdragons.org.uk

### Training

At Pete's Dragons, we offer expert training in suicide prevention, postvention, intervention, and mental health wellbeing.

Our courses are available for healthcare professionals, businesses, organisations, and individuals.

By choosing us as your training provider, you help fund our vital services, supporting those affected by suicide in Devon. Contact us today to get the training you need.



training@petesdragons.org.uk

Want to find out about what we offer and keep up to date with what events are happening?

**PETE'S DRAGONS**  
comfort after sudden loss  
Charity Reg No 1187194



www.petesdragons.org.uk



Pete's Dragons



@petesdragonscharity



@PD\_retailtherapy

## Retail

The charity's retail outlet enjoys a prominent town center location in Exmouth. A mix of traditional donated goods is combined with brand new products associated with mental wellbeing thus explaining its name "Retail Therapy". The shop provides many benefits to the charity, it's beneficiaries and the local community by facilitating a reduction in the charity's carbon footprint, employment of local residents, encouragement of sustainable shopping, raising awareness of suicide prevention and mental wellbeing and for beneficiaries it is a trusted place to donate their deceased loved one's belongings knowing they will be treated with love, care and respect.

Retail Therapy has experienced some challenges this year with a decrease in both donation quality and amount alongside rising costs. The retail and management team have put together a programme of recovery steps via marketing and events for the forthcoming year.



[www.petesdragons.org.uk](http://www.petesdragons.org.uk)

## Training

Training continues to provide a healthy revenue for the charity both in terms of contracts held and general sales. Training assists the charity in meeting its charitable objectives by providing education around suicide intervention, postvention and prevention across Devon and beyond.

The courses offered by the charity during this reporting period are as follows:

- Applied Suicide Intervention Skills Training
- Community Suicide Awareness
- 5 Steps to Suicide Awareness
- Emotional Resilience
- Mental Health First Aid
- Connect 5
- Bereavement and Loss (Beginner and Advanced)

“It's not an easy topic to discuss but the trainers' ability to engage others and encourage participation is excellent. I really enjoyed the course and cannot recommend it enough to others”

“I think it is a course that would benefit people of all ages - to help us remove stigma, myths and barriers to suicide and to have greater understanding, compassion, awareness and support to those facing suicidal thoughts and self-harm, or that have been bereaved by suicide.”

“As always, Pete's Dragons deliver a practical approach to suicide backed up with helpful tools to enable anyone to be able to feel a little more comfortable navigating a difficult conversation/topic.”

# Operational Stats



**7,596**

customers shopped sustainably in our charity shop

**1,829**

face-to-face therapeutic support sessions delivered



**1,477**

telephone and online sessions held

**76**

peer support sessions held



**53**

Christmas wellbeing hampers sent to our most vulnerable beneficiaries

**82**

training courses delivered with 1133 attendees



## **Service Provision**

To both meet our charitable objectives and public benefit we work towards delivering key objectives in the three following areas:

### **Postvention**

- Provide timely and appropriate support to those impacted by suicide in Devon.
- Educate partner agencies in postvention support good practice.
- Provide immediate response services to corporate, statutory, education and third-sector organisations in the wake of a suicide.

### **Prevention**

- Operate the Real Time Suicide Surveillance System for Devon.
- Educate and raise awareness of suicide through training and resources.
- Educate and raise awareness on the high street through the provision of mental wellbeing products and educational resources within the charities Exmouth retail outlet.

### **Intervention**

- Provide crisis support and signposting
- Educate on the specifics of how to help those with thoughts of suicide.

## Monitoring Beneficiary Impact

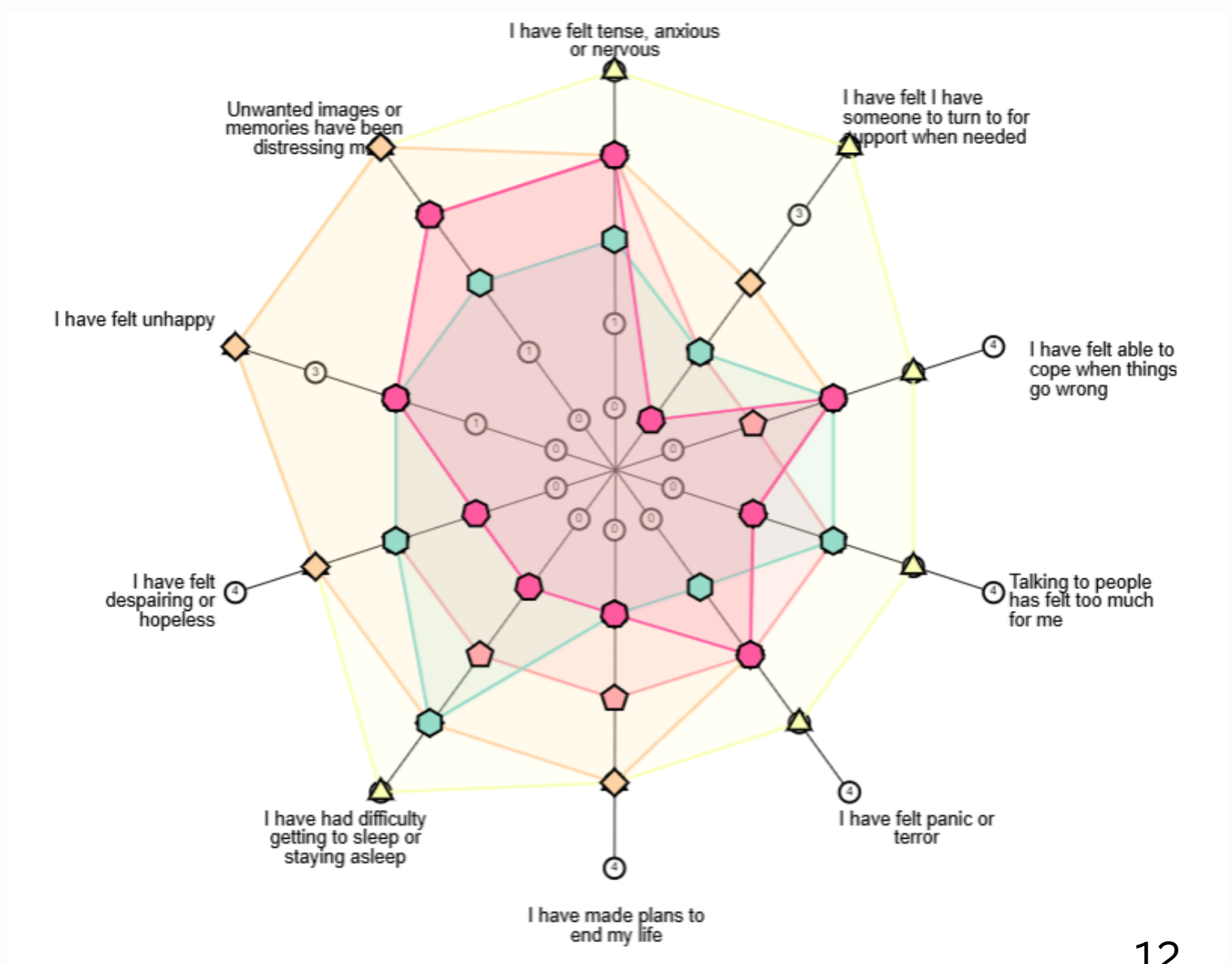
### What is a CORE-10

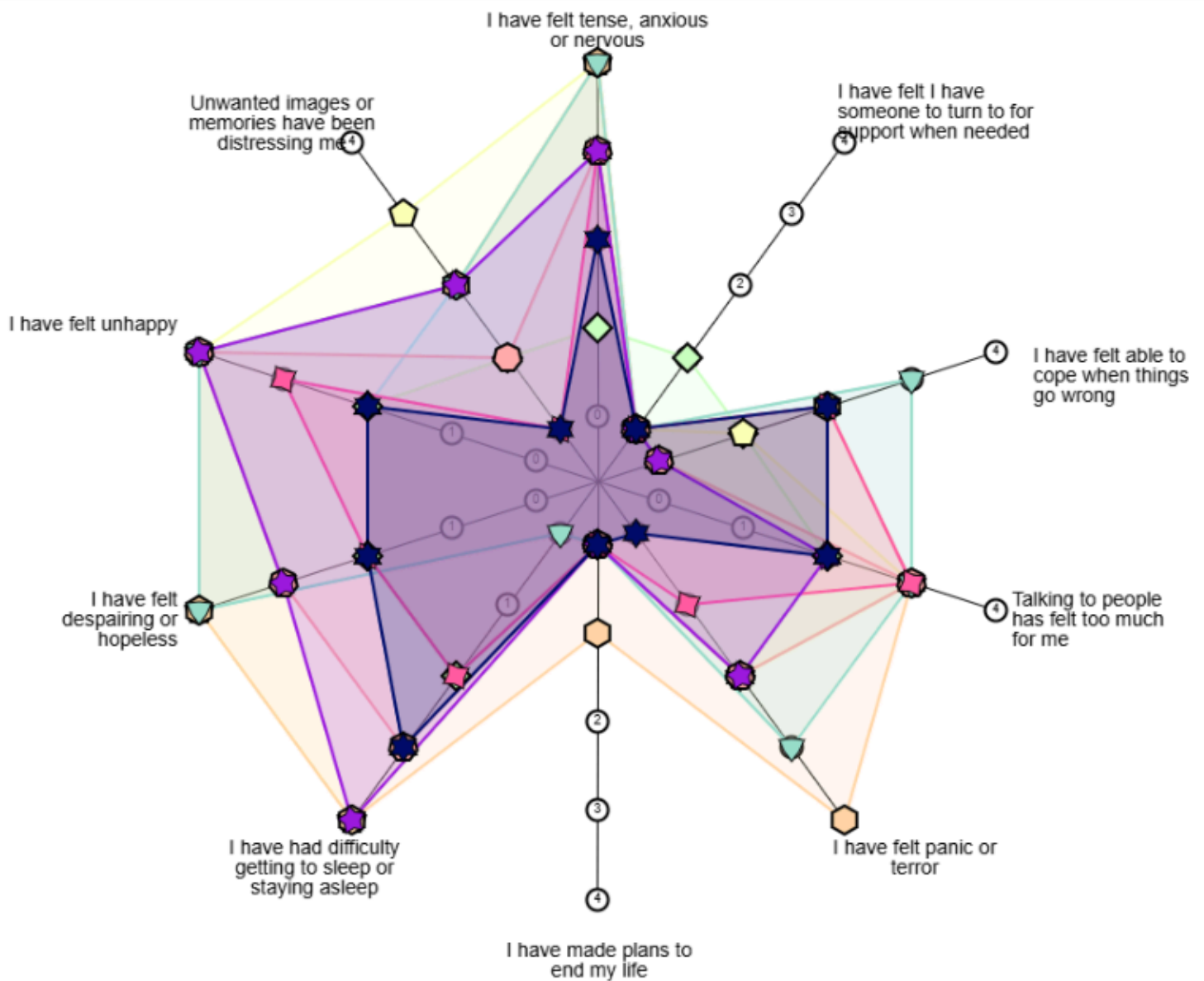
CORE stands for “Clinical Outcomes in Routine Evaluation” and the CORE system comprises tools and thinking to support monitoring of change and outcomes in routine practice in psychotherapy, counselling and any other work attempting to promote psychological recovery, health and wellbeing.

The CORE outcome measure (CORE-10) is a session-by-session monitoring tool with items covering anxiety, depression, trauma, physical problems, functioning and risk to self. The measure has six high intensity/ severity and four low intensity/ severity items.

We use Core-10s in the first month of a beneficiary beginning their support journey, when we are concerned for a beneficiary’s wellbeing and would like to measure the severity, whenever a beneficiary transitions to another form of support (peer support groups, counselling etc.) and before they finish their support with us.

Below are some examples from beneficiaries within the service.





These charts provide a demonstration of how an individual's scores can fluctuate throughout their support journey with Pete's Dragons. They highlight that grief is not a linear process; progress may ebb and flow and this variation is both expected and valid.

By using these measures, Suicide Bereavement Specialists gain a deeper and more nuanced understanding of a person's emotional distress - offering insight that goes beyond what a beneficiary may feel able to express verbally. This helps ensure that support is responsive, informed and grounded in the real-time experiences of those we are walking alongside.

## **Beneficiary Story**

*My name is Rachel Miller and I'm 55 years old. I had been with my husband Andy for over 23 years and for 14 years had been the headteacher of a large and successful primary school in Devon. On the evening of June 8<sup>th</sup>, 2024, my life changed forever. My husband took his own life, upstairs in our home, while I was sitting downstairs with our dogs.*

*My life was thrown into chaos- ringing 999, looking for a pulse that wasn't there, my home overrun with police officers, my dogs distressed. One of our close friends attended as the paramedic first on the scene and it was he who encouraged me to self-refer to Pete's Dragons sooner rather than later. I was aware of the charity's work as they had previously supported a few children who attended my school.*

*The self-referral process was straightforward, which was just as well as I couldn't hold much in the way of coherent thought at that time. Within 24 hours I had received a phone call and had an appointment for a face-to-face session, which was my preferred option for support.*

*In those early days, I couldn't eat or sleep and lost 2 stone in weight within 3 weeks. I was in a constant state of hypervigilance, looking for danger everywhere. I didn't recognise myself- physically or emotionally- and I didn't know who I was anymore. I felt overwhelmed all the time and kept berating myself on a loop for not having realised how Andy must have been feeling and for not being able to see this coming or prevent it from happening.*

*I felt rage, guilt, disbelief and confusion- I'd always considered myself to be an inherently good person who lived a good life in service of others. How could this have happened to me? What had I done to deserve this?*

*I needed to rebuild my identity- for 23 years I had been part of 'Andy and Rach', and suddenly that person- as well as my husband- was gone forever. I was afraid that I would be defined as 'the woman whose husband killed himself' and that terrified me.*

*I didn't know what to expect before my first appointment. I had previously seen a counsellor after my Mum's death but had not found that relationship or process particularly helpful, so there was a degree of scepticism in my mind.*

*What I experienced could not have been more different. I felt heard (even when all I could say was, "I don't know!" on repeat), held and understood. I was no stranger to grief, but hadn't ever understood how grief is different when it has been caused by suicide. Some people feel entitled to personal details about the death and think it is okay to ask crass questions.*

*In the early days, Liz listened to me rant on with the patience of a saint. I am blessed with amazing friends and family, but there were some things that I didn't feel able to- and didn't want to- talk to them about, but with Liz it was different. She gave me a safe space in which to say how I was feeling (and she wasn't averse to me swearing!). She didn't try to fix me or offer empty platitudes and fake promises about how time was a great healer.*

*Liz allowed me, by holding space for me, to come to my own understandings; my own truths- and some of those were uncomfortable. One of the many things that I struggled with was the fact that I had so many questions to which I was never going to get answers, because the only person who could answer the questions wasn't here anymore.*

*I felt no judgement at any point during the time I was seeing Liz. She was gentle and encouraging and yet still challenged me around some of my less helpful beliefs. She helped me to understand that when I felt I was going backwards I was processing things at a deeper level, and I needed to do this work.*

*Liz suggested some tools and practices which I might find helpful during the process of healing, and I have been able to pay some of these forward to help others.*

*When you find yourself in the middle of chaos and a storm rages around you, to steal the words of 'We're Going on a Bear Hunt' (well, once a teacher, always a teacher!), you can't go over it, you can't go under it, you can't go around it- you've got to go through it. What Liz helped me to understand is that when you walk through a storm, you are a different person on the other side of it. She has helped me to celebrate the version of myself that I have become because of my experience. She has helped to re-find my natural optimism and to realise that I do have a purpose and a future moving forward- I will never forget that.*

*A good friend told me recently that when Andy first died, he wasn't sure I was going to make it. If someone had told me 14 months ago that I would be finding joy again, that I would be looking forward to my future and that I would be making a career change, I would have had them classified as insane, but here I am!*

*Suicide loss gives me lifelong membership of a club I didn't want to join. Healing from suicide grief is not linear and it's not pretty. It is messy. Liz helped me to lean into the pain, to name it and to make sense of it so that I could do the work and do the healing. I now see myself as both a work of art and a work in progress and that is okay.*

*I do know this- from the heart- without the support of Pete's Dragons and Liz specifically I would not be where I am today.*

*Thank  
you*

*Thank  
you*

*Thank  
you*

“My counsellor was truly amazing in her skill, compassion, guidance and warmth.  
I cannot believe this service is free to the users and is such a gift.”

“Everything from initial contact, talking therapy and onto counselling was professional yet friendly and welcoming. I felt comfortable to cry, open up and share exactly what happened to our family and my feelings.”

“I think the 1-1 sessions with my Suicide Bereavement Specialist were so helpful; you always feel listened to.  
I was given/sent really helpful resources over the course of my sessions including a grief journal.”

“The single most amazing thing that's different about Petes Dragons is that the door never closes - I can't explain what a difference that makes.”

## Staff & Volunteers

Pete's Dragons is powered by a dynamic staff and voluntary team. This team is recruited from across the whole of Devon ensuring that all local communities are catered for and that we are utilising local skills and knowledge.

Staff wellbeing remained a high priority for the charity this reporting period with all staff receiving training in mental wellbeing and resilience, and suicide prevention. Where appropriate staff have access to one-to-one clinical supervision, all staff received regular management supervision and regular tea meetings as well as access to management support as and when required.

Volunteers remain a crucial aspect of the charity's operations and governance. We are grateful to our counselling, fundraising, retail and trustee volunteers for all of their hard work and dedication. Without volunteers we would be severely limited in our capacity, and this would directly impact on the level of service that beneficiaries receive.



## Looking Forward

The Trustees remain firm in their commitment to providing comfort, hope and support to all those affected by suicide loss. Continuing to provide compassionate, trauma informed, shame sensitive, accessible bereavement services. The trustees anticipate that demand will continue to grow and are dedicated to ensuring Pete's Dragons will respond with care and expertise.

Our priorities for the forthcoming year include securing ongoing contracts for the provision of postvention, real time surveillance and training, working towards the priorities of the Devon Suicide Prevention Plan and a full revision and expansion of our child support pathway.

With the continued dedication of our staff, volunteers and supporters and through collaboration with partner organisations, the trustees are confident that Pete's Dragons will continue to make a meaningful difference. Helping individuals and families find light, hope and healing after loss.

The trustees present their report with the financial statements of the Charity for the year ended 31st March 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS102) March 2015.

### **Financial Summary**

Income for the year ended 31 March 2025 was £780,733 (2024: £704,993) and resources expended were £797,056 (2024: £715,014), resulting in a deficit of £16,323 (2024: deficit of £10,021).

Total funds at 31 March 2025 were £435,244 (2024: £451,567), consisting of £25,837 restricted funds (2024: £9,000) and £409,407 unrestricted funds (2024: £442,567).

### **Reserves Policy**

Restricted funds have been shown in the statement of assets. Income is spent on the charitable activities in accordance with the Charity's objectives.

The policy of the trustees is to ensure that all expenses are fully funded, and reserves are sufficient to cover expenditure commitments for a six-month period, equating to £398,528. Current free reserves, defined as unrestricted net current assets are £393,168.

Trustees are currently in discussions about how best to utilise free reserves including the purchase of an investment property.

### **Key Management Remuneration**

Key management remuneration is reviewed annually and normally increased with average earnings. The Trustee's benchmark is the mid-point range paid for comparable roles in charities of a similar size.

### **Structure Governance & Management**

The Charity is constituted as a Charitable Incorporated Organisation (CIO) and is governed by a constitution. Pete's Dragons was originally registered as a charitable trust (1160644) in February 2015, the assets of which were transferred to the CIO 1187394 upon its registration on 15 January 2020.

### **Recruitment & Appointment of New Trustees**

New trustees are invited by the existing trustees having due regard to the skills, knowledge and experience required for the effective administration of the Charity. Trustees are responsible for the strategic governance of the Charity.

They do not receive any remuneration and offer their services voluntarily. Each Trustee brings his/her own specific skills and experience for the benefit of the Charity. An induction process is in place for advising new Trustees about their expected role and responsibilities, including reference to the Charity Commission's "The Essential Trustee" in addition to meeting with the Chief Executive and the senior leadership team to equip them with a comprehensive understanding of the Charity's objectives and business processes.

### **Day-to-Day Management and Decision Making**

The Chief Executive Officer and senior leadership team are responsible for the day- to-day management.

Decision making in respect of material expenditure, remuneration and the Charities overall structure and strategy are reserved to the Trustees.

### **Related Parties**

The Charity does not have any subsidiaries and there are no entities that are related parties. One employee of the Charity is connected to a Trustee, and two Trustees are connected. The Trustees manage any issues that may arise in accordance with the guidance provided by the Charity Commission.

### **Risk Management**

The Trustees have a duty to identify and review the risks to which the Charity is exposed, to safeguard the assets of the Charity and to ensure appropriate controls are in place for taking steps to provide reasonable assurance against fraud and error.

### **Significant Events**

There were no significant financial events during the year, but the Trustees are mindful of the long term effects of the COVID-19 pandemic and the cost of living crisis on the environment within which the Charity operates and have taken action throughout the year in the form of changes to the Charity's operational processes in order to mitigate that effect.

### **REFERENCE AND ADMINISTRATIVE DETAILS**

Registered Charity Number  
1187394

#### **Registered Office**

102 Exeter Road  
Exmouth  
Devon  
EX8 1QA

#### **Trustees**

D Partlow - Chair  
P Hill  
K Hodge - resigned 18<sup>th</sup> September 2025  
A Hearn  
H Martinez  
T Nand-Lal - appointed 19<sup>th</sup> February 2025

The Trustees shown above were also the trustees of a previous Charity trust of the same name (registered Charity number 1160644) and resolved to move all trust assets to Charitable Incorporated Organisation 1187394, the subject of this report.

#### **Independent Examiner**

Godfrey Wilson  
Mariner House  
62 Prince Street  
Bristol  
BS1 4QD

#### **Bankers**

NatWest Bank  
59 High Street  
Exeter  
EX4 3DL

This report has been prepared and approved by order of the board of Trustees and signed on its behalf by:



D Partlow – **Chair**

28 January 2026

## **Independent examiner's report**

### **To the trustees of**

### **Pete's Dragons**

---

I report to the trustees on my examination of the accounts of Pete's Dragons (the CIO) for the year ended 31 March 2025, which are set out on pages 21 to 36.

#### **Responsibilities and basis of report**

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

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

#### **Independent examiner's statement**

Since the CIO's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 CIO as required by section 130 of the 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.

*William Guy Blake*

Date: 28 January 2026

**William Guy Blake ACA**

**Member of the ICAEW**

**Godfrey Wilson Limited**

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

## Pete's Dragons

### Statement of financial activities

For the year ended 31 March 2025

	Note	Restricted £	Unrestricted £	2025 Total £	2024 Total £
<b>Income from:</b>					
Donations and legacies	3	-	174,014	<b>174,014</b>	163,925
Charitable activities	4	30,950	510,084	<b>541,034</b>	481,118
Other trading income	5	-	65,685	<b>65,685</b>	59,831
Investments		-	-	-	119
<b>Total income</b>		<u>30,950</u>	<u>749,783</u>	<u><b>780,733</b></u>	<u>704,993</u>
<b>Expenditure on:</b>					
Raising funds		-	159,138	<b>159,138</b>	88,417
Charitable activities		<u>13,700</u>	<u>624,218</u>	<u><b>637,918</b></u>	<u>626,597</u>
<b>Total expenditure</b>	7	<u>13,700</u>	<u>783,356</u>	<u><b>797,056</b></u>	<u>715,014</u>
<b>Net income / (expenditure)</b>		17,250	(33,573)	<b>(16,323)</b>	(10,021)
Transfers between funds		<u>(413)</u>	<u>413</u>	-	-
<b>Net movement in funds</b>	8	16,837	(33,160)	<b>(16,323)</b>	(10,021)
<b>Reconciliation of funds:</b>					
Total funds brought forward		<u>9,000</u>	<u>442,567</u>	<u><b>451,567</b></u>	<u>461,588</u>
<b>Total funds carried forward</b>		<u><u>25,837</u></u>	<u><u>409,407</u></u>	<u><u><b>435,244</b></u></u>	<u><u>451,567</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.

## Pete's Dragons

### Balance sheet

As at 31 March 2025

	Note	£	2025 £	2024 £
<b>Fixed assets</b>				
Tangible assets	11		<u>16,239</u>	<u>6,849</u>
			<b>16,239</b>	6,849
<b>Current assets</b>				
Debtors	12	<b>37,795</b>		62,189
Cash at bank and in hand		<u><b>422,011</b></u>		<u>405,840</u>
		<b>459,806</b>		468,029
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	13	<u><b>40,801</b></u>		<u>23,311</u>
<b>Net current assets</b>			<u><b>419,005</b></u>	<u>444,718</u>
<b>Net assets</b>	14		<u><u><b>435,244</b></u></u>	<u><u>451,567</u></u>
<b>Funds</b>	15			
Restricted funds			<b>25,837</b>	9,000
Unrestricted funds				
General funds			<u><b>409,407</b></u>	<u>442,567</u>
<b>Total charity funds</b>			<u><u><b>435,244</b></u></u>	<u><u>451,567</u></u>

Approved by the trustees on 28 January 2026 and signed on their behalf by



David Partlow - Chair of trustees

**Pete's Dragons****Statement of cash flows****For the year ended 31 March 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Cash used in operating activities:</b>		
Net movement in funds	<b>(16,323)</b>	(10,021)
Adjustments for:		
Depreciation	<b>10,293</b>	4,070
Decrease / (increase) in debtors	<b>24,394</b>	(41,234)
Increase in creditors	<b>17,490</b>	3,277
Interest earned	<b>-</b>	(119)
<b>Net cash provided by operating activities</b>	<b><u>35,854</u></b>	<b><u>(44,027)</u></b>
<b>Cash flows from investing activities:</b>		
Interest earned	<b>-</b>	119
Purchase of tangible fixed assets	<b><u>(19,683)</u></b>	<b><u>(10,034)</u></b>
<b>Net cash used in investing activities</b>	<b><u>(19,683)</u></b>	<b><u>(9,915)</u></b>
<b>Increase in cash and cash equivalents in the year</b>	<b>16,171</b>	(53,942)
Cash and cash equivalents at the beginning of the year	<b><u>405,840</u></b>	<b><u>459,782</u></b>
<b>Cash and cash equivalents at the end of the year</b>	<b><u><u>422,011</u></u></b>	<b><u><u>405,840</u></u></b>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

## **Pete's Dragons**

### **Notes to the financial statements**

#### **For the year ended 31 March 2025**

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#### **1. Accounting policies**

##### **a) Basis of preparation**

Pete's Dragons is a charitable incorporated organisation registered in England and Wales. The registered office address is 102 Exeter Road, Exmouth, Devon EX8 1QA.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Pete's Dragons 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 note.

##### **b) Going concern basis of accounting**

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

##### **c) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

##### **d) 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 bank.

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

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#### 1. Accounting policies (continued)

##### e) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

##### f) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### g) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff time occupied by each activity as follows:

	2025	2024
Raising funds	19%	9%
Charitable activities	81%	91%

##### h) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Computer equipment	3 years
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Items of equipment are capitalised where the purchase price exceeds £1,000.

##### i) Stock

The charity holds donated stock in its charity shop retail outlet. This stock is comprised mainly of donated goods and has not been valued in the accounts on the basis that it would be impracticable to do so.

##### j) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

##### k) Cash at bank and in hand

Cash at bank and cash 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.

## **Pete's Dragons**

### **Notes to the financial statements**

**For the year ended 31 March 2025**

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#### **1. Accounting policies (continued)**

##### **l) Creditors**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

##### **m) Financial instruments**

The trust 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 recognised at amortised cost using the effective interest method.

##### **n) Pension costs**

The charity operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

##### **o) Accounting estimates and key judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

There are no key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements.

# Pete's Dragons

## Notes to the financial statements

For the year ended 31 March 2025

### 2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2024 Total £
<b>Income from:</b>			
Donations and legacies	-	163,925	163,925
Charitable activities	97,122	383,996	481,118
Other trading income	-	59,831	59,831
Investments	-	119	119
<b>Total income</b>	<b>97,122</b>	<b>607,871</b>	<b>704,993</b>
<b>Expenditure on:</b>			
Raising funds	-	88,417	88,417
Charitable activities	91,622	534,975	626,597
<b>Total expenditure</b>	<b>91,622</b>	<b>623,392</b>	<b>715,014</b>
<b>Net (expenditure) / income and net movement in funds</b>	<b>5,500</b>	<b>(15,521)</b>	<b>(10,021)</b>

### 3. Income from donations and legacies

	2025 Total £	2024 Total £
Donations	61,810	25,822
Fundraising	112,204	138,103
<b>Total income from donations and legacies</b>	<b>174,014</b>	<b>163,925</b>

Income from donations was wholly unrestricted in the current and prior periods.

### 4. Income from charitable activities

	Restricted £	Unrestricted £	2025 Total £
Contracts	-	439,908	439,908
Grants	30,950	2,341	33,291
Training sessions	-	67,835	67,835
<b>Total income from charitable activities</b>	<b>30,950</b>	<b>510,084</b>	<b>541,034</b>

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

#### 4. Income from charitable activities (continued)

##### Prior period comparative

	Restricted £	Unrestricted £	2024 Total £
Contracts	-	275,268	275,268
Grants	97,122	-	97,122
Training sessions	-	108,728	108,728
<b>Total income from charitable activities</b>	<b>97,122</b>	<b>383,996</b>	<b>481,118</b>

#### 5. Income from other trading activities

	<b>2025 Total £</b>	2024 Total £
Shop sales	<b>65,685</b>	59,831

Income from other trading activities was wholly unrestricted in the current and prior periods.

#### 6. Government grants

The charity receives government grants, defined as funding from National Lottery and Devon County Council (2024: National Lottery) to fund charitable activities. The total value of such grants in the period ending 31 March 2025 was £20,500 (2024: £70,802). There are no unfulfilled conditions or contingencies attaching to these grants in either year.

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

#### 7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2025 Total £
Staff costs (note 9)	59,490	252,130	186,179	<b>497,799</b>
Staff training	569	45,833	9,376	<b>55,778</b>
Gifts, postage and packaging	3,163	9,237	4,588	<b>16,988</b>
Marketing	1,274	639	1,542	<b>3,455</b>
Materials	16	172	180	<b>368</b>
Travel and accommodation	137	2,460	847	<b>3,444</b>
Beneficiary events	3,195	-	-	<b>3,195</b>
Cost of goods sold	14,042	-	-	<b>14,042</b>
Bank fees	3,126	-	705	<b>3,831</b>
Subscriptions and licences	876	1,398	973	<b>3,247</b>
Supervision and wellbeing	-	7,784	575	<b>8,359</b>
Insurance	592	-	3,520	<b>4,112</b>
Legal and professional fees	-	-	7,774	<b>7,774</b>
Rent	16,529	86,774	8,000	<b>111,303</b>
Repairs and maintenance	970	8,181	1,453	<b>10,604</b>
Telephone and internet	874	10,502	4,088	<b>15,464</b>
Other office costs	6,043	8,350	12,607	<b>27,000</b>
Depreciation	-	-	10,293	<b>10,293</b>
<b>Sub-total</b>	<b>110,896</b>	<b>433,460</b>	<b>252,700</b>	<b>797,056</b>
Allocation of support and governance costs	48,242	204,458	(252,700)	-
<b>Total expenditure</b>	<b>159,138</b>	<b>637,918</b>	<b>-</b>	<b>797,056</b>

Total governance costs were £4,200 (2024: £3,942).

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

#### 7. Total expenditure (continued)

##### Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 9)	30,521	305,887	97,667	434,075
Staff training	741	66,101	7,760	74,602
Project fees	562	-	-	562
Gifts, postage and packaging	2,305	17,231	1,540	21,076
Marketing	163	-	4,360	4,523
Materials	77	176	539	792
Travel and accommodation	245	2,530	626	3,401
Beneficiary events	3,012	6,904	356	10,272
Cost of goods sold	8,974	-	163	9,137
Bank fees	3,630	-	686	4,316
Subscriptions and licences	364	842	1,973	3,179
Supervision and wellbeing	-	7,000	93	7,093
Insurance	67	-	3,151	3,218
Legal and professional fees	-	2,754	8,218	10,972
Rent	15,346	57,495	839	73,680
Repairs and maintenance	1,836	17,764	400	20,000
Telephone and internet	1,047	8,372	529	9,948
Other office costs	7,212	10,117	2,769	20,098
Depreciation	286	2,868	916	4,070
<b>Sub-total</b>	<b>76,388</b>	<b>506,041</b>	<b>132,585</b>	<b>715,014</b>
Allocation of support and governance costs	12,029	120,556	(132,585)	-
<b>Total expenditure</b>	<b>88,417</b>	<b>626,597</b>	<b>-</b>	<b>715,014</b>

## Pete's Dragons

### Notes to the financial statements

#### For the year ended 31 March 2025

##### 8. Net movement in funds

This is stated after charging:

	2025 £	2024 £
Operating lease payments	111,303	73,680
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Depreciation	10,293	4,070
Independent examiner's remuneration (excluding VAT):		
▪ Independent examination	3,500	3,285
▪ Other services	-	1,080

In common with other charities of our size and nature we use our independent examiners to assist with the preparation of the financial statements and to prepare and submit returns to the tax authorities.

##### 9. Staff costs and numbers

Staff costs were as follows:

	2025 £	2024 £
Salaries and wages	455,297	399,851
Social security costs	33,929	27,813
Pension costs	8,573	6,411
	<u>497,799</u>	<u>434,075</u>

	2025 No.	2024 No.
Employees earning more than £60,000 during the year:		
Between £70,000 and £80,000	-	1

The key management personnel of the charity comprise the Trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £66,805 (2024: £80,258).

	2025 No.	2024 No.
Average head count	<u>20</u>	<u>19</u>

##### 10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

**Pete's Dragons**

**Notes to the financial statements**

**For the year ended 31 March 2025**

**11. Tangible fixed assets**

	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Total £</b>
<b>Cost</b>			
At 1 April 2024	2,665	8,818	<b>11,483</b>
Additions	<u>11,172</u>	<u>8,511</u>	<u><b>19,683</b></u>
At 31 March 2025	<u>13,837</u>	<u>17,329</u>	<u><b>31,166</b></u>
<b>Depreciation</b>			
At 1 April 2024	874	3,760	<b>4,634</b>
Charge for the year	<u>4,597</u>	<u>5,696</u>	<u><b>10,293</b></u>
At 31 March 2025	<u>5,471</u>	<u>9,456</u>	<u><b>14,927</b></u>
<b>Net book value</b>			
<b>At 31 March 2025</b>	<u><b>8,366</b></u>	<u><b>7,873</b></u>	<u><b>16,239</b></u>
At 1 April 2024	<u>1,791</u>	<u>5,058</u>	<u>6,849</u>

**12. Debtors**

	<b>2025 £</b>	<b>2024 £</b>
Trade debtors	<b>12,987</b>	33,240
Prepayments	<b>7,655</b>	15,454
Other debtors	<u><b>17,153</b></u>	<u>13,495</u>
	<u><b>37,795</b></u>	<u>62,189</u>

**13. Creditors : amounts due within 1 year**

	<b>2025 £</b>	<b>2024 £</b>
Trade creditors	<b>10,836</b>	2,003
Accruals	<b>19,296</b>	12,943
Other taxation and social security	<u><b>10,669</b></u>	<u>8,365</u>
	<u><b>40,801</b></u>	<u>23,311</u>

**Pete's Dragons**

**Notes to the financial statements**

**For the year ended 31 March 2025**

**14. Analysis of net assets between funds**

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	16,239	<b>16,239</b>
Current assets	25,837	433,969	<b>459,806</b>
Current liabilities	-	(40,801)	<b>(40,801)</b>
<b>Net assets at 31 March 2025</b>	<b>25,837</b>	<b>409,407</b>	<b>435,244</b>
<b>Prior year comparative</b>			
	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	6,849	6,849
Current assets	9,000	459,029	468,029
Current liabilities	-	(23,311)	(23,311)
<b>Net assets at 31 March 2024</b>	<b>9,000</b>	<b>442,567</b>	<b>451,567</b>

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

#### 15. Movements in funds

	At 1 April 2024 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2025 £
<b>Restricted funds</b>					
National Lottery	-	17,500	-	-	<b>17,500</b>
Devon Community Foundation - Chief constable	6,000	-	(6,000)		-
Devon Community Foundation - Growing communities	-	3,000	(2,524)	(476)	-
Gibbons	1,000	-	(1,058)	58	-
Jamieson Bystock	2,000	-	(2,005)	5	-
Elmgrant Trust	-	450	(450)	-	-
Sedel-Collings	-	10,000	(1,663)	-	<b>8,337</b>
<b>Total restricted funds</b>	<b>9,000</b>	<b>30,950</b>	<b>(13,700)</b>	<b>(413)</b>	<b>25,837</b>
<b>Unrestricted funds</b>					
General funds	442,567	749,783	(783,356)	413	<b>409,407</b>
<b>Total unrestricted funds</b>	<b>442,567</b>	<b>749,783</b>	<b>(783,356)</b>	<b>413</b>	<b>409,407</b>
<b>Total funds</b>	<b>451,567</b>	<b>780,733</b>	<b>(797,056)</b>	<b>-</b>	<b>435,244</b>

#### Purposes of restricted funds

National Lottery	Funding to provide warm spaces for consultations with beneficiaries.
Devon Community Foundation - Chief constable	Funding to provide Christmas hampers for beneficiaries in 2024/25.
Devon Community Foundation - Growing communities	Funding towards ensuring our beneficiaries would use our warm spaces, have hot drinks and snacks and use equipment where appropriate.
Gibbons	Funding to support family and children activity days in 2024/25.
Jamieson Bystock	Funding for peer support and therapeutic interventions for adults.
Elmgrant Trust	Funding for child play therapy tools and resources.
Sedel-Collings	Funding for four ASIST suicide prevention courses specifically targeting the residents of North Devon.

## Pete's Dragons

### Notes to the financial statements

For the year ended 31 March 2025

#### 15. Movements in funds (continued)

##### Transfers

Transfers between funds relate to funds transferred into restricted funds to cover a small overspend or underspend of restricted income, along with the purchase of fixed assets using restricted funds.

##### Prior period comparative

	At 1 April 2023 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2024 £
<b>Restricted funds</b>					
National Lottery	-	70,802	(70,802)	-	-
Devon Community Foundation - Caring	3,500	-	(3,500)	-	-
Devon Community Foundation - Support the supporter	-	7,000	(7,000)	-	-
Devon Community Foundation - Chief constable	-	6,000	-	-	6,000
National Grid	-	5,320	(5,320)	-	-
Virgin Money	-	5,000	(5,000)	-	-
Gibbons	-	1,000	-	-	1,000
Jamieson Bystock	-	2,000	-	-	2,000
<b>Total restricted funds</b>	<u>3,500</u>	<u>97,122</u>	<u>(91,622)</u>	<u>-</u>	<u>9,000</u>
<b>Unrestricted funds</b>					
General funds	<u>458,088</u>	<u>607,871</u>	<u>(623,392)</u>	<u>-</u>	<u>442,567</u>
<b>Total unrestricted funds</b>	<u>458,088</u>	<u>607,871</u>	<u>(623,392)</u>	<u>-</u>	<u>442,567</u>
<b>Total funds</b>	<u><u>461,588</u></u>	<u><u>704,993</u></u>	<u><u>(715,014)</u></u>	<u><u>-</u></u>	<u><u>451,567</u></u>

#### 16. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

	2025 £	2024 £
Amount falling due:		
Within 1 year	90,583	61,800
Within 1 - 5 years	178,347	206,350
More than 5 years	-	46,500
	<u><u>268,930</u></u>	<u><u>314,650</u></u>

## **Pete's Dragons**

### **Notes to the financial statements**

#### **For the year ended 31 March 2025**

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#### **17. Related party transactions**

A Jordan, CEO, and P Hill, a trustee, own the property at 102 Exeter Road, Exmouth, Devon, EX8 1QA which is rented as an office space to Pete's Dragons. During the year the charity paid £32,000 (2024: £20,800) for rental of the office space. No amounts were outstanding at the year end (2024: £nil). All transactions were carried out at arms length.