

# THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY

England & Wales · Charity number 1194695

## Details

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**Other names** THE SHOWMEN'S MENTAL HEALTH CHARITY CIO

**Status** Registered

**Legal form** CIO

**Registered** 2021-06-07

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 14 Hart Common Caravan Park  
Old Fold Road  
Westhoughton  
Bolton  
BL5 2BU

**Phone** 07500555208

**Email** [showmensmentalhealth@gmail.com](mailto:showmensmentalhealth@gmail.com)

## Activities

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**Objects:** THE OBJECTS OF THE CIO ('THE OBJECTS') ARE FOR THE PUBLIC BENEFIT:3.1. TO RELIEVE THE NEEDS OF PERSONS OF ALL AGES IN THE FAIRGROUND COMMUNITY (?SHOWMEN?) EXPERIENCING MENTAL HEALTH PROBLEMS, IN PARTICULAR BY ENABLING AND EMPOWERING SHOWMEN TO LIVE WITH, MANAGE AND RECOVER FROM THEIR CONDITION;3.2. TO PROMOTE THE PRESERVATION OF GOOD MENTAL HEALTH, IN PARTICULAR BY:3.2.1. INCREASING UNDERSTANDING OF MENTAL HEALTH AND MENTAL HEALTH PROBLEMS WITHIN THE FAIRGROUND COMMUNITY;3.2.2. WORKING TO RAISE AWARENESS AND TO CHALLENGE STIGMA AND DISCRIMINATION REGARDING MENTAL HEALTH PROBLEMS WITHIN THE FAIRGROUND COMMUNITY; AND3.2.3. PROMOTING PUBLIC EDUCATION AND RESEARCH INTO MENTAL HEALTH PROBLEMS OF ALL KINDS, THEIR PREVENTION, CAUSES, TREATMENT AND CARE.

**Activities:** The Showmen's mental health awareness charity works within the showmen community to break the stigma surrounding mental health. The charity works in three areas, crisis management, education and awareness. The main objective of the charity is to help prevent the suffering of all Showmen within the fairground industry.

## Classification

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- **How:** Provides Other Finance, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives

## Geography

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- Ireland
- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£75,307	£60,937	-	-
2024-03-31	£65,862	£110,570	-	-
2023-03-31	£86,911	£78,265	-	-
2022-03-31	£79,193	£40,230	-	-

## Trustees

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Name	Role	Appointed
<b>Atalia Cassells</b>	Chair	2023-04-12
Bradley Tyrone Wright		2021-06-07
Gaynor Kirrane		2024-01-18
John Edwards		2023-09-10
Lavada Montana Patsy Angel Hart		2024-09-16
Ryan Ernest Barwick		2021-06-07
Sarah Sheeran		2025-03-07
Xenna Sinead Kaser		2021-06-07

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

England & Wales - Charity number 1194695

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# Accounts

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

**ACCOUNTS AND TRUSTEES' REPORT**

**YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**Accounts Prepared and Independently Examined by:-**

E G Cobb FCA  
ECC (A&T) Limited  
Chartered Accountants  
8 Suez Street, Warrington, Cheshire, WA1 1EG

Email: [info@eccatltd.com](mailto:info@eccatltd.com)



**SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2025**

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**CHARITY INFORMATION**

<b>YEAR FOUNDED</b>	<b>2021</b>
<b>CHARITY NUMBER</b>	<b>1194695</b>
<b>CHARITY NAME</b>	<b>The Showmen's Mental Health Awareness Charity</b>
<b>HEAD OFFICE ADDRESS</b>	<b>14 Hart Common Caravan Park, Old Ford Road, Westhoughton, Bolton, BL5 2BU</b>
<b>HEAD OFFICE PHONE</b>	<b>07500 555 208</b>
<b>TRUSTEES</b>	<b>Mr Bradley Wright Mr Ryan Barwick Mrs Xenna Kaser Mr John Edwards Miss Courtney Caris (Resigned as Chair of Trustees 30 May 2025) Miss Gaynor Kirrane Miss Lavada Hart (Appointed 16 September 2024) Mrs Atalia Cassells (Appointed Chair of Trustees 30 May 2025) Miss Sarah Sheeran (Appointed 7 March 2025)</b>
<b>CHIEF EXECUTIVE OFFICER</b>	<b>Mr Sheldon Chadwick</b>
<b>MAIN BANKERS</b>	<b>Natwest Bank Plc</b>
<b>INDEPENDENT EXAMINER</b>	<b>Edward Gilbert Cobb FCA, Chartered Accountant ECC (A&amp;T) Limited, 8 Suez Street, Warrington, Cheshire, WA1 1EG</b>
<b>WEB-SITE</b>	<b><u><a href="http://www.showmensmentalhealth.com">www.showmensmentalhealth.com</a></u></b>
<b>EMAIL ADDRESS</b>	<b><u><a href="mailto:showmensmentalhealth@gmail.com">showmensmentalhealth@gmail.com</a></u></b>

# The Showmen's Mental Health Awareness Charity Annual

## Report

1 April 2024 – 31 March 2025



## **1. Introduction**

The Showmen's Mental Health Awareness Charity (SMHAC) is a community-led organisation founded by and for people from the Showmen and Fairground community. We exist to address long-standing inequalities in mental health access, reduce stigma, and ensure Showpeople across the UK and Ireland can access culturally informed, timely, and compassionate support.

During the 2024–2025 reporting period, the charity continued to strengthen its delivery of mental health services, expand preventative outreach, and deepen partnerships with national and regional organisations. Our work remained grounded in lived experience, trust, and community presence, meeting Showpeople where they live, work, and gather.

This year saw continued demand for counselling services, expanded community outreach across yards and significant events, strengthened crisis support partnerships, and targeted education focusing on mental health literacy. Alongside this, the charity continued to advocate for systemic change through sector engagement and national dialogue.

## **2. Mental Health Services and Outcomes**

During the 2024–2025 reporting period, SMHAC supported individuals through funded counselling services:

- Males - 31
- Females -23
- Overall - 54

All individuals accessing counselling were supported through the charity's structured mental health pathway. Each service user completed an initial screening assessment with a clinical assessor to ensure counselling was clinically appropriate and tailored to their needs. An average of approximately one person per week accessed the service.

Following completion of counselling sessions, service users received follow-up contact from the mental health nurse to support continuity of care, monitor outcomes, and identify any need for onward support or further intervention. This approach ensures safe, person-centred provision and reflects the charity's commitment to high-quality, professionally overseen mental health support. Following this, we shall explore some feedback from community members who accessed the counselling and therapy services.

## **2.1 Voices from the Community**

The impact of the Showmen's Mental Health Awareness Charity is best reflected in the words of those who have accessed our support. The following anonymised feedback highlights the difference that timely, culturally informed mental health provision can make for individuals and families within the Showmen community.

***Showman 1- "I am the best version of myself I have ever been. I am more present and comfortable in my own skin."***

***Showman 2- "Therapy has changed my life. It eased my anxiety and helped bring me out of depression. The charity has been brilliant."***

**Showman 3** *“I would like to thank the team at the Showmen’s Mental Health Awareness Charity for supporting both me and my daughter. The funding towards her diagnosis made a huge difference, and the team provided amazing support throughout a very difficult time for our family.”*

**Showman 4** *“The charity is fantastic and I would highly recommend anyone in need to come forward and ask for support.”*

These reflections demonstrate the value of early intervention, ongoing professional support, and services that are delivered with cultural understanding and compassion. They reinforce the charity’s commitment to supporting not only individuals, but families across the Showmen community.

### **3. Community Outreach**

Throughout 2024–2025, the charity delivered targeted outreach at major fairground events in Newcastle, Nottingham, and Hull, alongside direct engagement through visits to Showmen yards. These activities focused on improving health literacy, raising awareness of mental health support, and reducing stigma.

Delivering outreach within both work and home locations enabled trusted, informal conversations in familiar environments and supported engagement with individuals and families who may face barriers to accessing traditional services. Health and wellbeing materials were distributed alongside signposting to SMHAC services and appropriate external support.

In addition, SMHAC attended the Showmen's International Football Match, an event attended by over 1,000 Showpeople, using this key community gathering to distribute health materials and promote mental health awareness at scale.

Moreover, we also developed and delivered work across multiple areas, including partnerships with the Scottish Showmen's Football Association (SSFA), Lifitng Hands International, My sensibility and Samaritans Liverpool, which will be explored in the following sections.



### 3.1 Partnerships and Funded Projects

#### Scottish Showmen's Football Association (SSFA)

In partnership with the Scottish Showmen's Football Association, SMHAC secured funding from the Scottish Lottery Community Fund to support the 2024–2025 football season. This project recognised the positive impact of physical activity, teamwork, and social connection on mental wellbeing

The funding supported league participation, coaching, training environments, equipment, and safe facilities for four teams: Thistle, Hearts, The Wanderers, and Rovers, while also embedding mental health awareness, screening pathways, and charity visibility within a trusted community setting.



This project exemplifies SMHAC's commitment to preventative, community-led mental health support.



### **3.2 Partnership with Samaritans**

During 2024–2025, SMHAC continued its valued partnership with Samaritans Liverpool, who provide a 24-hour call-back service for members of the Showmen community experiencing emotional distress or crisis.

To strengthen this provision, SMHAC delivered Showmen cultural heritage and community awareness training to Samaritans volunteers, supporting culturally informed and sensitive responses.

The charity was also invited to present at the Samaritans North West Conference, hosted at Lancaster University, sharing learning from its work and highlighting the importance of culturally competent crisis support for Showpeople. These activities further strengthened regional collaboration and sector understanding.

### **3.3 SEN Workshop and service development**

In partnership with MySenseAbility, SMHAC delivered a Special Educational Needs (SEN) session focused on autism and neurodiversity for Showmen community members. The session provided accessible, practical guidance for individuals and families, supporting understanding and navigation of support pathways.

This work reflects the charity's commitment to inclusive, preventative education that supports wellbeing across the life course. A bespoke SEN service has been developed from this partnership and community members are able to get access to this support through the SMHAC pathway.

### **3.4 Trauma- Informed retreat**

In partnership with Epic Assist and Lifting Hands International, SMHAC hosted a trauma-informed training retreat at Liverpool John Moores University for members of the Showmen community.

The training focused on increasing understanding of trauma, its impact on mental health and wellbeing, and how trauma-informed approaches can support safer, more compassionate responses within families, workplaces, and community settings. Delivered in an accessible and culturally sensitive way, the session equipped community members with practical knowledge and tools to recognise trauma responses and support others appropriately.

This partnership-based approach strengthened community capacity by embedding trauma awareness directly within the Showmen community, supporting prevention, early intervention, and peer support. Hosting the session within a university setting also reinforced collaboration between community organisations, specialist providers, and educational institutions.

This work reflects SMHAC's ongoing commitment to preventative education, trauma-informed practice, and community-led mental health support, ensuring that knowledge and skills remain within the community long after the training has concluded.



### **3.4 Awareness Campaigns and Suicide Prevention**

The Showmen's Mental Health Awareness Charity actively took part in a wide range of national and community awareness campaigns, using these moments to promote mental health literacy, challenge stigma, and increase visibility of support services within the Showmen and Fairground community.

Campaign activity included engagement with World Mental Health Day, ADHD Awareness Month, and World Funfair Month, each providing opportunities to share tailored messaging that reflected Showmen lived experience. These campaigns focused on encouraging open conversations about mental health, improving understanding of neurodiversity, and reinforcing the importance of wellbeing within both working and family life.

Building on this wider awareness activity, the charity also delivered its annual Suicide Prevention Campaign. This campaign focused on early intervention, recognising warning signs, and promoting help-seeking behaviours through clear signposting to crisis and support services. Messaging was shared across online platforms and through direct community engagement, reinforcing the availability of immediate support, including the charity's partnership with Samaritans.

Together, these campaigns form a core part of SMHAC's preventative approach, embedding mental health awareness and suicide prevention within trusted community spaces and supporting the charity's wider aim of reducing stigma and saving lives.



#### **4. Support and funding.**

The Showmen's Mental Health Awareness Charity is grateful for the continued support of the Allen Lane Foundation, The Showmen's Guild of Great Britain, The National Lottery, whose ongoing funding has enabled the charity to sustain and develop its mental health services, outreach, and preventative work.

We are equally thankful for the continued support of the Showmen community, whose trust, engagement, and commitment remain central to the charity's work. Community involvement through participation, advocacy, fundraising, and collaboration ensures that services remain relevant, culturally informed, and responsive to lived experience.

Together, this collective support enables the charity to continue addressing mental health inequalities, reducing stigma, and delivering meaningful impact across the Showmen and Fairground community.

## **Vision for 2025–2026**

Looking ahead, the charity's priorities include:

- Developing wider strategic partnerships with the NHS, including public health and integrated care systems
- Publishing the first national mental health statistics for the Showmen community
- Securing long-term, sustainable funding
- Delivering outreach visits to at least 30 Showmen yards
- Strengthening crisis support pathways
- Expanding preventative education and early intervention programmes
- Enhancing monitoring, evaluation, and impact reporting

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2025  
STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted Funds £	Restricted Funds £	Total Funds £	2024 £
<b>INCOMING RESOURCES FROM</b>				
<b>GENERATED FUNDS:</b>				
Voluntary income (Note 2)	13,479	0	13,479	24,437
National Lottery & Salary Funding (Note 2)	0	29,953	29,953	0
Showmen's Guild	0	30,625	30,625	0
NHS Funding (Note 2)	0	1,250	1,250	35,000
Other restricted funding (Note 2)	0	0	0	6,425
<b>TOTAL INCOMING RESOURCES</b>	<b><u>£13,479</u></b>	<b><u>£61,828</u></b>	<b><u>£ 75,307</u></b>	<b><u>£65,862</u></b>
<b>RESOURCES EXPENDED:</b>				
<b>Charitable activities -</b>				
Counselling, Nurses, medical & assessment fees	2,171	33,604	35,775	73,173
Clinical diagnosis fees	0	0	0	7,000
Outreach & Education costs	0	1,999	1,999	11,338
Fundraising and marketing costs	1,500	4,363	5,863	10,567
Travel expenses	702	800	1,502	1,250
	<b><u>£4,373</u></b>	<b><u>£40,766</u></b>	<b><u>£45,139</u></b>	<b><u>£103,328</u></b>
<b>Management and Support Costs -</b>				
Wages & salaries expenses	0	9,745	9,745	0
Administration, Training & Insurance	648	0	648	2,404
Stationery, Office & Misc. Exp's	813	0	813	1,101
	<b><u>£1,461</u></b>	<b><u>£9,745</u></b>	<b><u>£11,206</u></b>	<b><u>£3,505</u></b>
<b>Governance &amp; Finance Costs</b>				
Bank charges	0	0	0	1,152
Consultancy & secretarial fees	3,040	0	3,040	85
Accountancy & independent examination fees	1,552	0	1,552	2,500
	<b><u>£4,592</u></b>	<b><u>£0</u></b>	<b><u>£4,592</u></b>	<b><u>£3,737</u></b>
<b>TOTAL RESOURCES EXPENDED</b>	<b><u>£10,426</u></b>	<b><u>£50,511</u></b>	<b><u>£60,937</u></b>	<b><u>£110,570</u></b>
<b>SURPLUS / (DEFICIT) FOR YEAR</b>	<b><u>£3,053</u></b>	<b><u>£11,317</u></b>	<b><u>£14,370</u></b>	<b><u>(£44,708)</u></b>
Funds brought forward @ 01 April 2024	£1,988	£913	£2,901	£47,609
Transfer between funds	0	0	0	0
<b>Funds carried forward @ 31<sup>st</sup> March 2025</b>	<b><u>£5,041</u></b>	<b><u>£12,230</u></b>	<b><u>£17,271</u></b>	<b><u>£2,901</u></b>

THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
STATEMENT OF ASSETS AND LIABILITIES  
AS AT 31<sup>ST</sup> MARCH 2025

16.

	£	2025 £ £0	2024 £ £0
<b>FIXED ASSETS</b>			
<b>CURRENT ASSETS</b>			
Debtors and prepayments	1,800	1,800	
Cash at Bank – Note 3	17,971	4,101	
Cash in hand – Note 3	0	0	
	<u>£19,771</u>	<u>£5,901</u>	
<b>CREDITORS</b> due within one year	<u>£2,500</u>	<u>£3,000</u>	
<b>NET CURRENT ASSETS</b>		<b>£17,271</b>	<b>£2,901</b>
<b>NET ASSETS</b>		<u><u>£17,271</u></u>	<u><u>£2,901</u></u>
<b>TRUSTEES FUNDS</b>			
Balance brought forward		2,901	47,609
Surplus (Deficit) for year		14,370	(44,708)
Balance carried forward		<u>£17,271</u>	<u>£2,901</u>
<b>REPRESENTED BY:-</b>		<b>2025</b>	<b>2024</b>
GENERAL FUNDS		5,041	1,988
DESIGNATED FUNDS – Note 5		<u>0</u>	<u>0</u>
<b>TOTAL UNRESTRICTED FUNDS</b>		£5,041	£1,988
<b>RESTRICTED FUNDS – Note 4</b>		<u>£12,230</u>	<u>£913</u>
<b>TOTAL CHARITABLE FUNDS</b>		<u><u>£17,271</u></u>	<u><u>£2,901</u></u>

**TRUSTEES CERTIFICATE OF APPROVAL**

**MRS ATALIA CASSELLS (CHAIR OF TRUSTEES)**

  
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**DATE:- 28 January 2026**

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**1. THE BASIS OF ACCOUNTING POLICIES AND DEFINITIONS**

- 1.1 THE ACCOUNTS** have been prepared under the historical cost convention in accordance with applicable accounting standards and the Charities Act 2006 and Statement of Recommended Practice (SORP) 2005.
- 1.2 GENERAL FUNDS** represent unrestricted funds that are not subject to any restriction regarding their use and are available for application towards their use purposes of a general nature.
- 1.3 RESTRICTED FUNDS** represent funds restricted by the donor for a particular purpose.
- 1.3(a) DESIGNATED FUNDS** represent funds that have been allocated out of Unrestricted funds by the Trustees of The Showmen's Mental Health Awareness Charity for specific events or liabilities The Showmen's Mental Health Awareness Charity is committed to. Any remaining balance is returned to unrestricted funds when events have been held.
- 1.4 INCOMING RESOURCES** are included in the SOFA when:-
- The Showmen's Mental Health Awareness Charity becomes entitled to the resources
  - The trustees are virtually certain they will receive the resources; and
  - The monetary value can be measured with sufficient reliability.
- 1.5 GRANTS & DONATIONS** are included in the SOFA when The Showmen's Mental Health Awareness Charity has unconditional entitlement to the resources.
- 1.6 INVESTMENT INCOME** is included in the SOFA when receivable.
- 1.7 RESOURCES EXPENDED** are recognised when costs have been incurred, or for designated or special gifts, in the same accounting period as the related gift is received.
- 1.8 TANGIBLE FIXED ASSETS** are capitalised at cost when incurred
- 1.9 DEPRECIATION OF FIXED ASSETS** is included in resources expended, to write off the assets of over their useful economic life.
- 1.10 LIABILITY RECOGNITION** – Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.
- 1.11 GOVERNANCE COSTS** – The preparation & examination of The Showmen's Mental Health Awareness Charity annual statutory accounts, AGM & trustee meeting expenses; also legal advice given to trustees.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**2. VOLUNTARY INCOME**

	UNRESTRICTED FUNDS 2025	RESTRICTED FUNDS 2025	TOTAL FUNDS 2025	TOTAL FUNDS 2023
The Showmen's Guild	0	30,625	30,625	0
National Lottery & Salary Funding	0	29,953	29,953	0
Donations and fundraising events	13,479	0	13,479	24,437
NHS Funding	0	1,250	1,250	35,000
Other restricted funding	0	0	0	6,425
<b>TOTAL VOLUNTARY INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£13,479</u></b>	<b><u>£61,828</u></b>	<b><u>£75,307</u></b>	<b><u>£65,862</u></b>

**3. BANK & CASH BALANCES**

**BANK BALANCES**

	2025	2024
Current account no.1	17,798	3,928
Current account no.2	173	173
Cash in hand	<u>0</u>	<u>0</u>
<b>MONIES HELD BY CHARITY</b>	<b><u>£ 17,971</u></b>	<b><u>£ 4,101</u></b>

**4. RESTRICTED FUNDS**

As at the Balance Sheet date, the charity held £12,230 (2024 - £913) of Restricted Funds.

**5. DESIGNATED FUNDS**

There were no Designated Funds held by the charity as at the Balance Sheet date.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

*I report on the accounts of the Charity for the Period Ended to 31st March 2025, as shown on pages 4 – 12 attached.*

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

**BASIS OF INDEPENDENT EXAMINER'S REPORT**

*My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 and*
- *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.*



**Edward Gilbert Cobb FCA**  
**CHARTERED ACCOUNTANT**  
*ECC (A&T) Limited*  
*8 Suez Street, Warrington, Cheshire, WA1 1EG*

**Date: 28 January 2026**

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

England & Wales - Charity number 1194695

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# Accounts

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

**ACCOUNTS AND TRUSTEES' REPORT**

**YEAR ENDED 31<sup>ST</sup> MARCH 2024**

**Accounts Prepared and Independently Examined by:-**

E G Cobb FCA  
ECC (A&T) Limited  
Chartered Accountants  
8 Suez Street, Warrington, Cheshire, WA1 1EG

Email: [info@eccatltd.com](mailto:info@eccatltd.com)



**SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

**CHARITY INFORMATION**

<b>YEAR FOUNDED</b>	<b>2021</b>
<b>CHARITY NUMBER</b>	<b>1194695</b>
<b>CHARITY NAME</b>	<b>The Showmen's Mental Health Awareness Charity</b>
<b>HEAD OFFICE ADDRESS</b>	<b>14 Hart Common Caravan Park, Old Ford Road, Westhoughton, Bolton, BL5 2BU</b>
<b>HEAD OFFICE PHONE</b>	<b>07500 555 208</b>
<b>TRUSTEES</b>	<b>Mr Sheldon Chadwick (Resigned as Chair of Trustees 12 November 2024) Mr Bradley Wright Mr Ryan Barwick Mrs Xenna Kaser Miss Samantha Heeson (Resigned 21 July 2024) Mr John Edwards Miss Courtney Caris (Appointed Chair of Trustees 12 November 2024) Miss Gaynor Kirrane Miss Lavada Hart (Appointed 16 September 2024) Miss Atalia Cassells (Appointed 12 April 2023)</b>
<b>MAIN BANKERS</b>	<b>Natwest Bank Plc</b>
<b>INDEPENDENT EXAMINER</b>	<b>Edward Gilbert Cobb FCA, Chartered Accountant ECC (A&amp;T) Limited, 8 Suez Street, Warrington, Cheshire, WA1 1EG</b>
<b>WEB-SITE</b>	<b><u><a href="http://www.showmensmentalhealth.com">www.showmensmentalhealth.com</a></u></b>
<b>EMAIL ADDRESS</b>	<b><u><a href="mailto:showmensmentalhealth@gmail.com">showmensmentalhealth@gmail.com</a></u></b>

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

## Our Mission and Charity Activities

### Our Mission

We are a charity founded and run by people from the Showmen and Fairground community.

We aim to improve access to psychological therapies, build awareness of mental health in our community and break the stigma surrounding it. We do this by providing information, support and funding for private mental health services to all Showmen (of all ages) in the UK & Ireland.

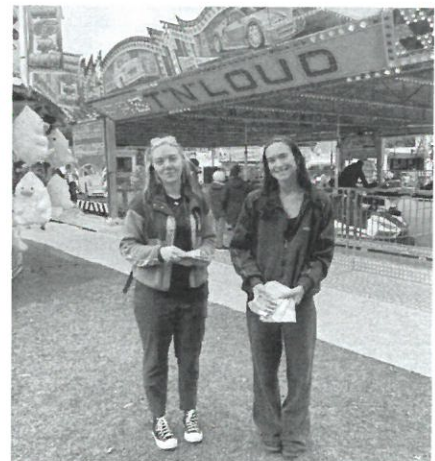
### Charity Activities

The Showmen's Mental Health Awareness Charity operates in three areas:

- **Mental Health Services:** Offering tailored mental health support designed to meet the unique needs of individuals within our community.
- **Education:** Empower the community through education about mental health, and providing training to service providers to improve engagement and effectiveness.
- **Awareness:** Breaking down stigma and fostering open conversations to create a safe and inclusive environment where mental health challenges can be addressed without fear or judgment.

We strive to support our community's well-being through all of our activities, by raising awareness and fostering good mental health.

We recognise the importance of tailored mental health services, everything that we offer is grounded in an understanding of Showmen culture and the challenges faced by our members. Every area of our work is designed in collaboration with our community, ensuring it meets their unique needs. The voices of our community have always been central to shaping our services and continue to inspire our charitable initiatives to this day



## Mental Health Services

The Showmen's Mental Health Awareness Charity (SMHAC) specialise in providing fast and effective mental health support and funding to the Showmen community for external services when necessary.

### Self-Referral

To access the charity's services, people must self-refer through our website, refer through a Mental Health Liaison Officer (MHLO) or contact the SMHAC mental health nurse directly.

### Screening Service

The charity currently works with a private mental health nurse and a clinical assessor who screen adults, children and young people seeking support. Every individual who accesses our mental health services undergo a screening process with our clinical team, following submission of a self-referral form, referral from an MHLO or the SMHAC mental health nurse.

The screening process allows the clinical team to assess the service user's current well-being and level of risk, and to discuss any concerns they may have. Through an open and collaborative discussion, the clinician works with the service user to determine the most appropriate mental health pathway, ensuring that tailored support is offered to align with their individual needs.

Once screening is complete, a referral document is produced. Depending on the service user's individual requirements and preferences, they are either signposted to further support services, a therapist or a counsellor.

### Therapy & Counselling

The SMHAC provides funding for private therapy and counselling services. Currently, the charity covers up to 12 private therapy or counselling sessions for any Show Person in the UK and Ireland. This support can be extended to 20 sessions through a straightforward extension process, in which the therapist contacts us to confirm that both they and the service user believe an additional 8 sessions would be beneficial. Importantly, this request does not include any sensitive details about the content of the sessions.

The time of initial contact from referral to commencement of private therapy or counselling sessions typically ranges from 2-6 weeks.

### Education & Awareness

The SMHAC firmly believes that education is a powerful and effective means of prevention. By prioritising access to knowledge and understanding, the charity works diligently to support our community in various ways. One of the primary methods

employed involves developing and distributing comprehensive educational materials designed to inform and engage individuals of all ages. Additionally, the charity hosts a

variety of workshops tailored to meet the specific needs of adults and children, providing them with valuable skills and insights that can help mitigate potential issues. Furthermore, the organisation conducts informative lectures, helping to foster a culture of learning and awareness that empowers community members to make positive choices and lead healthier, more informed lives.

The SMAHC is also committed to promoting greater awareness and understanding of mental health issues through various outreach initiatives and comprehensive online campaigns. Our goal is to dismantle the stigma that often surrounds mental health within our community, fostering an environment of support and acceptance.

To achieve this mission, our dedicated Trustees actively generate awareness, collaborating with various stakeholders to enhance our outreach efforts. Furthermore, we are proud to have established an ambassador programme with over 20 ambassadors and 10 Mental health liaison officers from diverse backgrounds across the UK. These ambassadors and MHLOs are pivotal in amplifying our message and engaging with the community to foster open conversations about mental health. Together, we strive to cultivate a more informed society that prioritises mental well-being and supports those who are affected by mental health challenges.

Working with Anglia Ruskin University, building the first pilot study of Showmen Health in the UK- In-Fair Health

Between late June 2022 and early August 2023, the charity collaborated with Anglia Ruskin University to conduct research, producing a preliminary summary report published in October 2023 that highlights the key initial findings from a complex, multi-stage pilot research project. This crucial collaboration, led by charity founder Sheldon Chadwick and a research team that includes Professor Margaret Greenfields, Sophie Coker, and Dr. David Smith, investigates the health status, needs, and perceptions of well-being among Travelling Showmen.



This groundbreaking study is the first of its kind in the UK. It gathers valuable insights from health professionals who work closely with these communities, reinforcing the relationship between the charity, the university, and its esteemed researchers.

To find the report please follow the link below:

<https://arc-oe.nihr.ac.uk/research-implementation/research-themes/inclusive-involvement-research/fair-health-pilot-study>

Manchester Care Organisation

In partnership with Manchester Care Organisation, Nice Cat Media, and Anglia Ruskin University, we developed *A Showman's Life*, a film that explores the Showmen's yard and community in Cheetham Hill. It draws on national research within the Showmen community concerning their health and well-being. Cheetham and Crumpsall's Showmen community boasts a rich history spanning generations. This film encourages people and services in Manchester to learn more about the Showmen community, their way of life, and their access to health and social care.



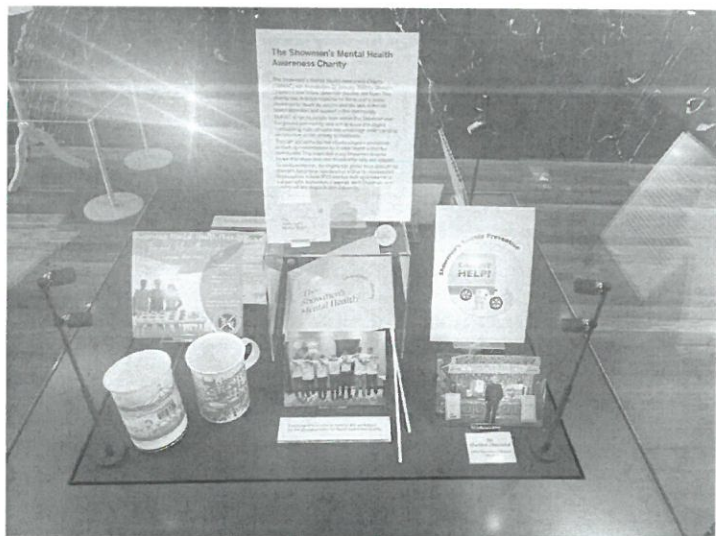
To find the film please follow the link below:

<https://www.manchesterlco.org/a-showmans-life/>



Partnership with the University of National Fairground and Circus Archive at the University of Sheffield- IT's All A Show Exhibition 2024

**In partnership with the National Fairground and Circus Archive at the University of Sheffield, we collaborated on Sheldon Chadwick's PhD research exhibition titled It's All A Show. The exhibition explored the Showmen communities' complex array of identities and the ways in which this relates to mental health. It showcased the first specific nationwide statistics and research on the mental health of this community within the UK and Ireland alongside oral histories, photography, artwork, a live performance and archive material from the NFCA, from the Showmen's voice perspective.**



## Collaboration with Samaritans Liverpool

We are delighted to announce our new partnership with Samaritans Liverpool, which we officially launched on Monday, September 11, 2023, as part of Suicide Prevention Week. The collaboration has so far entailed reciprocal training for each organisation to learn about the other's services. The SMHAC trained Samaritan listeners on the cultural awareness of the travelling Showmen community. This was followed by the development of a 24-hour call-back service that the Samaritans Liverpool support the Showmen community across the UK.



<https://www.samaritans.org/branches/liverpool/new-partnership-with-the-showmens-mental-health-awareness-charity/>

## Working with Glasgow City Health and Social Care Partnership and Epic Assist Charity Scotland

In collaboration with Glasgow City Health and Social Care Partnership and Epic Assist Charity Scotland, we were able to do several projects across Glasgow over four months. Key components of the projects included outreach days promoting access to funded counselling for Glasgow's Showpeople. Special events target young people within the community, aiming to build resilience, promote positive mental health, and foster a supportive environment. Cultural awareness events to promote awareness surrounding access and barriers for organisations and health care professionals. Whilst visiting several yards across Glasgow, ensuring that services, resources, and events reach a broad cross-section of the Showmen community.



We also attended in-community events and social networks, distributing resources. The overarching goal was to foster personal development and community empowerment by enhancing mental health awareness and expanding support initiatives. Collaboration with EPIC Assist Charity Scotland enriched the project & scope and effectiveness, leveraging their expertise in supporting Showpeople to design and build decolonial services. Whilst partners such as Glasgow Association for Mental Health Ltd (GAMH), Scottish Action for Mental Health (SAMH) Koof (online mental health and wellbeing) and Glasgow Health and Social Care brought a range of expertise, materials and information on services available to support Glasgow's Showpeople's mental health.

#### Partnership with Epic Assist Scotland continued

From April 2023 to March 2024, we are pleased to announce the ongoing provision of comprehensive Mental Health Workshops in collaboration with our esteemed partner, Epic Assist. These workshops aim to address diverse critical topics to promote awareness and support within our community.



The specific topics covered include but are not limited to:

**14. Suicide Prevention:** Focusing on identifying signs of distress, understanding risk factors, and implementing effective prevention strategies to support individuals in crisis.

**2. Mental Health in the Fairground Industry:** Exploring the unique challenges faced by professionals in the Fairground Industry, including stress management, work-life balance, and creating a supportive work environment for mental well-being.

Our dedicated sessions are tailored to equip participants with the knowledge and skills necessary to foster mental health awareness and resilience in both their personal and professional lives.

Throughout the year, the SMHAC has engaged in various outreach projects across the United Kingdom. These initiatives have covered several significant locations, including, but not limited to, Manchester, Hull, Nottingham, Essex, and Thurrock. In addition to these geographical efforts, we have had the privilege of delivering presentations to various organisations, universities, and public health services. Our presentations aim to foster understanding and collaboration in addressing key public health issues relating to our community whilst committed to making a meaningful impact in each community we connect with. Sharing knowledge and resources can collectively enhance public health outcomes and promote awareness of vital topics. We believe that collaboration and learning from other communities and services are key to building a healthy society. These outreach efforts exemplify our dedication to serving the community and ensuring that essential information reaches those who most need it.

## Social Media

Throughout the year, our content creator and social media team generate five weekly posts launched on Facebook, Instagram, Twitter, and LinkedIn. We aim to foster an informative and safe environment that promotes wellbeing and signposts to local, national, and internal services through our social media. These include:

### Facebook:

- 5.4k followers - Increased by over 100 from the previous year

### Instagram:

- 1400 followers - Increased by 36 from the previous year

### Twitter:

- 690 followers - decreased by 18 from the previous year

### LinkedIn:

- 221 followers - decreased by 14 from the previous year

7711 followers in total. Increased by 86 overall from previous year

## Working in the Community and Fundraising

We have continued to fundraise and support our community through different means; this includes sponsored physical activity, including walks and runs from Trustees and Community Members, and social happenings at large fairground events in Newcastle, Kirkcaldy and Hull. International football events; Scotland V. England, thus time held in Glasgow, The second Showmen's Mental Health Week. Community is at the heart of our charity, and we want to make sure we listen and learn from our community whilst providing support and educational tools.

### External Funding Received

Throughout the year, we applied to different external funders to help support our services through various means.

We are pleased to have received funds from different organisations, some of these include:

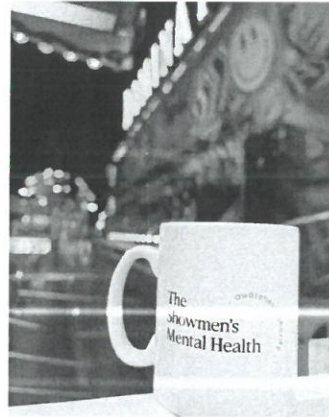
- The National Lottery Community Fund
- Showmen's Guild of Great Britain
- Glasgow City Health and Social Care

## Merchandise

We sold multiple items of merchandise throughout the course of the year to bring awareness and break stigma through visual and textual means.

### These include:

- Badges
- T-shirts
- Flags
- Hats



## Yearly Statistics

A total of 77 referrals were made to the SMHAC between 01/04/23 to 31/03/24, 42 of which were male, and the remaining 35 were female. Once referred, all individuals received mental health screening from a clinical team member and were either signposted to external services or referred to a private therapist or counsellor. Counselling services are designed to guide and assist individuals facing a variety of mental health and emotional challenges.

This analysis of referrals underscores the gender distribution and highlights the necessity for accessible counselling options for both males and females within the community, thereby ensuring that all individuals can seek support during difficult times.

Referrals by gender between April 2023 and March 2024	
Female	35
Male	42
Total	77

## Feedback from service users

- "I felt listened to and understood." – *Person 1*
- "I found the support really helpful, I have a diagnosis and a better understanding of my symptoms for the better." – *Person 2*
- "The referral process was easy, I get really nervous speaking to people on the phone that I do not know. I liked being able to text first to arrange a call." – *Person 3*
- "The nurse was very understanding and patient. Gave lots of reassurance, listened to my symptoms, completed questionnaires with me and helped me move forward with an appropriate assessment." – *Person 4*
- "I have been on a 3 year waiting list for the NHS for the same therapy you have been able to support me with and I was seen super quickly by the charity" – *Person 5*

## 2023-2024 Vision

- To develop further relationships with public health services, organisations, and research institutions.
- To grow social media outreach by 500 followers.
- To enhance ambassadorship.
- To create additional resources for community members.
- To collaborate with external health services and improve cultural competence regarding Showpeople through training.
- To reinforce and further develop referral processes for different age pathways.

Thank you for reading our annual report.  
This has been generated by The Showmen's Mental Health Trustees

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2024  
STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted Funds £	Restricted Funds £	Total Funds £	2023 £
<b>INCOMING RESOURCES FROM</b>				
<b>GENERATED FUNDS:</b>				
Voluntary income (Note 2)	24,437	0	24,437	77,411
National Lottery Funding (Note 2)	0	0	0	9,500
NHS Funding (Note 2)	0	35,000	35,000	0
Other restricted funding (Note 2)	0	6,425	6,425	0
<b>TOTAL INCOMING RESOURCES</b>	<b><u>£24,437</u></b>	<b><u>£41,425</u></b>	<b><u>£ 65,862</u></b>	<b><u>£86,911</u></b>
<b>RESOURCES EXPENDED:</b>				
<b>Charitable activities -</b>				
Counselling, Nurses, medical & assessment fees	56,431	16,742	73,173	52,262
Rehab fees	3,000	4,000	7,000	13,825
Outreach & Education costs	0	11,338	11,338	3,398
Event costs and marketing	0	10,567	10,567	4,298
Travel expenses	239	1,011	1,250	829
Equipment not capitalised & IT costs	0	0	0	414
	<b><u>£59,670</u></b>	<b><u>£43,658</u></b>	<b><u>£103,328</u></b>	<b><u>£75,026</u></b>
<b>Management and Support Costs -</b>				
Administration, Training & Insurance	1,919	485	2,404	602
Stationery, Office & Misc. Exp's	1,101	0	1,101	39
	<b><u>£3,020</u></b>	<b><u>£485</u></b>	<b><u>£3,505</u></b>	<b><u>£641</u></b>
<b>Governance &amp; Finance Costs</b>				
Bank charges	1,152	0	1,152	98
Legal & secretarial fees	85	0	85	0
Accountancy & independent examination fees	0	2,500	2,500	2,500
	<b><u>£1,237</u></b>	<b><u>£2,500</u></b>	<b><u>£3,737</u></b>	<b><u>£2,598</u></b>
<b>TOTAL RESOURCES EXPENDED</b>	<b><u>£63,927</u></b>	<b><u>£46,643</u></b>	<b><u>£110,570</u></b>	<b><u>£78,265</u></b>
<b>SURPLUS / (DEFICIT) FOR YEAR</b>	<b><u>(£39,490)</u></b>	<b><u>(£5,218)</u></b>	<b><u>(£44,708)</u></b>	<b><u>£ 8,646</u></b>
Funds brought forward @ 01 April 2023	£41,478	£6,131	£47,609	£38,963
Transfer between funds	0	0	0	0
<b>Funds carried forward @ 31<sup>st</sup> March 2024</b>	<b><u>£1,988</u></b>	<b><u>£913</u></b>	<b><u>£2,901</u></b>	<b><u>£47,609</u></b>

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
STATEMENT OF ASSETS AND LIABILITIES  
AS AT 31<sup>ST</sup> MARCH 2024**

	£	2024 £ £0	2023 £ £0
<b>FIXED ASSETS</b>			
<b>CURRENT ASSETS</b>			
Debtors and prepayments	1,800	0	
Cash at Bank – Note 3	4,101	50,609	
Cash in hand – Note 3	0	0	
	<u>£5,901</u>	<u>£50,609</u>	
<b>CREDITORS</b> due within one year		<u>£3,000</u>	<u>£3,000</u>
<b>NET CURRENT ASSETS</b>		<b>£2,901</b>	<b>£47,609</b>
<b>NET ASSETS</b>		<u><u>£2,901</u></u>	<u><u>£47,609</u></u>
<b>TRUSTEES FUNDS</b>			
Balance brought forward		47,609	38,963
Surplus (Deficit) for year		(44,708)	8,646
Balance carried forward		<u>£2,901</u>	<u>£47,609</u>
<b>REPRESENTED BY:-</b>		<b>2024</b>	<b>2023</b>
GENERAL FUNDS		1,988	41,478
DESIGNATED FUNDS – Note 5		<u>0</u>	<u>0</u>
<b>TOTAL UNRESTRICTED FUNDS</b>		£1,988	£41,478
<b>RESTRICTED FUNDS – Note 4</b>		<u>£913</u>	<u>£6,131</u>
<b>TOTAL CHARITABLE FUNDS</b>		<u><u>£2,901</u></u>	<u><u>£47,609</u></u>

**TRUSTEES CERTIFICATE OF APPROVAL**

**MISS COURTNEY CARIS (CHAIR OF TRUSTEES)**

*C Caris*

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**DATE:- 30 January 2025**

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

**1. THE BASIS OF ACCOUNTING POLICIES AND DEFINITIONS**

- 1.1 THE ACCOUNTS** have been prepared under the historical cost convention in accordance with applicable accounting standards and the Charities Act 2006 and Statement of Recommended Practice (SORP) 2005.
- 1.2 GENERAL FUNDS** represent unrestricted funds that are not subject to any restriction regarding their use and are available for application towards their use purposes of a general nature.
- 1.3 RESTRICTED FUNDS** represent funds restricted by the donor for a particular purpose.
- 1.3(a) DESIGNATED FUNDS** represent funds that have been allocated out of Unrestricted funds by the Trustees of The Showmen's Mental Health Awareness Charity for specific events or liabilities The Showmen's Mental Health Awareness Charity is committed to. Any remaining balance is returned to unrestricted funds when events have been held.
- 1.4 INCOMING RESOURCES** are included in the SOFA when:-
- The Showmen's Mental Health Awareness Charity becomes entitled to the resources
  - The trustees are virtually certain they will receive the resources; and
  - The monetary value can be measured with sufficient reliability.
- 1.5 GRANTS & DONATIONS** are included in the SOFA when The Showmen's Mental Health Awareness Charity has unconditional entitlement to the resources.
- 1.6 INVESTMENT INCOME** is included in the SOFA when receivable.
- 1.7 RESOURCES EXPENDED** are recognised when costs have been incurred, or for designated or special gifts, in the same accounting period as the related gift is received.
- 1.8 TANGIBLE FIXED ASSETS** are capitalised at cost when incurred
- 1.9 DEPRECIATION OF FIXED ASSETS** is included in resources expended, to write off the assets of over their useful economic life.
- 1.10 LIABILITY RECOGNITION** – Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.
- 1.11 GOVERNANCE COSTS** – The preparation & examination of The Showmen's Mental Health Awareness Charity annual statutory accounts, AGM & trustee meeting expenses; also legal advice given to trustees.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

**2. VOLUNTARY INCOME**

	UNRESTRICTED FUNDS 2024	RESTRICTED FUNDS 2024	TOTAL FUNDS 2024	TOTAL FUNDS 2023
The Showmen's Guild	0	0	0	0
National Lottery Funding	0	0	0	9,500
Donations and fundraising events	24,437	0	24,437	77,411
NHS Funding	0	35,000	35,000	0
Other restricted funding	0	6,425	6,425	0
<b>TOTAL VOLUNTARY INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£24,437</u></b>	<b><u>£41,425</u></b>	<b><u>£65,862</u></b>	<b><u>£86,911</u></b>

**3. BANK & CASH BALANCES**

**BANK BALANCES**

	2024	2023
Current account no.1	3,928	50,436
Current account no.2	173	173
Cash in hand	<u>0</u>	<u>0</u>
<b>MONIES HELD BY CHARITY</b>	<b><u>£ 4,101</u></b>	<b><u>£50,609</u></b>

**4. RESTRICTED FUNDS**

As at the Balance Sheet date, the charity held £913 (2023 - £6,131) of Restricted Funds.

**5. DESIGNATED FUNDS**

There were no Designated Funds held by the charity as at the Balance Sheet date.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
YEAR ENDED 31<sup>ST</sup> MARCH 2024**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

*I report on the accounts of the Charity for the Period Ended to 31st March 2024, as shown on pages 4 – 12 attached.*

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

**BASIS OF INDEPENDENT EXAMINER'S REPORT**

*My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 and*
- *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.*



**Edward Gilbert Cobb FCA  
CHARTERED ACCOUNTANT**

*ECC (A&T) Limited*

*8 Suez Street, Warrington, Cheshire, WA1 1EG*

**Date: 30 January 2025**

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

England & Wales - Charity number 1194695

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# Accounts

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

**ACCOUNTS AND TRUSTEES' REPORT**

**YEAR ENDED 31<sup>ST</sup> MARCH 2023**

**Accounts Prepared and Independently Examined by:-**

E G Cobb FCA  
ECC (A&T) Limited  
Chartered Accountants  
8 Suez Street, Warrington, Cheshire, WA1 1EG

Email: [info@eccatLtd.com](mailto:info@eccatLtd.com)



**SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES' REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

**CHARITY INFORMATION**

<b>YEAR FOUNDED</b>	<b>2021</b>
<b>CHARITY NUMBER</b>	<b>1194695</b>
<b>CHARITY NAME</b>	<b>The Showmen's Mental Health Awareness Charity</b>
<b>HEAD OFFICE ADDRESS</b>	<b>14 Hart Common Caravan Park, Old Ford Road, Westhoughton, Bolton, BL5 2BU</b>
<b>HEAD OFFICE PHONE</b>	<b>07500 555 208</b>
<b>TRUSTEES</b>	<b>Mr Sheldon Chadwick (Chair of Trustees) Mr Devon Hill (Resigned 10 May 2023) Mr Bradley Wright Mr Mason Holmes (Resigned 15 December 2023) Mr Ryan Barwick Miss Xenna Murphy Miss Shelby Holmes (Resigned 10 May 2023) Miss Samantha Heeson (Appointed 27 July 2022) Mr John Edwards (Appointed 10 September 2023) Miss Courtney Caris (Appointed 13 September 2023) Miss Gaynor Kirrane (Appointed 18 January 2024)</b>
<b>MAIN BANKERS</b>	<b>Natwest Bank Plc</b>
<b>INDEPENDENT EXAMINER</b>	<b>Edward Gilbert Cobb FCA, Chartered Accountant ECC (A&amp;T) Limited, 8 Suez Street, Warrington, Cheshire, WA1 1EG</b>
<b>WEB-SITE</b>	<b><a href="http://www.showmensmentalhealth.com">www.showmensmentalhealth.com</a></b>
<b>EMAIL ADDRESS</b>	<b><a href="mailto:showmensmentalhealth@gmail.com">showmensmentalhealth@gmail.com</a></b>

# Annual Report

1st April 2022–31st March 2023

The  
Showmen's  
Mental Health

awareness  
charity

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## Our Core Values

### The Showmen's Mental Health

To help us stay committed and accurate to our mission, we have worked together to outline our values. Pulling together to make a difference and support all Showmen in the UK & Ireland.

Show Head—Show Heart—Show Smart

These values help us define who we are and who we aim to be. Working collectively, they encourage us to be the best we can and help inform our decision making when planning for a mentally healthier Showland.



#### Travelling an Equal Road: Equality

We ensure that every individual has an equal opportunity to get the support they seek. We respect and appreciate differences in age, gender, ethnicity, sexuality, physical abilities, education, race, and religion among individuals. We support all Showmen and embrace diversity.

#### Open Here, and all are Welcome: Transparency

We operate with openness and transparency, we seek honest and open feedback, and constantly work to improve our services. We value all voices. Whilst ensuring the anonymity of our service users.



#### No People Like Show-People: Kindness

We will treat all people with kindness and strive to make all who interact with the charity feel safe and respected.



#### Build-up and a Pull-down: Integrity & Respect

We will do everything in our power to demonstrate reliability and trustworthiness, whilst showing patience and flexibility, even when unexpected obstacle arises. We will respect ourselves and others in every interaction demonstrating gratitude. We will be respectful of peoples process to receive support and do all in our capacity to make services accessible.



#### Stronger Together: Collaboration

We work collaboratively to build effective services. We engage with community members and organisations to share approaches and ideas building effective outcomes. We create resilient and successful working relationships.



## The Showmen's Mental Health

awareness charity

# The Showmen's Mental Health Awareness Charity

## Our Mission

We are a charity founded and run by people from the Showmen and Fairground community. The trustees on our board are either travelling Showmen or settled down Showmen professionals.

Our aim is to break the stigma surrounding mental health in our community. We do this by providing support, information, and funding for private mental health services to all Showmen (of all ages) in the UK & Ireland.



## Charity Activities

The Showmen's Mental Health Awareness Charity operates in three areas:

- Mental Health Services
- Education
- Awareness

All of our activities aim to support our community's well-being, promote awareness and prevent poor mental health.

We recognise the importance of bespoke services that reflect a deep understanding of Showmen culture.

Each area we operate in is developed with and for our community. The voice of our community has played a crucial role in establishing our service and continues to motivate charity activities today.

Head.  
Heart.  
Smart.

## Mental Health Services

The Showmen's Mental Health Awareness Charity (SMHAC) specialise in providing fast and effective mental health support and funding to the Showmen community.

### Self Referral

To access the charities services, service users must undertake a self-referral process through our website or make direct contact with a SMHAC nurse

### Screening Service

The charity currently works with two private mental health nurses who specialise in both adult and child screening. All individuals who use our mental health services must complete a screening process after submission of the self-referral form.

The screening process allows the SMHAC nurses to assess the service user's current wellbeing and concerns, enabling a conversation to determine the correct mental health pathway and help service users decide what kind of support they need.

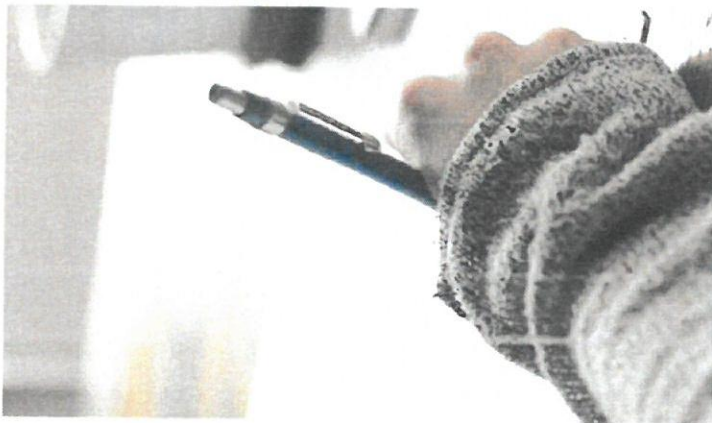
Once self-referral and screening is complete, an assessment document will be produced. Finally, the service users' is matched with the most suitable therapist or counsellor, based on their assessment needs, to support the service user's mental health.

### Therapy & Counselling

The SMHAC provide funding for private therapy and counselling. The charity currently funds 12 private therapy/counselling sessions for any Show Person within the UK and Ireland.

This service can be extended to 20 sessions through a written or verbal extension process, which must remain anonymous to protect the information of the service user.

Currently, there is a turnaround time of 2 to 6 weeks from the initial contact to the commencement of treatment.



### Formal Diagnosis

The SMHAC offers private funding for psychiatric assessments, covering a range of conditions such as ADHD, OCD, and Autism.

These are conducted through our partner organisations, which include

1. Clinical Partners
2. Optimise Health Care
3. Sanctum

### Rehabilitation Grant

We can provide a small rehabilitation grant of £3000 to help support Showmen who may need access to rehabilitation services in the UK and Ireland.

We currently have a working relationship with UK Addiction Treatment (UKAT).



Listen.  
Learn.  
Act.



## Education

**The SMHAC believe that education is prevention. The Charity aims to support our community with educational materials, workshops and lectures for both adults and children.**

### Partnership with Epic Assist Scotland

Throughout April 2022–March 2023, we have continued to provide monthly Mental Health Workshops with our partners Epic Assist, that cover a variety of topics including:

- Suicide Prevention
- Mental Health in the Fairground Industry
- Women's Mental Health
- Men's Mental Health

### Partnership with The European Opera Centre

We partnered with the European Opera Centre to run a series of projects within schools in Liverpool which focused on a retelling of 'The Cunning Little Vixen' through the Showmen's lens. This heightened the awareness of the community among young individuals, enhanced their artistic and musical abilities, and played a role in fostering empathy in the children

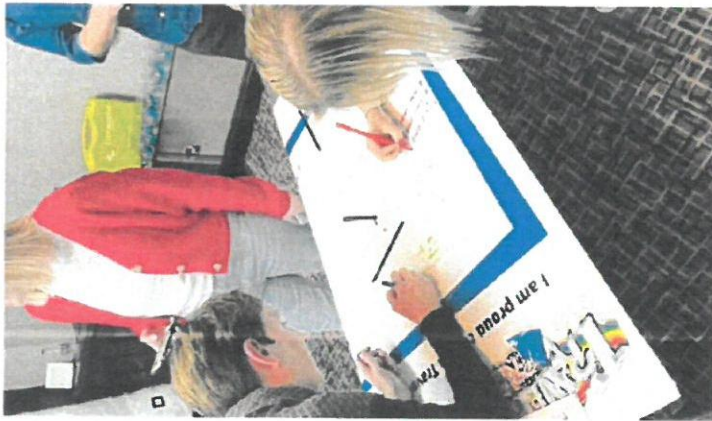
We then took this project to Newcastle Town Moor, during the largest fair in Europe, to provide alternative education for young Showpeople while they were travelling with their families and out of school. Through this project, we also trained 5 Showmen adults in art facilitation.

The project was a major success, and was analysed by a social scientist, working with Edge Hill University

Multiple partners including the National Fairground Archive, Liverpool John Moores University and Fair Scotland

We conducted a 1 day education project that took place at Kirkcaldy

The Epic Showmen's Project was a large



## Awareness

**The SMAHC aims to spread awareness through a variety of outreach events and online campaigns, to break the stigma surrounding mental health within our community. Awareness raising is not only generated by our Trustees but through our ambassador programme with over 20 ambassadors from around the UK.**

### Campaigns this year

Throughout the year we have launched various campaigns of our own and with partners. These include:

- Ovarian Cancer Awareness Campaign - Epic Assist Charity Scotland/Ovacome
- Mental Health Awareness Week
- Suicide Prevention Week
- Deaf-Blind Awareness Week
- Live De-stress and self-care workshops - Yoga Mandala project/Epic Assist Charity Scotland
- Visited numerous Showmen yards (sites) to help raise awareness of the charity's services for hard-to-reach Showmen

## Social Media

Throughout the year, our content creator and social media team generate 5 posts per week that are launched on Facebook, Instagram, Twitter, and LinkedIn.

We aim to foster an informative and safe environment that promotes wellbeing and signposts to local, national, and internal services through our social media.

Our social media followers have increased by over 1500 people from our previous year



### Facebook:

5300 followers



### Instagram:

1400 followers



### Twitter:

690 followers



### LinkedIn:

35 followers

**7625 followers in total**

collaboration event, aiming to create awareness, promote well-being and champion our community, it was attended by over 50 Showmen

The full-day event took place at the Links Market Kirkcaldy, in the Philip Hall

### Presentations and conferences

We presented at numerous conferences and symposiums, including

- Queens' Nurses Institution
- Cambridge Festival - Anglia Ruskin University and Cambridge University
- Social Science Impact Conference - University of Oxford
- Liverpool John Moore's University
- Liverpool Hope University
- NHS England Start with People Conference
- NHS Wales



## Working in The Community and Fundraising

**We have continued to fundraise and support our community through different means, this includes the following:**

- Sponsored physical activity, including walks and runs from Trustees and Community Members
- Social happenings at large foreground events in Newcastle, Nottingham and Hull
- International football events, Scotland vs England
- Kirkcaldy Links Market well-being day
- Launched the first Showmen's Mental Health Week

Community is at the heart of our charity, and we want to make sure we listen and learn from our community whilst providing support and educational tools

## External funding received

Throughout the year, we applied to different external funders to help support our services through various means.

We are pleased to have received funds from different organisations, some of these include:

- The National Lottery Community Fund
- Thurrock Council
- Showmen's Guild of Great Britain

## Merchandise

We sold multiple items of merchandise throughout the course of the year to bring awareness and break stigma through visual and textual means.

These include:

- Badges
- T-shirts
- Flags
- Notepads

## Research and Development

**'In Fair Health?' pilot study in partnership with Anglia Ruskin University.**

In 2022/2023, we developed a working relationship with researchers from Anglia Ruskin University to study the healthcare needs of travelling Showpeople throughout the UK.

The 'In Fair Health?' aims to determine the health status, needs and trends among members of the Showmen/Fairground communities, identify barriers that hinder or prevent Showmen accessing appropriate healthcare, and make recommendations for practical solutions to enhance access to care and screening for this population.

The report will be launched in October 2023 and will consist of the first mental health statistics for Showmen in the UK, based in 2 locals: Cambridgeshire and Greater Manchester.

It's All a Show - Practice-based Exploration of Travelling Fairground People Identity and Mental Health

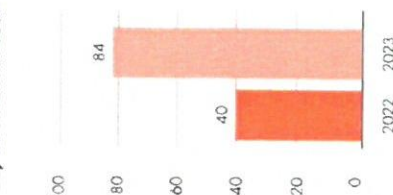
Our Chair, Sheldon Chadwick, is currently collecting, through his doctoral research, the first large-scale mental health statistics from Showpeople across the UK, following on from the pilot study above

These statistics will be first released at an exhibition, taking place at the University of Sheffield, in partnership with Liverpool John Moores University on 6th February 2024.



## Financial Year Statistics

Number of Referrals 22/23 Financial Year



Number of Assessments



ASSESSMENTS KEY

- Full Psychiatric Assessment 6
- Adult Autism Assessment 2
- Children's Autism Assessment 3
- AD-ID Assessment 12

Counselling Referrals  
**46**

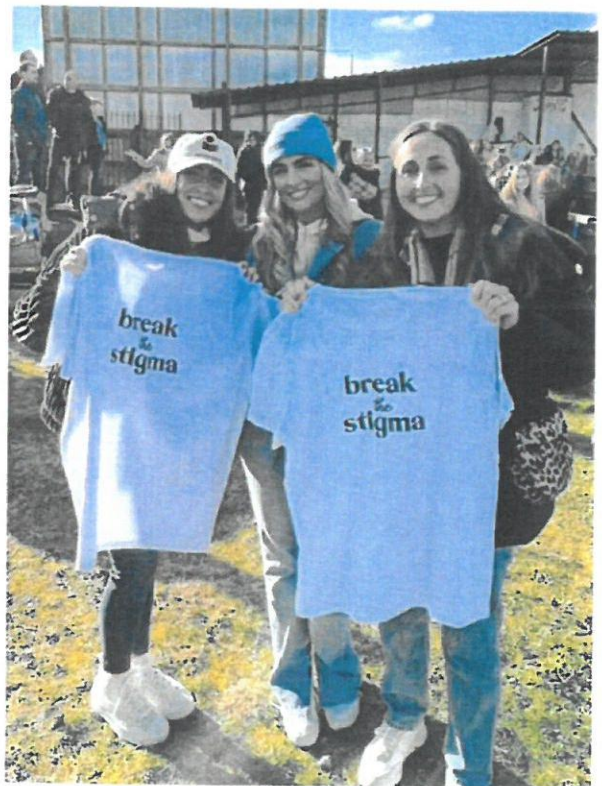
Rehabilitation Centre Grants  
**3**

## 2023-2024 Vision

- Launch pilot project with Anglia Ruskin University.
- Develop a sustainable funding stream from external sources.
- Create an annual event.
- Employ a full-time nurse and Chief Executive.
- Increase awareness of Suicide Prevention Week and relationship with Samaritans.
- Develop 3+ community outreach projects.
- Launch Mental Health Guidebook.
- Initiate monthly newsletter.

***Thank you for reading our annual report.***

This has been generated by The Showmen's Mental Health Trustees and Secretary, Nicole Richardson.



**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES REPORT  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

	Unrestricted Funds £	Restricted Funds £	Total Funds £	2022 £
<b>INCOMING RESOURCES FROM</b>				
<b>GENERATED FUNDS:</b>				
Voluntary income (Note 2)	77,411	0	77,411	79,193
National Lottery Funding (Note 2)	0	9,500	9,500	<u>0</u>
Investment Income (Note 3)	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>TOTAL INCOMING RESOURCES</b>	<b><u>£77,411</u></b>	<b><u>£9,500</u></b>	<b><u>£ 86,911</u></b>	<b><u>£79,193</u></b>
<b>RESOURCES EXPENDED:</b>				
<b>Charitable activities -</b>				
Counselling fees	22,865	0	22,865	17,694
Nurses, medical & assessment fees	26,597	2,800	29,397	1,080
Rehab fees	13,825	0	13,825	0
Education costs	3,398	0	3,398	3,046
Event costs and marketing	4,048	250	4,298	8,319
Travel expenses	510	319	829	1,735
Equipment not capitalised & IT costs	414	0	414	414
	<u>£71,657</u>	<u>£3,369</u>	<u>£75,026</u>	<u>£32,228</u>
<b>Management and Support Costs -</b>				
Administration, Office & Insurance	602	0	602	1,980
Stationery, Office & Misc. Exp's	<u>39</u>	<u>0</u>	<u>39</u>	<u>59</u>
	<b><u>£641</u></b>	<b><u>£0</u></b>	<b><u>£641</u></b>	<b><u>£2,039</u></b>
<b>Governance &amp; Finance Costs</b>				
Bank charges	98	0	98	0
Legal fees	0	0	0	2,903
Accountancy & independent examination fees	<u>2,500</u>	<u>0</u>	<u>2,500</u>	<u>3,000</u>
	<b><u>£2,598</u></b>	<b><u>£0</u></b>	<b><u>£2,598</u></b>	<b><u>£5,903</u></b>
<b>TOTAL RESOURCES EXPENDED</b>	<b><u>£74,896</u></b>	<b><u>£3,369</u></b>	<b><u>£78,265</u></b>	<b><u>£40,230</u></b>
<b>SURPLUS / (DEFICIT) FOR YEAR</b>	<b><u>£2,515</u></b>	<b><u>£6,131</u></b>	<b><u>£8,646</u></b>	<b><u>£38,963</u></b>
Funds brought forward @ 01 April 2022	<b>£38,963</b>	<b>£0</b>	<b>£38,963</b>	<b>£0</b>
Transfer between funds	0	0	0	0
<b>Funds carried forward @ 31<sup>st</sup> March 2023</b>	<b><u>£41,478</u></b>	<b><u>£6,131</u></b>	<b><u>£47,609</u></b>	<b><u>£38,963</u></b>

THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
STATEMENT OF ASSETS AND LIABILITIES  
AS AT 31<sup>ST</sup> MARCH 2023

	2023	2022
	£	£
FIXED ASSETS	£0	£0
<b>CURRENT ASSETS</b>		
Cash at Bank - Note 4	50,609	41,963
Cash in hand - Note 4	0	0
	<u>£50,609</u>	<u>£41,963</u>
<b>CREDITORS</b> due within one year	<u>£3,000</u>	<u>£3,000</u>
<b>NET CURRENT ASSETS</b>	<b>£47,609</b>	<b>£38,963</b>
<b>NET ASSETS</b>	<u><b>£47,609</b></u>	<u><b>£38,963</b></u>
<b>TRUSTEES FUNDS</b>		
Balance brought forward	38,963	0
Surplus (Deficit) for year	8,646	38,963
Balance carried forward	<u>£47,609</u>	<u>£38,963</u>
<b>REPRESENTED BY:-</b>	<b>2023</b>	<b>2022</b>
GENERAL FUNDS	41,478	38,963
DESIGNATED FUNDS – Note 6	<u>0</u>	<u>0</u>
<b>TOTAL UNRESTRICTED FUNDS</b>	£41,478	£38,963
RESTRICTED FUNDS – Note 5	<u>£6,131</u>	<u>£0</u>
<b>TOTAL CHARITABLE FUNDS</b>	<u><b>£47,609</b></u>	<u><b>£38,963</b></u>

TRUSTEES CERTIFICATE OF APPROVAL

MR SHELDON CHADWICK (CHAIR OF TRUSTEES)

*S.W. Chadwick*

DATE:- 29<sup>th</sup> January 2024

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

**1. THE BASIS OF ACCOUNTING POLICIES AND DEFINITIONS**

- 1.1 THE ACCOUNTS** have been prepared under the historical cost convention in accordance with applicable accounting standards and the Charities Act 2006 and Statement of Recommended Practice (SORP) 2005.
- 1.2 GENERAL FUNDS** represent unrestricted funds that are not subject to any restriction regarding their use and are available for application towards their use purposes of a general nature.
- 1.3 RESTRICTED FUNDS** represent funds restricted by the donor for a particular purpose.
- 1.3(a) DESIGNATED FUNDS** represent funds that have been allocated out of Unrestricted funds by the Trustees of The Showmen's Mental Health Awareness Charity for specific events or liabilities The Showmen's Mental Health Awareness Charity is committed to. Any remaining balance is returned to unrestricted funds when events have been held.
- 1.4 INCOMING RESOURCES** are included in the SOFA when:-
- The Showmen's Mental Health Awareness Charity becomes entitled to the resources
  - The trustees are virtually certain they will receive the resources; and
  - The monetary value can be measured with sufficient reliability.
- 1.5 GRANTS & DONATIONS** are included in the SOFA when The Showmen's Mental Health Awareness Charity has unconditional entitlement to the resources.
- 1.6 INVESTMENT INCOME** is included in the SOFA when receivable.
- 1.7 RESOURCES EXPENDED** are recognised when costs have been incurred, or for designated or special gifts, in the same accounting period as the related gift is received.
- 1.8 TANGIBLE FIXED ASSETS** are capitalised at cost when incurred
- 1.9 DEPRECIATION OF FIXED ASSETS** is included in resources expended, to write off the assets of over their useful economic life.
- 1.10 LIABILITY RECOGNITION** – Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.
- 1.11 GOVERNANCE COSTS** – The preparation & examination of The Showmen's Mental Health Awareness Charity annual statutory accounts, AGM & trustee meeting expenses; also legal advice given to trustees.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

**2. VOLUNTARY INCOME**

	UNRESTRICTED FUNDS 2023	RESTRICTED FUNDS 2023	TOTAL FUNDS 2023	TOTAL FUNDS 2022
The Showmen's Guild	0	0	0	20,710
National Lottery Funding	0	9,500	9,500	0
Donations and fundraising events	77,411	0	77,411	58,483
<b>TOTAL VOLUNTARY INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£77,411</u></b>	<b><u>£9,500</u></b>	<b><u>£86,911</u></b>	<b><u>£79,193</u></b>

**3. INVESTMENT INCOME**

	UNRESTRICTED FUNDS 2023	RESTRICTED FUNDS 2023	TOTAL FUNDS 2023	TOTAL FUNDS 2022
Bank interest	0	0	0	0
<b>TOTAL INVESTMENT INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£0</u></b>	<b><u>£0</u></b>	<b><u>£0</u></b>	<b><u>£0</u></b>

**4. BANK & CASH BALANCES**

**BANK BALANCES**

	2023	2022
Current account no.1	50,436	41,790
Current account no.2	173	173
Cash in hand	0	0
<b>MONIES HELD BY CHARITY</b>	<b><u>£50,609</u></b>	<b><u>£41,963</u></b>

**5. RESTRICTED FUNDS**

As at the Balance Sheet date, the charity held £6,131 (2022 - £nil) of Restricted Funds.

**6. DESIGNATED FUNDS**

There were no Designated Funds held by the charity as at the Balance Sheet date.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
YEAR ENDED 31<sup>ST</sup> MARCH 2023**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

*I report on the accounts of the Charity for the Period Ended to 31st March 2023, as shown on pages 4 – 12 attached.*

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

**BASIS OF INDEPENDENT EXAMINER'S REPORT**

*My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 and*
- *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.*



**Edward Gilbert Cobb FCA  
CHARTERED ACCOUNTANT  
ECC (A&T) Limited  
8 Suez Street, Warrington, Cheshire, WA1 1EG**

**Date: 29<sup>th</sup> January 2024**

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

England & Wales - Charity number 1194695

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# Accounts

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

**ACCOUNTS AND TRUSTEES REPORT**

**PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

**Accounts Prepared and Independently Examined by:-**

E G Cobb FCA  
ECC (A&T) Limited  
Chartered Accountants  
8 Suez Street, Warrington, Cheshire, WA1 1EG

Email: [info@eccatLtd.com](mailto:info@eccatLtd.com)



**SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES REPORT  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
ACCOUNTS AND TRUSTEES REPORT  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

**CHARITY INFORMATION**

<b>YEAR FOUNDED</b>	<b>2021</b>
<b>CHARITY NUMBER</b>	<b>1194695</b>
<b>CHARITY NAME</b>	<b>The Showmen's Mental Health Awareness Charity</b>
<b>HEAD OFFICE ADDRESS</b>	<b>14 Hart Common Caravan Park, Old Ford Road, Westhoughton, Bolton, BL5 2BU</b>
<b>HEAD OFFICE PHONE</b>	<b>07500 555 208</b>
<b>TRUSTEES</b>	<b>Mr Sheldon Chadwick (Chair of Trustees) Mr Devon Hill Mr Bradley Wright Mr Mason Holmes Mr Ryan Barwick Miss Xenna Murphy Miss Shelby Holmes Miss Samantha Heeson (Appointed 27 July 2022)</b>
<b>MAIN BANKERS</b>	<b>Natwest Bank Plc</b>
<b>INDEPENDENT EXAMINER</b>	<b>Edward Gilbert Cobb FCA, Chartered Accountant ECC (A&amp;T) Limited, 8 Suez Street, Warrington, Cheshire, WA1 1EG</b>
<b>WEB-SITE</b>	<b><a href="http://www.showmensmentalhealth.com">www.showmensmentalhealth.com</a></b>
<b>EMAIL ADDRESS</b>	<b><a href="mailto:showmensmentalhealth@gmail.com">showmensmentalhealth@gmail.com</a></b>

# Trustees Report

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**Trustees & Board members, serving during the period ended 31<sup>st</sup> March 2022**

**The following served as Trustees during 2022**

- Mr Sheldon Chadwick (Chair of Trustees)
- Mr Devon Hill
- Mr Bradley Wright
- Mr Mason Holmes
- Mr Ryan Barwick
- Miss Xenna Murphy
- Miss Shelby Holmes
- Miss Samantha Heeson (Appointed 27 July 2022)



...ing showmen who gain t  
...s, of its code of rules for members and through th  
... processes that exist currently of the land.  
... still looking for support with a maintenance grant so he can liv  
... Please email LSSSCHAD@ljmu.ac.uk if you can help in any wa

awareness charity  
Men's Health



### The Showmen's Mental Health

We are a charity founded and run by people from the communities. Our aim is to break the stigma surrounding mental health. We do this by providing support, information and services to Showmen of all ages in the UK & Ireland.

#### Our Activities

**Free Therapy & Counselling** - The charity has its own mental health service. We have a quick turn around and an accessible service. If you are unable to access a private psychologist, we can help with funding for private psychological services. We do this by providing support, information and services to Showmen of all ages in the UK & Ireland.

**Education** - We provide lots of educational projects for showmen. We have a quick turn around and an accessible service. If you are unable to access a private psychologist, we can help with funding for private psychological services. We do this by providing support, information and services to Showmen of all ages in the UK & Ireland.

**Awareness** - We're spreading the word about mental health. We do this by providing support, information and services to Showmen of all ages in the UK & Ireland.

\*The Self Referral Form

The Showmen's

# The Showmen's Mental Health

awareness  
charity

## Our Mission

We are a charity founded and run by people from the Showmen and Fairground community. The trustees on our board are either travelling Showmen or settled down Showmen professionals.

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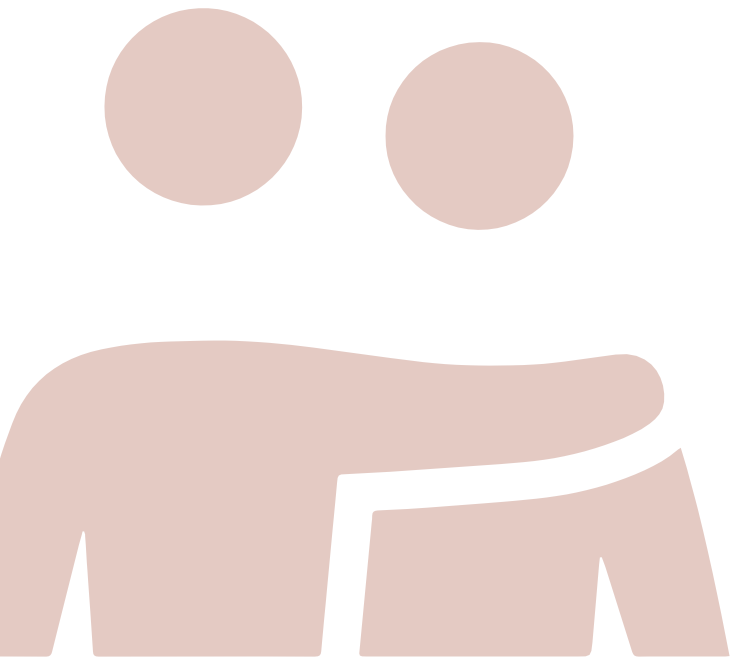


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- Mental Health Services
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- Awareness

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Show Head. Show Heart.  
Show Smart.

## Mental Health Services

The Showmen's Mental Health Awareness Charity (SMHAC) specialise in providing fast and effective mental health support and funding to the Showmen community.

### Self Referral

To access the charities services, service users must undertake a self-referral process through our website or make direct contact with a SMHAC nurse.

### Screening Service

The charity currently works with two private mental health nurses who specialise in both adult and child screening. All individuals who use our mental health services must undertake a screening process after submission of the self-referral form.

The screening process allows the SMHAC nurses to assess the service user's current concerns to determine the correct mental health pathway.

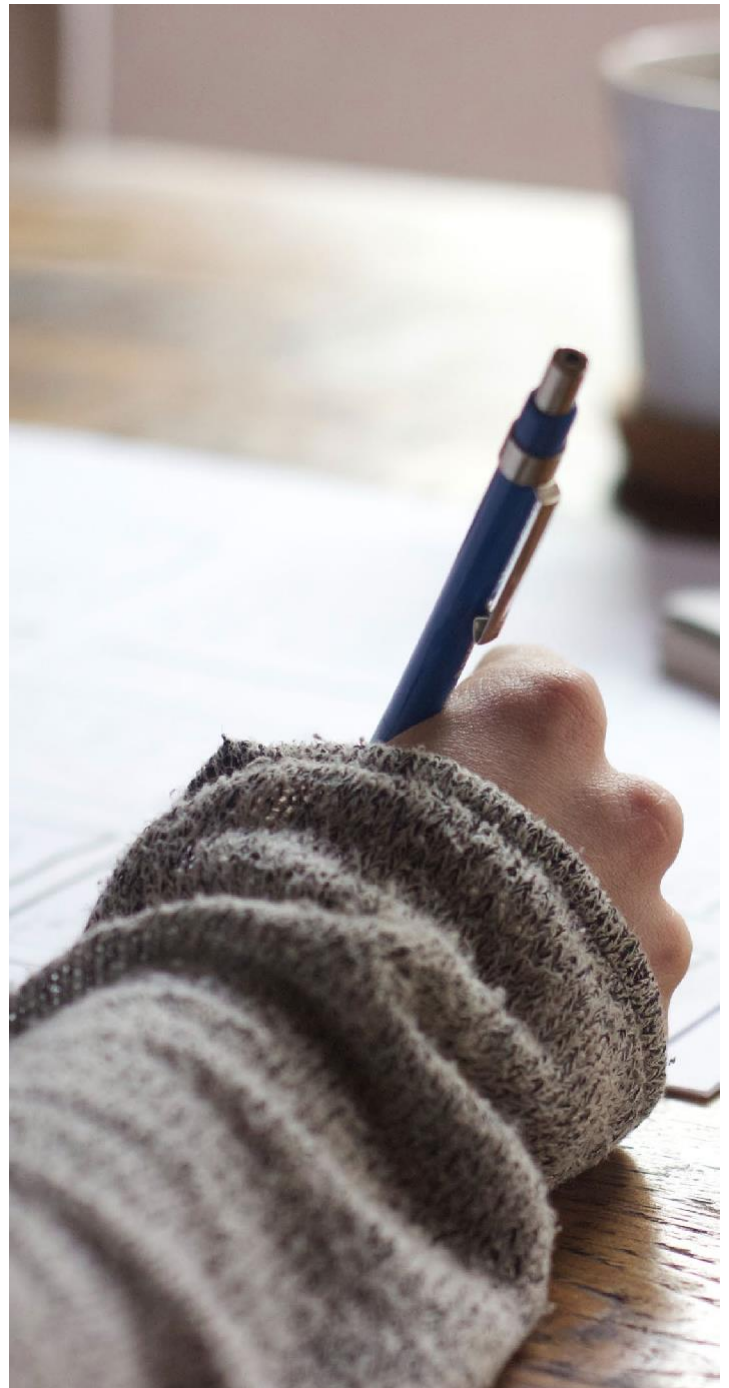
Once self-referral and screening is complete, a passover document will be produced for the most suitable therapist or counsellor to support the service providers mental health.

### Therapy & Counselling

The SMHAC provide funding for private therapy and counselling. The charity currently funds twelve private therapy/counselling sessions for any Show Person within the UK and Ireland.

This service can be extended to 20 sessions through a written or verbal extension process which must remain anonymous to protect the information of the service user.

We currently have a 2-4 week turnaround from initial contact to passover.



### Formal Diagnosis

The SMHAC provide private funding for psychiatric assessments through our partners Psymlicity Health Care, Optimise Health Care & Sanctum, this includes but is not limited to, ADHD, OCD and Autism.

### Rehabilitation Grant

We can provide a small rehabilitation grant of £3000 to help support Showmen who may need access to rehabilitation services.



Listen Learn  
Act!

## Education

The Showmen's Mental Health Awareness Charity recognises the importance of education as a preventative tool.

The charity aims to support our community with educational materials, workshops, and lectures for both adults and children.

We provide monthly mental Health Workshops with our partners Epic Assist that cover a variety of topics including:

- Suicide Prevention
- Mental Health in the Fairground Industry
- Women's Mental Health
- Men's Mental Health

We have organised gender specific mental health workshops where it is more detailed on specific gender related issues. We want to make sure our community feel comfortable discussing their problems in the right environment which is why these workshops have been so valuable.

Providing monthly workshops on mental health education, we get a variety of community members joining to learn more about how to help their friends and family. These are partnered with Epic Assist who provide us with up to date, valid information.

We conducted a 3-day youth project workshop during lockdown. This was to help the next generation of Showmen and Travellers develop the mental health tools to help themselves and other community members, along with raising awareness amongst the age group. We worked with children from the community on environmental, mental, and physical health. Education is important for us at the Showmen's Mental Health Charity, we want to cover all learning aspects with regards to health and diversify the ways that we can learn to be more mindful.



We presented at numerous different conferences and symposiums including:

- GTRSB Health Conference
- Queens Nurses Institution
- Central Council Showmen's Guild of Great Britain

## Awareness

The Showmen's Mental Health Awareness Charity aims to spread awareness through a variety of outreach events and online campaigns to break the stigma surrounding mental health within our community.

- We launched our Facebook, Instagram and Twitter accounts and have gained over 6000 followers together on these platforms.
- We partnered with the Showmen England and Scotland football teams to help raise awareness and break the stigma at the annual football event.
- We organised multiple community walks throughout the UK.



## Fundraising and Community Support

We have fundraised in many ways throughout the last 12 months and received support from our community and from our social media followers, who are mainly within the Showmen Traveller community. When we initially began the charity, we set up a Go Fund Me page to raise funds which was shared across the community. Members across the country raised money on our behalf by organising sponsored walks and giveaways.

We also designed and bought branded notepads & t shirts which were sold by the Trustees to raise funds at fairground events. Since the initial set up, we have recently integrated a donation button on our website for an easier way for people to make donations. We have also received support and donations from the Showmen's Guild to help spread awareness across the community and support its members.

## Working in The Community

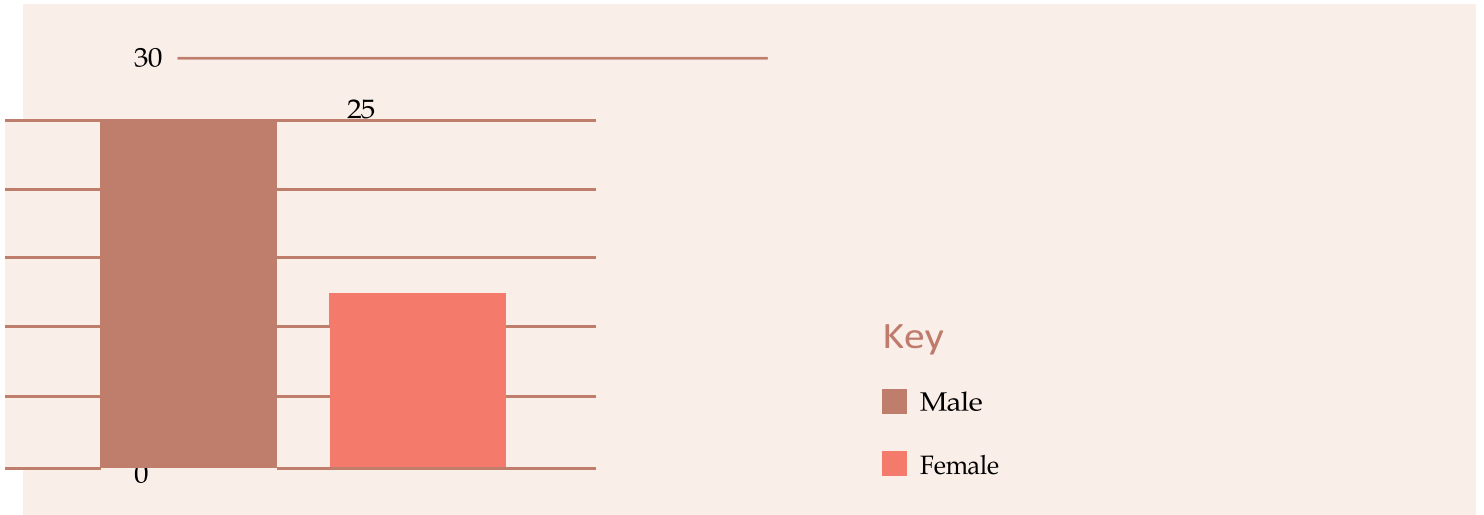
Community is at the heart of our charity, and we want to make sure we listen and learn from our community, whilst providing support and educational tools. In the last 12 months we have:

- We launched our Show Smart Campaign which aims to celebrate knowledge passed down from many generations of showmen, and the use of Showmen terminology when considering our mental health.
- We co-ordinated and organised a large community/youth event at the annual Leeds Valentines Fair. We had 11 partners supporting the event including Sheffield University National Circus and Fairground Archive, Future 4 Fairgrounds and registered charities Fair Scotland and Epic Assist.
- We did constant outreach at various annual events with our flyer that breaks down our services, this included Hull Fair.
- Visited numerous Showmen yards (sites) to help raise awareness of the charity's services for hard-to-reach Showmen.
- Trustees undertook the 3 peak challenge to raise awareness, alongside community members.

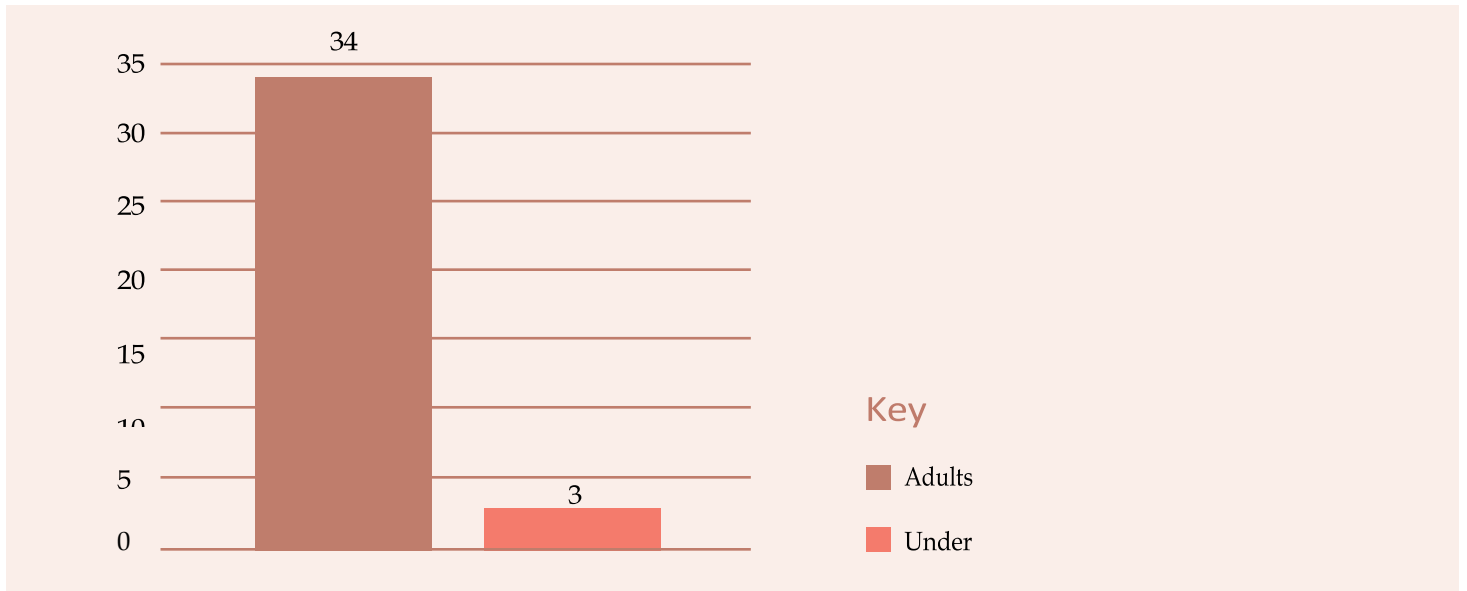


## Yearly Statistics

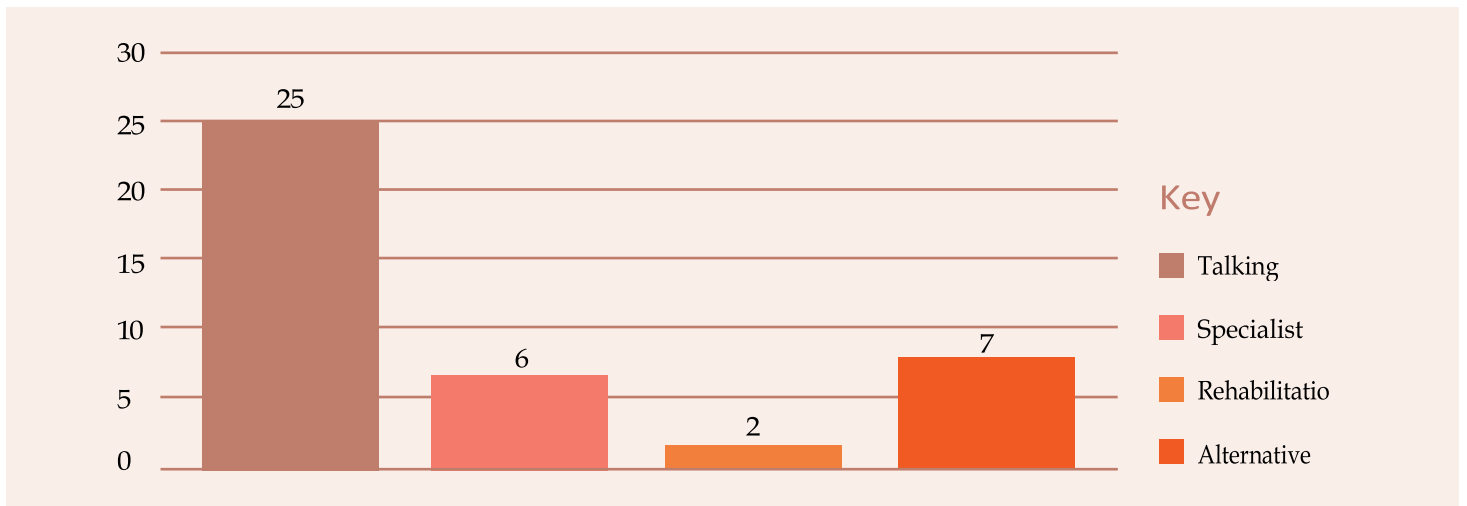
### Referrals - Gender Split



### Referrals - Age Range



### Overall Referral Pathway



**2022-2023 Vision**

- Develop 3+ community outreach events
- Publish The Showmen’s Mental Health Guidebook
- Have an event that we can make annual – possibly something big where we can count on a lot of donations which will help our cashflow annually
- Get some merchandise (t-shirts/ hoodies) and open an online shop on the website to help with donations
- Try and get funding from the NHS
- Employ Chief Executive

**Mr Sheldon Chadwick (Chairman & Trustee).....**

**Date signed: 17th January 2023**

**THE SHOWMEN'S MENTAL HEALTH  
AWARENESS CHARITY  
RECEIPTS & PAYMENTS ACCOUNT  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

	Unrestricted Funds £	Restricted Funds £	Total Funds £
<b>INCOMING RESOURCES FROM</b>			
<b>GENERATED FUNDS:</b>			
Voluntary income (Note 2)	79,193	0	79,193
Investment Income (Note 3)	<u>0</u>	<u>0</u>	<u>0</u>
<b>TOTAL INCOMING RESOURCES</b>	<b><u>£79,193</u></b>	<b><u>£0</u></b>	<b><u>£ 79,193</u></b>
<b>RESOURCES EXPENDED:</b>			
<b>Charitable activities -</b>			
Counselling fees	17,694	0	17,694
Nurses and medical fees	1,080	0	1,080
Education costs	3,046	0	3,046
Event costs and marketing	8,319	0	8,319
Travel expenses	1,735	0	1,735
Equipment not capitalised & IT costs	414	0	414
	<b><u>£32,288</u></b>	<b><u>£0</u></b>	<b><u>£32,228</u></b>
<b>Management and Support Costs -</b>			
Administration, Office & Insurance	1,980	0	1,980
Stationery, Office & Misc. Exp's	59	0	59
	<b><u>£2,039</u></b>	<b><u>0</u></b>	<b><u>£2,039</u></b>
<b>Governance -</b>			
Legal fees	2,903	0	2,903
Accountancy & independent examination fees	3,000	0	3,000
	<b><u>£5,903</u></b>	<b><u>£0</u></b>	<b><u>£5,903</u></b>
<b>TOTAL RESOURCES EXPENDED</b>	<b><u>£40,230</u></b>	<b><u>£0</u></b>	<b><u>£40,230</u></b>
<b>SURPLUS / (DEFICIT) FOR YEAR</b>	<b><u>£38,963</u></b>	<b><u>£0</u></b>	<b><u>£38,963</u></b>
Funds brought forward	£0	£0	£0
Transfer between funds	0	0	0
<b>Funds carried forward @ 31<sup>st</sup> March 2022</b>	<b><u>£38,963</u></b>	<b><u>£0</u></b>	<b><u>£38,963</u></b>

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
STATEMENT OF ASSETS AND LIABILITIES  
AS AT 31<sup>ST</sup> MARCH 2022**

	2022
	£
<b>FIXED ASSETS</b>	<b>£0</b>
<b>CURRENT ASSETS</b>	
Cash at Bank - Note 4	41,963
Cash in hand - Note 4	0
	<u>£41,963</u>
<b>CREDITORS</b> due within one year	<u>£3,000</u>
<b>NET CURRENT ASSETS</b>	<b>£38,963</b>
<b>NET ASSETS</b>	<u><u>£38,963</u></u>
<b>TRUSTEES FUNDS</b>	
Balance brought forward	0
Surplus <b>(Deficit)</b> for year	38,963
Balance carried forward	<u>£38,963</u>
<b>REPRESENTED BY:-</b>	<b>2022</b>
GENERAL FUNDS	38,963
DESIGNATED FUNDS – Note 6	<u>0</u>
<b>TOTAL UNRESTRICTED FUNDS</b>	<b>£38,963</b>
<b>RESTRICTED FUNDS – Note 5</b>	<u>£0</u>
<b>TOTAL CHARITABLE FUNDS</b>	<u><u>£38,963</u></u>
<b>TRUSTEES CERTIFICATE OF APPROVAL</b>	
<b>MR SHELDON CHADWICK (CHAIR OF TRUSTEES) .....</b>	
<b>DATE:- 17<sup>th</sup> January 2023</b>	

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

**1. THE BASIS OF ACCOUNTING POLICIES AND DEFINITIONS**

- 1.1 THE ACCOUNTS** have been prepared under the historical cost convention in accordance with applicable accounting standards and the Charities Act 2006 and Statement of Recommended Practice (SORP) 2005.
- 1.2 GENERAL FUNDS** represent unrestricted funds that are not subject to any restriction regarding their use and are available for application towards their use purposes of a general nature.
- 1.3 RESTRICTED FUNDS** represent funds restricted by the donor for a particular purpose.
- 1.3(a) DESIGNATED FUNDS** represent funds that have been allocated out of Unrestricted funds by the Trustees of The Showmen's Mental Health Awareness Charity for specific events or liabilities The Showmen's Mental Health Awareness Charity is committed to. Any remaining balance is returned to unrestricted funds when events have been held.
- 1.4 INCOMING RESOURCES** are included in the SOFA when:-
- The Showmen's Mental Health Awareness Charity becomes entitled to the resources
  - The trustees are virtually certain they will receive the resources; and
  - The monetary value can be measured with sufficient reliability.
- 1.5 GRANTS & DONATIONS** are included in the SOFA when The Showmen's Mental Health Awareness Charity has unconditional entitlement to the resources.
- 1.6 INVESTMENT INCOME** is included in the SOFA when receivable.
- 1.7 RESOURCES EXPENDED** are recognised when costs have been incurred, or for designated or special gifts, in the same accounting period as the related gift is received.
- 1.8 TANGIBLE FIXED ASSETS** are capitalised at cost when incurred
- 1.9 DEPRECIATION OF FIXED ASSETS** is included in resources expended, to write off the assets of over their useful economic life.
- 1.10 LIABILITY RECOGNITION** – Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.
- 1.11 GOVERNANCE COSTS** – The preparation & examination of The Showmen's Mental Health Awareness Charity annual statutory accounts, AGM & trustee meeting expenses; also legal advice given to trustees.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

**2. VOLUNTARY INCOME**

	UNRESTRICTED FUNDS 2022	RESTRICTED FUNDS 2022	TOTAL FUNDS 2022
The Showmen's Guild	20,710	0	20,710
Donations and fundraising events	58,483	0	58,483
<b>TOTAL VOLUNTARY INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£79,193</u></b>	<b><u>£0</u></b>	<b><u>£79,193</u></b>

**3. INVESTMENT INCOME**

	UNRESTRICTED FUNDS 2022	RESTRICTED FUNDS 2022	TOTAL FUNDS 2022
Bank interest	0	0	0
<b>TOTAL INVESTMENT INCOME PER STATEMENT OF FINANCIAL ACTIVITIES</b>	<b><u>£0</u></b>	<b><u>£0</u></b>	<b><u>£0</u></b>

**4. BANK & CASH BALANCES**

**BANK BALANCES**

Current account no.1	41,790
Current account no.2	173
Cash in hand	<u>0</u>
<b>MONIES HELD BY CHARITY</b>	<b><u>£41,963</u></b>

**5. RESTRICTED FUNDS**

There were no Restricted Funds held by the charity as at the Balance Sheet date.

**6. DESIGNATED FUNDS**

There were no Designated Funds held by the charity as at the Balance Sheet date.

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY  
PERIOD ENDED 31<sup>ST</sup> MARCH 2022**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY**

*I report on the accounts of the Charity for the Period Ended to 31st March 2022, as shown on pages 4 – 16 attached.*

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

**BASIS OF INDEPENDENT EXAMINER'S REPORT**

*My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 and*
- *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.*

**Edward Gilbert Cobb FCA  
CHARTERED ACCOUNTANT  
ECC (A&T) Limited  
8 Suez Street, Warrington, Cheshire, WA1 1EG**

**Date: 17<sup>th</sup> January 2023**