

THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY

ACCOUNTS AND TRUSTEES' REPORT

YEAR ENDED 31ST MARCH 2025

Accounts Prepared and Independently Examined by:-

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**SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY
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YEAR ENDED 31ST MARCH 2025**

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**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY
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YEAR ENDED 31ST MARCH 2025**

CHARITY INFORMATION

YEAR FOUNDED	2021
CHARITY NUMBER	1194695
CHARITY NAME	The Showmen's Mental Health Awareness Charity
HEAD OFFICE ADDRESS	14 Hart Common Caravan Park, Old Ford Road, Westhoughton, Bolton, BL5 2BU
HEAD OFFICE PHONE	07500 555 208
TRUSTEES	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)
CHIEF EXECUTIVE OFFICER	Mr Sheldon Chadwick
MAIN BANKERS	Natwest Bank Plc
INDEPENDENT EXAMINER	Edward Gilbert Cobb FCA, Chartered Accountant ECC (A&T) Limited, 8 Suez Street, Warrington, Cheshire, WA1 1EG
WEB-SITE	<u>www.showmensmentalhealth.com</u>
EMAIL ADDRESS	<u>showmensmentalhealth@gmail.com</u>

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 31ST MARCH 2025
STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds £	Restricted Funds £	Total Funds £	2024 £
INCOMING RESOURCES FROM				
GENERATED FUNDS:				
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
TOTAL INCOMING RESOURCES	£13,479	£61,828	£ 75,307	£65,862
RESOURCES EXPENDED:				
Charitable activities -				
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
	£4,373	£40,766	£45,139	£103,328
Management and Support Costs -				
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
	£1,461	£9,745	£11,206	£3,505
Governance & Finance Costs				
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
	£4,592	£0	£4,592	£3,737
TOTAL RESOURCES EXPENDED	£10,426	£50,511	£60,937	£110,570
SURPLUS / (DEFICIT) FOR YEAR	£3,053	£11,317	£14,370	(£44,708)
 Funds brought forward @ 01 April 2024	 £1,988	 £913	 £2,901	 £47,609
Transfer between funds	0	0	0	0
Funds carried forward @ 31st March 2025	£5,041	£12,230	£17,271	£2,901

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

16.

	2025	2024
	£	£
	£0	£0
FIXED ASSETS		
CURRENT ASSETS		
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>
CREDITORS due within one year	<u>£2,500</u>	<u>£3,000</u>
NET CURRENT ASSETS	£17,271	£2,901
NET ASSETS	<u>£17,271</u>	<u>£2,901</u>
TRUSTEES FUNDS		
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>
REPRESENTED BY:-	2025	2024
GENERAL FUNDS	5,041	1,988
DESIGNATED FUNDS – Note 5	<u>0</u>	<u>0</u>
TOTAL UNRESTRICTED FUNDS	£5,041	£1,988
RESTRICTED FUNDS – Note 4	<u>£12,230</u>	<u>£913</u>
TOTAL CHARITABLE FUNDS	<u>£17,271</u>	<u>£2,901</u>

TRUSTEES CERTIFICATE OF APPROVAL

MRS ATALIA CASSELLS (CHAIR OF TRUSTEES)



DATE:- 28 January 2026

**THE SHOWMEN'S MENTAL HEALTH AWARENESS CHARITY
NOTES TO STATEMENTS OF FINANCIAL ACTIVITIES (SOFA)
YEAR ENDED 31ST 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 31ST 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
TOTAL VOLUNTARY INCOME PER STATEMENT OF FINANCIAL ACTIVITIES	<u>£13,479</u>	<u>£61,828</u>	<u>£75,307</u>	<u>£65,862</u>

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	0	0
MONIES HELD BY CHARITY	<u>£ 17,971</u>	<u>£ 4,101</u>

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 31ST 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