

Charity registration number 1194732

Company registration number 12718450 (England and Wales)

**WE ARE GROW**

**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 NOVEMBER 2024**



# WE ARE GROW

## LEGAL AND ADMINISTRATIVE INFORMATION

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Trustees	F Box	
	A Arias	
	A Bahia	
	C Delamain	
	S Jayasuriya	
	J Venn Smith	(Appointed 24 June 2024)
Secretary	L Hollis	
Charity number	1194732	
Company number	12718450	
Registered office	The Totteridge Academy Barnet Lane London N20 8AZ	
Independent examiner	Sedulo London Limited Office 605 Albert House 256 - 260 Old Street London United Kingdom EC1V 9DD	

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# WE ARE GROW

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# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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The Trustees present their annual report and financial statements for the year ended 30 November 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

#### OBJECTIVES AND ACTIVITIES

The objects of the Charity are:-

To advance in life and help young people by providing, or assisting in the provision of, physical, educational and other activities as a means of: -

- a. developing the skills, capacities and capabilities of young people to enable them to participate in society as independent, mature and responsible individuals.
- b. advancing education.
- c. relieving unemployment in such ways as may be thought fit, including assistance to find employment; and
- d. providing recreational and leisure time activity in the interests of social welfare for young people who have need by reason of their youth, disability, poverty or social and economic circumstances with the object of improving their conditions of life; and in particular, but without prejudice to the generality of the foregoing, by working with schools, other educational institutions, youth clubs and other youth organisations in Great Britain and Northern Ireland to supplement their respective curricula or activities by providing, or assisting in the provision of, life skills programmes that, amongst other things, encourage mental and physical wellbeing; engage young people with nature; and teach them about food production and nutrition.

To advance education and provide facilities for recreation and other leisure time occupation for the public at large in the interests of social welfare with the object of improving their conditions of life and in particular, but without prejudice to the generality of the foregoing, by: -

- a. the provision of, or assisting in the provision of, the means by which the public are able to participate in community farming and gardening.
- b. educating the public in horticulture; agriculture; and animal
- c. welfare and husbandry; and the provision and maintenance, or assisting in the provision and maintenance, of community centres or similar facilities for the benefit of:
  - i. young people attending schools, other educational institutions, youth clubs or other youth organisations situate in, and
  - i. residents of the respective areas in which any such centres are situate and the respective surrounding areas without distinction of sex, sexual orientation, race or of political, religious or other opinions, for use for meetings, lectures and classes and for other forms of recreation and leisure time occupation.

To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment and to advance the education of the public in the conservation, protection and improvement of the physical and natural environment in such ways as the Trustees consider appropriate and in particular, but without prejudice to the generality of the foregoing, by:-

- a. the promotion of sustainability, regenerative agriculture and land stewardship; and
- b. advancing the education of the public about sustainability, regenerative agriculture and land stewardship.

*In this Article 1.1(3) "sustainability" includes, but is not limited to, waste generation, waste management, waste recycling and the use of surplus; "regenerative agriculture" means farming principles and practices that seek to enhance the ecosystem through, amongst other things, increasing biodiversity, improving soil health and water management; and "land stewardship" means the conservation of natural resources (air, land, water biodiversity).*

# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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- c. to relieve those in need by reason of youth, age, ill-health, disability, financial hardship and such other social or economic disadvantages and, but not limited to, by the provision and distribution of fresh produce.

*In this Article 1.1 "young people" means children and young person's up to the age of 25 years.*

#### *Public benefit*

The Trustees have referred to the Charity Commission's guidance on public benefit — including 'Public benefit: the public benefit requirement (PB1)' and 'Public benefit: running a charity (PB2)' — when reviewing the Charity's aims and objectives and in planning its current and future activities.

The achievements and activities outlined in this report demonstrate the public benefit arising from the charity's activities.

#### **Our Mission - Everyone has the right to grow!**

GROW is a thriving agroecological farm that enriches the lives of The Totteridge Academy and wider Barnet community, prioritising those facing barriers to education, well-being, and employment.

Our mission is to champion food justice and advocate for a sustainable way of life for all.

We cultivate knowledge, connection, and resilience through hands-on outdoor learning experiences.

By modelling and sharing our work, we inspire and empower others to join the agroecological movement, driving systemic change in education, environment, and community.

#### **Our Agroecological Farm**

Agroecology is a transformative approach to farming that cares for the land, supports biodiversity, and strengthens communities. At GROW, we see the farm as a living system—where healthy soil, thriving plants, and local people all play a part in shaping a fairer, more connected food future.

We grow vegetables, herbs, flowers, fungi, and fruits for schools, the community, and educational purposes; we keep bees and chickens who do their part by pollinating and fertilising our land; and we welcome hundreds of people to our farm every year through volunteering, programmes, and events.

By supplying local schools and embedding social justice in our food system through a solidarity pricing model, we make nutritious and sustainable food accessible to everyone, not just the privileged.

We are dedicated to creating a resilient, equitable, and accessible farm, open to all.

We follow the 10 key principles set out by the Food and Agriculture Organization of the United Nations, ensuring that our approach aligns with global best practices.

#### **TTA Partnership**

Situated on The Totteridge Academy site, our farm provides an enriching resource for students, staff, and families.

Through a close partnership with TTA, we are demonstrating how schools and farms can work together to create resilient local food systems that benefit both education and community well-being.

By embedding agroecological principles into education, we aim to drive systemic change, ensuring that future generations understand and value their relationship with food and the environment.

# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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Our TTA work includes:

- Kitchen: supplying fresh produce
- Curriculum: bringing subject learning outdoors
- Enrichment: clubs, work experience, and student voice
- Intervention: programmes for students who need additional support

#### Programmes

Inspired by the GROW farm, our sustainable food-growing and outdoor learning programmes cultivate knowledge, connection, and resilience.

Our programmes prioritise children, young people, and families facing barriers to education, well-being, and employment. These include:

- After school, holiday, & weekend clubs
- Family growing projects
- AQA Mushroom Cultivation & Floristry Certification Courses
- Traineeships

#### Advocacy & Outreach

At GROW, we don't just farm—we share what we learn and show what's possible.

By modeling agroecological growing and education in action, we inspire others to reimagine their own spaces, from school grounds to community gardens.

By connecting with hyper-local sites, we aim to co-create a vibrant, local network that drives positive change in education, environmental, and community well-being.

Our outreach programmes include:

- Mini GROWS: supporting primary schools to set up and embed their own growing spaces linked to the GROW Farm
- GROW Futures: a yearly knowledge-sharing programme for educators
- Community Projects: supporting the development of offsite growing spaces in collaboration with local communities

#### Our 10 Guiding Principles

We proactively embed agroecological principles into everything we do.

1. **We work with the land** to enhance soil health, biodiversity, and sustainability.
2. **We champion food justice** and the right to a sustainable way of life, prioritising those who need it most.
3. **We cultivate balance and synergy** by respecting the relationships between all living things on the farm.
4. **We grow and sell affordable produce** in collaboration with our local community, preserving food traditions and supporting a solidarity economy.
5. **We create inclusive, welcoming spaces** that foster learning, wellbeing, and community connection.
6. **We share knowledge openly** — co-creating with our community and broadening the reach of agroecology.
7. **We embrace partnerships** and shared responsibility, working collaboratively with local stakeholders.
8. **We uphold transparency and accountability** in our work, ensuring responsible governance.
9. **We commit to diversity** — in both ecosystems and the people we work with.
10. **We take a circular approach** — turning waste into resources, using local expertise, and maximizing efficiency.

#### Why GROW is Needed

GROW tackles the intersecting challenges of industrial farming's impact on climate change and biodiversity, food insecurity, unequal access to green space, and health disparities—all rooted in our broken food system.

[https://www.wildlifetrusts.org/sites/default/files/2023-06/Farming%20at%20the%20Sweet%20Spot\\_1.pdf](https://www.wildlifetrusts.org/sites/default/files/2023-06/Farming%20at%20the%20Sweet%20Spot_1.pdf)

#### *Farming's Impact on Climate & Biodiversity*

Industrial farming depletes soil, harms pollinators, increases emissions, and reduces biodiversity. In the UK, biodiversity is in sharp decline due to habitat destruction and chemical-intensive farming, making ecosystems—and our food systems—less resilient.

# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### *Food Insecurity & Food Justice*

Rising food prices have deepened inequality. As of June 2024, 18% of UK households with children faced food insecurity. Families on lower incomes spend up to 47% of their disposable income on food, compared to 11% in wealthier households. In Barnet, nearly 13,000 children were eligible for Free School Meals in 2024, with 29% of students at The Totteridge Academy affected. Healthy, sustainable food must be a right—not a luxury.

#### *Inequity in Access to Green Space*

Nature improves mental health and builds community, yet access often depends on income. In the UK, fewer than half of those earning under £15,000 live near green space, compared to 63% of those earning over £35,000. Urban families without access miss out on vital benefits. The NHS and National Academy for Social Prescribing now recognize nature as essential to well-being.

“Spending time in the natural environment...improves our mental health and feelings of wellbeing. It can reduce stress, fatigue, anxiety and depression. It can help boost immune systems, encourage physical activity and may reduce the risk of chronic diseases such as asthma. It can combat loneliness and bind communities together.” **UK Government, 25 Year Plan for the Environment**

#### *Health & Well-Being Disparities*

Low-income communities face systemic barriers to nutritious, sustainable food—contributing to poorer physical and mental health. Nature-friendly farming produces healthier food and builds stronger communities, but access remains unequal.

GROW exists to close these gaps—connecting people with land, food, and each other to create a healthier, fairer future for Barnet and beyond.

#### **How we are specifically addressing these needs:**

- 1. Developing a resilient local food system that is good for both people and the planet:** The GROW Farm aims to demonstrate a thriving agroecological food system that is financially resilient, equitable and accessible. It is vital that we are modelling an example of how to do things differently. That means paying our staff at least London Living Wage, producing efficiently, promoting soil health and biodiversity, and being accessible to all, particularly our communities most under-resourced. Choosing a farming model where we protect the soil, do not use artificial chemicals and fertilisers, leave space for nature, and promote diversity in seeds and plants have untold benefits. This model forms the basis for our wider educational work.
- 2. Educating our community about the food system:** Through all of our programmes, we educate people about the food system and how good food can become part of the answer to the climate crisis, the health crisis, the mental health crisis and more. We are empowering people with accessible knowledge to help them address climate change and their own health through their everyday life choices. Furthermore, we aim to educate our wider audiences through our commitment to transparency, and creating engaging and informative online content about the food system.
- 3. Offering free programmes and opportunities for those who face barriers to healthy living:** the majority of our programmes are delivered for children, young people and families who face barriers to healthy living. This includes low income families, free school meal recipients, people who have additional and SEND needs, those who do not have a garden, and those at risk of NEET. We believe in food justice and the right to a sustainable way of life for all.
- 4. Subsidising our produce for those who need it:** We employ solidarity pricing system for our produce. This enables our produce to be accessible to all, without cutting costs and putting pressure on our farmers. Charitable funding allows our programme participants the opportunity to take home the produce they have grown.
- 5. Promoting mental and physical well-being:** All of our programmes and activities take place outdoors in green space and focus on connecting to nature as a support for overall well-being. By taking part in the daily jobs needed on the farm participants enjoy the health benefits of the physical activity in all elements of growing and harvesting and produce. We also teach mindful breathing exercises, supporting participants to build resilience and emotional regulation skills.

## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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**6. Opening our farm to all:** We aim to provide a safe, engaging, and welcoming space for anyone in our community to enjoy. Through our community events and volunteering opportunities, our farm is regularly open to the public. Furthermore, our GROW-COOK-SHARE project has enabled us to offer local families who do not have a garden an allocated space on our farm to grow food in and visit whenever they wish. We aim to grow this project year on year into a community led allotment model.

**7. Supporting wider campaigns:** This includes Riverford's campaign to push the government for fairer systems for farmers.

#### ACHIEVEMENTS AND PERFORMANCE

Please read our 2023/24 Impact Report [here](#).

##### The numbers in 2023/24

- 60K bees are housed on our farm through sustainable bee-keeping practices.
- 30K school lunches including GROW Farm produce.
- 500+ attendees to our 5th Birthday party.
- 100+ new community volunteers contributed to our farm.
- 101 Young people gained a seed sowing, chicken care, wheelbarrow or harvesting license through a GROW programme.
- 90+ local school children facing barriers to learning participated in a 10-week early support programme at TTA and local primary schools.
- 52 fruit trees planted in agroforestry strips, improving our biodiversity and the resilience of our small bee population.
- 51 curriculum lessons delivered in collaboration with subjects including English, Science, and Food Tech for over 500 students.
- 48 free school meal recipients enjoyed a GROW holiday club.
- 28 at risk young people gained an AQA Qualification in Mushroom Cultivation or Floristry.
- 15 free school meal recipient young people enrolled in our weekly after-school club.
- 18 'GROW Farm Discovery Days' hosted on our farm for 500+ school children from across London.
- 12 care-experienced young people attended our weekly Saturday outdoors club.
- 10 GROW Student Board of Advisors engaged in contributing to the future of GROW.
- 12 educationalists joined our GROW Futures training programme, supporting them to bring Agroecology into their settings.
- 7 local families without a garden were donated a raised bed on our farm to grow their own food in.
- 5 work experience & Duke of Edinburgh placements hosted.
- 3 volunteers joined our new Supported Volunteering Programme for adults with complex needs.
- 1 new pond developed, welcoming more birds, plants, and insects to the farm.
- 1 new fruit forest orchard was established.

##### The Farm 2023/24

###### *Land & Biodiversity*

The farm has made significant strides in integrating education, commercial production, biodiversity, and the environment across its six-acre site. Key developments in 2023/24 include:

- Planting 52 fruit trees in agroforestry strips, underplanted with wildflowers and perennials beneficial to insects.
- Creating a fruit forest in our small orchard, a long-term project set to mature over the next 3-5 years.
- Installing 'bug hotels' to support insect overwintering.
- Expanding our bee hives from 2 to 6 and establishing an Apiary Garden (20m x 10m) with plants beneficial to honeybees.
- Planting the pond with water avens and lilies, with plans for further development in 2025/26.
- Long-term planning through 2030, including silvohorticulture and creating pollinator corridors connecting the farm to its Barnet surroundings.



## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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##### *Sales*

In 2023/24, we shifted to wholesale sales exclusively to local schools, including The Totteridge Academy, Christ College Finchley, and Coppets Wood. Summer sales were made to the wholesaler Natora, who also funded our traineeship. Retail sales grew through stall sales and a TTA staff WhatsApp group, providing a convenient way for staff to order produce. We also sold value-added products like wreaths, pickles, and dried flower bouquets, which sold well during the winter months.

For 2025, we plan to trial Saturday sales at TTA's Greek School and increase wholesale sales by developing stronger relationships with school chefs, especially at TTA. We will also explore alternative holiday sales opportunities, including collaborating with Barnet's Holiday Activities Fund and local Barnet-based restaurants.

##### *Infrastructure*

In 2023/24, we erected our largest poly tunnel, which extended our growing season. We also introduced a second compost toilet and two additional hand-washing stations. Planned infrastructure improvements for 2025/26 include irrigation, water storage, electricity, and rest areas.

##### *Successes*

The key success of the year was clarifying the farm's mission, demonstrated by our move to exclusively sell wholesale to schools. We gained two new school clients and generated strong interest from three others. We completed our five-year strategy, including a site plan through 2030, and had a successful growing year with significant biodiversity additions. We also launched a seed-saving collaboration with OMVED, which is primarily educational, with some financial benefits. Our relationships with local Barnet organizations, including pollinator projects and food partnerships, grew stronger.

Our Solidarity Pricing system has been fully established: enabling those who need it to receive a 20% discount and those who can to pay 20% more. This has been rolled out across all of our products including produce, flowers, event tickets, and merchandise.

##### *Challenges*

The main challenges included weather disruptions in early spring, which delayed ground preparation, and the transition to our new Farm Manager in February, which impacted practical work. Summer holiday sales fell short due to insufficient research and buyer outreach, impacted by the transition. Our new Farm Manager is now settled, and 2025/26 is being sufficiently planned over the quieter winter period. Poor planning of early winter successions caused a lag in vegetable sales in January and February. We now have a new tunnel to support winter crop levels. Infrastructure challenges, such as low water pressure and lack of automated irrigation, persisted but are being addressed in 2025/26 in collaboration with United Learning. A water borehole is being explored, and a new tap is now accessible.

##### *Volunteers*

We welcomed 100 new volunteers in 2023/24, with many returning since 2019/2020. Our Farm Manager, Chris, has cultivated a supportive volunteer community, offering tasks ranging from daily farm duties to leadership roles. Notable achievements include:

- Two volunteers, Elizabeth and Martin, took on the care and maintenance of our sustainable beekeeping area.
- Six regular volunteers were trained in advanced safeguarding, enabling them to support the partner school and enhance farm operations.
- One volunteer was trained to independently run the weekly market stall, and three others were trained in packing produce.
- Volunteers also contributed to events, including our 5th Birthday celebration and monthly Pick Your Own Flowers events.
- Four volunteers have moved into professional roles in the food-growing sector, furthering their careers after volunteering with us.

**100%** of volunteers surveyed reported feeling supported, valued, and safe, and felt that the volunteer programme meets their needs effectively.

# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### New and notable programmes and achievements this year

##### Supported Volunteering

In Spring 2024 we launched a new weekly Supported Volunteering Programme for adults with complex needs who are looking to gain skills, improve social skills, and build confidence. We have a small group of 3, looked after by one member of GROW staff. They have formed a supportive team and work really well together, despite their very different support needs.

As a team, they have identified the composting systems as an area we are taking care of and managing. They also conducted experiments comparing GROW's home-grown compost with treated brought in compost to see how the weed content compared in both.

"D has provided really lovely feedback about GROW farm – he said he has found the staff & volunteers really friendly and helpful and is really enjoying him, and looks forward to using these skills for helping to find paid work too in the near future."

**Barnet Prevention and Well Being officer**

"This volunteering opportunity gives me an opportunity to use my skills that I learnt at Capel Manor. And for those that want to be outside I think that this is the best opportunity for those that want to balance being in and out" **Adam, volunteer**

##### Grahame Park Community Garden

Grahame Park's community garden - a collection of raised beds and planters in the middle of the Grahame Park Estate - was constructed and managed by Groundwork in 2021 but has since been left relatively disused. The GLA School Superzones funding offered an opportunity for the community garden to be reinvigorated, and thanks to this funding, GROW began managing the community garden in November 2023.

The Project Lead, Sophie, began by understanding the local context by meeting with as many community groups (Bingo, FUSE, BreadnButter cookery classes and community cookbook team, the Past, Present and Future exhibitions team, The Loop, 4Front, Centre of Excellence) and organisations (Colindale Communities Trust, Notting Hill Genesis, Make it Happen, Barnet Council, Saracens High School) as possible. Through these meetings, which took place in the final months and weeks of 2023, a plan was developed to garner community support and enthusiasm for the project during the early months of 2024, so that the project could start the growing season in spring with as much momentum as possible.

In January 2024, a community focus group took place, hosted in NHG's No.15 venue on the concourse. Thanks to long-term advertising, and engagement with community groups prior to the focus group, 15 local residents attended and shared their ideas and views on how they would like to be involved in the community garden once spring came. These ideas were developed into a plan for the project's activity, as well as points of concern for the project that would need to be revisited over the course of 2024. Primarily, the project would run by communally growing fruits and vegetables through open drop-in sessions for residents once a week, as well as an afterschool club, and occasional community workshops. Alongside enthusiasm for growing their own food, residents within the initial focus groups expressed worry about the risk of the garden being vandalised in between community drop-in sessions, which we agreed would be monitored as the project progressed.

Throughout 2024, and thanks to the enthusiasm and engagement of residents in community focus groups and collaboration, the Grahame Park Community Garden has thrived into an appreciated community space, engaged with by over 550 visitors between January - October 2024. On Fridays from March to October, the garden welcomed local residents and friends to community drop-in gardening sessions, and ran an after school club for students of the nearby Saracens High School. In addition to this, monthly workshops took place which delved deeper into specific aspects of nature, food, and health. Where possible, local residents and visitors to the garden have suggested the focus of these workshops, or even run them themselves. In this way, the first year of the project has prioritised directly project funding back into the local community, by paying workshop leader fees to community members who contribute to running monthly workshops and through employing a local resident as a Garden Assistant.

It was clear from comments made during the end of season focus group that the garden has multiple benefits from the Grahame Park community. Firstly, the garden offers a space for families and friends to spend time together, fostering pre-existing relationships within Grahame Park. The picture below shows a Grahame Park resident popping down one Friday to have a chat and collect some thyme to use at home.

## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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*"The garden is like the sunshine in Grahame Park, it brings all the brightness and happiness to the area."*

*"The garden has made me so much happier in my life. I've struggled a lot with stress and feeling down, but the garden is my antidote to all that"*

*"Now my kids are like, 'mum we wanna go gardening club', which they would have never said before!"*

#### **Grow-Cook-Share**

This year we delivered the third year of our family project, GROW-COOK-SHARE (GCS)

GCS is a free food growing programme for Barnet-based families who:

- Do not have a garden, but are interested in spending more time outdoors.
- Are eligible for Free School Meals and are facing financial difficulties that are worse due to the cost of living crisis.
- Interested in learning about food growing.
- Interested in developing skills and knowledge in healthy eating, cooking, and well-being.
- Looking for unique bonding opportunities for you and your family.

Families are given a raised bed on the farm for the growing season and we deliver fortnightly sessions consisting of growing and cooking workshops. This year we had seven families, made up of nine adults and eleven young people, who attended sessions regularly. The programme ran from April to October 2024 and there were fourteen sessions in total.

- 100% of participants said their mental well-being had 'improved' since starting the GCS programme, and 83% of participants said it had 'greatly improved'. Furthermore, 100% of participants stated 'family bonding' as one of the areas that had improved since starting the GCS programme.
- 83% of participants said they were both eating and cooking using more fresh fruit and vegetables than before the programme started. 67% of participants said they were both eating and cooking using 80-100% more fresh fruits and vegetables than before the programme started.
- 100% of participants rated the quality of the GROW-COOK-SHARE programme as a whole as 5 out of 5.
- 100% of participants rated their experience of the GROW-COOK-SHARE programme as a whole as 5 out of 5.
- All the families stated they would like to take part in the programme again.

The programme will be running next year and has funding confirmed. All families who want to continue will be able to continue using the GCS growing space and we will be looking to build 5 new beds in 2025 for new families to join the programme.

*"It is beyond great. Thank you for all that you bring to enrich our lives."*

*"I really appreciated the dedication and knowledge that you all brought me."*

*"I feel I have learnt so much and really enjoyed doing so. I'm so grateful we have had this opportunity to be part of GCS. I really feel like all three of us have benefited so much."*

#### **All Things Fungi Festival**

All Things Fungi Festival is the UK's only festival dedicated to mycology, welcoming thousands of visitors from across the world in 2024. For the first time, the GROW Mushroom Academy attended in September 2024 to share our approach of low-tech mushroom cultivation and raise our profile in the fungi community.

Our collaboration with the All Things Fungi festival saw us officially debut the Mushroom Academy as pioneers in youth-focussed fungi education, which was exemplified by bringing along two of our Mushroom Academy students, Max and Poppy, who assisted us in presenting the project to a large audience through the delivery of several workshops in mushroom cultivation throughout the day. This gave the students the opportunity to impress crowds with their knowledge of fungi, demonstrate cultivation techniques they learned with us and witness the public buying the grow kits they produced with us in the GROW lab.

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### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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We took this opportunity to share the message about our approach to fungi education and ways in which this can complement the curriculum, answering many calls for fungi to be better addressed in formal education through creating extra-curricular opportunities for young people. Poppy and Max spoke to the public with passion and enthusiasm in their knowledge of fungi and involvement in the Mushroom Academy. We received an overwhelming response of excitement and support for our work from workshop attendees, festival goers and other organisations in the fungi sphere with Poppy and Max being personally invited back to the festival next year by the organiser.

#### Partnerships

This year saw the development and strengthening of current partnerships:

##### *The Totteridge Academy*

We are into the sixth year of our partnership with The Totteridge Academy. Up until now, our relationship has been based on a good-will agreement whilst we establish the partnership model. A formal Service Level Agreement is now in place detailing the services we run at TTA, and the financial arrangement for these services. A formal agreement about the use of the land is in the final stages between We are Grow and the Multi Academy Trust that owns the TTA site/land (United Learning). This will give WAG permission to lease the 6 acre TTA field to We Are Grow to be used as an Agroecological Farm and educational and training site for 10 years (until the contract is renewed). The TTA school kitchen continues to buy regular produce from us and looks to increase sales in 2025.

##### *Live Unlimited*

Live Unlimited provides support and opportunities to Barnet's Looked After Children and young care leavers. We have run their Saturday outdoors club for over three years, welcoming up to 12 looked after children and young people from the local area to our farm every term. Here, they learn about sustainable food growing, resilience, and forest school skills, whilst experiencing the benefits of spending time outdoors in a safe and nurturing environment. We run this club three times a year and look forward to continuing the partnership year on year.

##### *Whitings Hill Primary and Underhill School & Children's Centre*

This is our fifth year working with Whitings Hill Primary and Underhill School, both feeder schools to TTA. In 2021, we set up 8 raised beds in both locations. Over the years, we have been delivering food growing and outdoor learning programmes for groups of their students to develop a school garden integrated across the school, upskilling teachers and embedding it into their curriculum. Students also visit the GROW Farm on a trip, providing opportunities for students to see a large food growing site in action and to support the transition from primary to secondary, as they get to know their future school. We will be working with both schools for another two years thanks to support from the Ovo Foundation.

##### *Barnet Food Partnership*

We are members of the Barnet Food Partnership. The Barnet Food Partnership brings together representatives of different formal and informal groups involved in the food system in the London Borough of Barnet. They believe access to good food in Barnet is an essential right. Their vision is to have a sustainable, equitable and resilient food system. We have hosted one of their in-person meetings and contribute to research.

##### *Bertha Earth*

Bertha Earth is a youth-centred environmental organisation working with young people between the ages of 11 and 18. They run a year-long Ambassadors Programme for thirty Year 7 students to dive into environmental action, storytelling, self-care, and leadership for the planet – and a year of professional development and training for a committed teacher. GROW has been a delivery partner with Bertha Earth for five years, hosting a portion of their Nature Connect Days as part of the launch of their Ambassadors programme with each school.

##### *0-19 Barnet East/Central Early Help Hub*

0-19 are the main referral partners for our family growing programme, GROW-COOK-SHARE. They worked with us since 2022, referring families they work with to join the programme as well as supporting with safeguarding and retention.

## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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##### Testimonials

*"We could not have been happier with the GROW Farm. It was important to us to support a charity whose ethos ties in with everything that is important to us, rather than having exotic flowers, flown from all over the world. Ask GROW to provide your flowers if you want lovely people, beautiful British flowers, in season, and you want to support a charity that does incredible work teaching children about the importance of nature & sustainability!"* **GROW Flowers (Wedding Client)**

*"Being part of the GCS programme has meant so much to me and my son. I've not just learnt about growing - coming to the farm every other Saturday allowed me to bring all parts of myself to a safe space, and have a community where I felt completely accepted. I now feel strong."* **GROW COOK SHARE Participant, Elka**

*"GROW was a life-saver for my daughter. We feel peace when we come here"* **GROW COOK SHARE Participant -**

*"During Covid we did not have access to a garden which was particularly challenging for us as my son was only 4 at the time and naturally an outdoor sort of child. He also has Sensory Processing Disorder, so access to space, fresh air, natural light, being in nature etc is particularly important for him. Grow Cook Share has been a pivotal part of his sensory diet. The pandemic was also a very isolating time for me as a single parent and through Grow Cook Share I have made life-long friends, through a programme that has had a huge positive impact on my own mental health and wellbeing."* **GROW COOK SHARE Participant, Nikki**

*I have no words to express our gratitude to the time, wellness, knowledge and wellbeing you provided for Alma over the past 3 years. It was a life saver that kept her going. We will miss having GROW in our lives every day"* **Parent of Y9 participant**

*"[My daughter] is thoroughly enjoying the programme and even considering floristry as a job in the future, she loved making the lip balms today too and it was the first thing she showed me when she got in to the car this afternoon"* **Parent of Y9 participant**

*"It's an absolute joy to come and volunteer here. As soon as I get out of my car, I just inhale and breathe the purity of it, the sheer pleasure of watching everything grow and come together. You hear the birds, listen to the bees, it's therapeutic. I work in the city of London; it's a total contrast to what I do on a day-to-day basis. I look forward to it. There's a great sense of satisfaction and a huge part of it is the people here. There's a huge variety of personalities and you learn so much from each other. Everybody's interested in nature. To some degree - sustainability, growing, everyone's got different experiences - has read different books, been on different courses, you go home and you feel mentally stimulated, exhausted and so content and happy."* **Regular Volunteer, Lynn**

*"I've been loving volunteering here. It's such an escape from the city. I'm also learning so much - learnings I hope to bring into my own space one day. It's a great opportunity for those who don't have their own outside space to come and enjoy nature."* **Volunteer**

*"GROW brings me a sense of companionship. It's a place where I can come in my retirement to feel peace. I've learned so much here, and the lunch is always spectacular"* **Regular Volunteer**

*"I discovered GROW through word of mouth while volunteering with Incredible Edible. Volunteering at the GROW farm last summer and during the Pumpkin Time Festival was really fun and rewarding seeing the community come together and being a part of such a wonderful group of volunteers. Chris and the team are incredible—skilled and so welcoming. My time with GROW has been truly special, and I always feel at peace when I'm here!"* **Volunteer, Yaydea**

*"The GROW Farm is a place that grows with you. You can't really pick 'one skill' as such that you learn here. So much goes hand-in-hand. The growing, the interaction with others, the mindfulness - it doesn't create a curriculum as such, but it has become a place I can come to study when I get overwhelmed."* **TTA Student Y12, Jayd**

## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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*"The GROW Farm is an invaluable part of the learning that happens here at TTA. From gathering outdoor samples in Biology lessons, to writing nature odes in English, and Food Tech lessons on the farm - as well as having healthy homegrown food in the school kitchen every day. We are extremely grateful to the GROW team for embedding agroecology into school life, and inspiring so many young people and teachers."* **TTA Principal, Chris Fairbairn**

*"Coming to the GROW Farm is my therapy, in between teaching lessons"* **TTA Sociology Teacher, Achilles**

*"The team at the GROW Mushroom Academy really took the time to understand her strengths, helping her to not only learn about the fascinating world of mushrooms but also to apply her artistic skills to bring her discoveries to life. Poppy has learned so much and has blossomed both personally and creatively thanks to this incredible program."* **Parent of TTA Y10 Mushroom Academy Participant, Poppy**

#### **Media, press and event successes from 2024**

We were very excited to be featured on BBC Children in Need and have Tom and Giovanna Fletcher come to visit us on the GROW Farm!

Our Mushroom Academy Team and students were given a place at the All Things Funghi Festival this year. As part of the marketing promotion, we were mentioned and promoted on their social media, newsletter & website which included mostly people who had not heard of GROW.

We were mentioned in Tayshee **Harden Smith's Small Space Revolution 2024 Book**.

Influencer, **Alfie Cooks** visited the farm as part of a collaboration with **Wagamama** to deliver some Kids Clubs across London and posted on his Instagram to his audience of 4.9 million

**Omved Gardens** wrote a great blog about their experience attending our GROW Futures Programme, and posted on social media.

#### **FINANCIAL REVIEW**

Our total income for the period was £394,041 (2023: £430,055), with expenditure of £330,037 (2023: £288,534), resulting in a net surplus of £64,004 (2023: £141,521).

In 2023/24, we continued to strengthen and diversify our income streams. Educational Services generated £77,047 (2023: £77,775), while donated income remained our primary source, accounting for 74% of total income. We also secured several new restricted and unrestricted grants, including a multi-year award from John Lyon's Charity's Open Programme, providing £40,000 annually for three years.

Marking our 5th year in operation, we launched a dedicated '5th Birthday Campaign,' including a celebratory event that raised over £8,000 (£3,000 in sponsorship). Additionally, we received a £5,000 corporate donation towards the campaign. While overall corporate income was lower than anticipated, we cultivated valuable partnerships that are expected to bear fruit in 2024/25.

We also piloted a fundraising and engagement lunch on the farm. Though it did not generate significant income, it proved to be an effective model for hosting funders and partners—an initiative we plan to expand in 2025.

Additionally, we continued to generate income through produce and flower sales.

Looking ahead, we anticipate ongoing challenges from inflation, the cost-of-living crisis, and increasing competition for Trust and Foundation funding. However, we remain confident in our ability to sustain our successful fundraising efforts and meet any additional costs.

## WE ARE GROW

### TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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##### *Reserves policy*

As at 30 November 2024, total reserves were £366,163 (2023: £302,159). Of these, restricted funds were £93,471 (2023: £63,500) and unrestricted funds were £272,692 (2023: £238,659).

As with many other charities of our size and activities, we are largely reliant on grant funding in order to cover our operating costs. We consider that we undertake our activities to the standard expected by current funders and are also hopeful that we will continue to be able to secure new sources of funding.

We recognize that funding streams cannot be renewed indefinitely. While we prioritize sustainable sources such as multi-year grants and long-term corporate partnerships, not all funders can offer repeat support. As a relatively young organization, the continued development of our aims and activities will likely require an increase in our operating budget, making it essential to secure new funding.

In early 2025, we will focus on engaging Barnet-based organisations for funding, donations, and corporate volunteering to further embed ourselves in the local community. This will include collaborating with Social Value teams from contractors working with Barnet Homes and distributing targeted partnership flyers to businesses in the area.

The Charity's current reserves policy is therefore to hold 6 months of expenditure as minimum reserves based on the Charity's yearly budget. This would ensure, in the event of a funding shortfall or unexpected expenditure, the continued activity of the charity. This policy will be reviewed annually by our Board of Trustees. Reserves would only be spent as Trustees see fit within We Are Grow's charitable objects.

Our free reserves (unrestricted funds less the value of fixed assets) at 1 December 2024 equated to £238,353. Given projected annual expenditure of £429,740 for the 2024/25 financial year this amounts to 6.5 months of unrestricted reserves. The Trustees are therefore satisfied that sufficient reserves are available for the stable continuance of our charitable activities.

# WE ARE GROW

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### Plans for future periods

Over 2023 and 2024 we developed our 5-year strategic plan, mapping out the next five years for GROW. We worked with a consultant from The Cranfield Trust and involved staff, volunteers, Trustees, and key stakeholders in the process.

This process identified four key strategic objectives:

**1. Farm: GROW runs a financially resilient, equitable, and accessible farm, open to all.**

While our farm is the foundation for our education and community engagement work, it must also thrive as an efficient and resilient agroecological system. As we look toward 2030, we are committed to enhancing our farm's efficiency and agroecological practices while expanding educational access and promoting biodiversity.

**2. TTA Partnership: GROW is fully embedded into everyday school life, routine and identity and valued as a vital partner.**

Our partnership with TTA has grown stronger over the past five years. TTA has generously provided the land for our farm, benefiting from fresh agroecologically grown produce for the school kitchen and an outdoor learning resource full of educational opportunities. While our partnership is thriving, we know there is more we can offer to TTA's students, staff, and families. We also aim to showcase the uniqueness of our collaboration to other educational institutions.

**3. Beneficiaries: GROW offers a pioneering and life-long Agroecological learning pathway for our local community, with a priority to those who need it most.**

Learning where food comes from and how to grow it is transformative. Agroecology empowers individuals, especially those from under-resourced communities, by teaching sustainable farming practices that promote health, resilience, and self-sufficiency. Growing food not only enhances well-being but also creates opportunities for employment, and community connection.

By 2030, we aim to expand these opportunities, breaking down barriers and making agroecological education accessible to all.

**4. Advocacy & Outreach: GROW models and shares best practice in Agroecological growing and education to inspire and support wider communities.**

The advancement of all principles of Agroecology is at the heart of all we do. There are so many benefits to local communities and we are passionate that we use our experiences to advance the adoption of agroecology and partnership models such as ours, locally and beyond.

By 2030, GROW aims to be a national leader in agroecology demonstrating the power of community-driven food systems to transform education, health, and environmental sustainability.

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is controlled by its governing document, the Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

On 8 April 2024, the Memorandum and Articles of Association were updated and approved by the Board.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

F Box

A Arias

A Bahia

T Blanc

(Resigned 12 July 2024)

C Delamain

S Jayasuriya

J Venn Smith

(Appointed 24 June 2024)



## **WE ARE GROW**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

#### **FOR THE YEAR ENDED 30 NOVEMBER 2024**

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##### *Recruitment and appointment of trustees*

We were excited to welcome our new Board of Trustees who joined us from January 2023. Their expertise spans education, volunteer, and community engagement, fundraising and charity accounting, strategy and PR, horticulture, GDPR, and HR.

When selecting trustees, We Are Grow aims to ensure there is a broad range of relevant skills. Trustees are appointed after interviews with existing trustees and formal induction to ensure that they understand our vision, mission, and values.

Trustees are subject to Disclosure and Barring Service checks where applicable.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

##### **Who We Are**

###### *Staff*

In 2023/24 we welcomed four new members of staff to the team: Laura Hunt as School Trip Coordinator & Primary School Facilitator, Noam Hollander as Supported Volunteer Coordinator, Tara Rudd as Marketing & Communications Officer and Andrew Loudas as an assistant facilitator.

In February, our Co-Director, Sarah, decided it was time to move on from GROW for new ventures. She joined Sitopia Farm in Greenwich as their Head of Growth.

We said goodbye to Sophie Perry, our Mushroom Academy Project Manager and Community Engagement Lead at Grahame Park, in November 2024. Sophie is now working as a Research Fellow at City University, London.

We would like to thank our long-standing staff members: Lucy H, Lou, Chris, Marta, Lucy G, Beth, Lotta, Laurel, and Marco who all joined between 2019 and 2022, and are integral members of the GROW family.

###### *Trustees*

In April, we said goodbye to one of our Trustees, Tim Blanc, and welcomed a new Trustee, James Smith in May. James is a growing consultant with over 30 years of experience in organic growing and community development. He has supported schools, farm starts, farms, and community groups. He is also working with a Cumbria Further Education Charity to bring land-based opportunities to Cumbria. He is co-founder of Growing Well, an award-winning mental health charity based around a community-supported farm in the Lake District, Cumbria.

We would like to thank our ongoing Board Members Aruna Bahia (Chair), Samantha Jayasuriya (Vice-Chair), Kalpana Arias, Fran Box, and Lottie Delamain for offering outstanding support and guidance throughout last year.

###### *Volunteers*

We welcome between up to 30 volunteers each week, from Wednesday to Friday, with many more in the warmer months.

We are very grateful to our regular and committed volunteers Gill Jenkins, Adam Warner, Shigemi Standing, Paula Grainger, Alison Strode, Ginette Baker, Elisabeth Murray, Elspeth Chaplin, Lynn Cornelius, Dulcie Jocelyn, Lucy Rodriguez-Laranjo, Joel Morrison, Darshan Shah, Ellen Jennings, Ginka Hrissimova, Hanna Venter, Jennifer Stanford, Seda Sengun, Lilly Baldwin, Sammi Davis, Sandra Engel, and Vincent Sagues.

##### **Risk management**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

## **WE ARE GROW**

### **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

***FOR THE YEAR ENDED 30 NOVEMBER 2024***

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The Trustees' report was approved by the Board of Trustees.

Aruna Bahia  
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A Bahia

**Trustee**

Date: 19th June 2025  
.....

# WE ARE GROW

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF WE ARE GROW

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I report to the Trustees on my examination of the financial statements of We Are Grow (the Charity) for the year ended 30 November 2024.

#### Responsibilities and basis of report

As the Trustees of the Charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the Charity are not required to be audited under Part 16 of the Companies Act 2006 and are eligible for independent examination, I report in respect of my examination of the Charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

#### Independent examiner's statement

Since the Charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the Charity as required by section 386 of the Companies Act 2006.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Emma Houghton FCCA  
**Sedulo London Limited**

Office 605 Albert House  
256 - 260 Old Street  
London  
EC1V 9DD  
United Kingdom

Dated: 11 August 2025

## WE ARE GROW

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 30 NOVEMBER 2024**

		Unrestricted funds 2024	Restricted funds 2024	Total 2024	Unrestricted funds 2023	Restricted funds 2023	Total 2023
	Notes	£	£	£	£	£	£
<b>Income from:</b>							
Donations and legacies	2	137,251	154,387	291,638	195,096	137,696	332,792
Charitable activities	3	77,047	-	77,047	77,775	-	77,775
Other trading activities	4	25,356	-	25,356	19,488	-	19,488
<b>Total income</b>		<b>239,654</b>	<b>154,387</b>	<b>394,041</b>	<b>292,359</b>	<b>137,696</b>	<b>430,055</b>
<b>Expenditure on:</b>							
Raising funds	5	30,189	-	30,189	21,461	400	21,861
Charitable activities	6	177,968	121,880	299,848	192,119	74,554	266,673
<b>Total expenditure</b>		<b>208,157</b>	<b>121,880</b>	<b>330,037</b>	<b>213,580</b>	<b>74,954</b>	<b>288,534</b>
<b>Net income</b>		<b>31,497</b>	<b>32,507</b>	<b>64,004</b>	<b>78,779</b>	<b>62,742</b>	<b>141,521</b>
Transfers between funds		2,536	(2,536)	-	6,849	(6,849)	-
<b>Net movement in funds</b>		<b>34,033</b>	<b>29,971</b>	<b>64,004</b>	<b>85,628</b>	<b>55,893</b>	<b>141,521</b>
<b>Reconciliation of funds:</b>							
Fund balances at 1 December 2023		238,659	63,500	302,159	153,031	7,607	160,638
<b>Fund balances at 30 November 2024</b>		<b>272,692</b>	<b>93,471</b>	<b>366,163</b>	<b>238,659</b>	<b>63,500</b>	<b>302,159</b>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

## WE ARE GROW

### BALANCE SHEET

**AS AT 30 NOVEMBER 2024**

		2024		2023	
	Notes	£	£	£	£
<b>Fixed assets</b>					
Goodwill	11		15,000		25,000
Tangible assets	12		19,339		19,242
<b>Current assets</b>					
Stocks		5,093		1,017	
Debtors	13	19,996		9,188	
Cash at bank and in hand		354,527		294,238	
		<u>379,616</u>		<u>304,443</u>	
<b>Creditors: amounts falling due within one year</b>	14	<u>42,293</u>		<u>31,719</u>	
<b>Net current assets</b>			337,323		272,724
<b>Total assets less current liabilities</b>			371,662		316,966
<b>Creditors: amounts falling due after more than one year</b>	15		(5,499)		(14,807)
<b>Net assets</b>			<u>366,163</u>		<u>302,159</u>
<b>The funds of the Charity</b>					
Restricted funds	17		93,471		63,500
Unrestricted funds			272,692		238,659
			<u>366,163</u>		<u>302,159</u>

## WE ARE GROW

### BALANCE SHEET (CONTINUED)

**AS AT 30 NOVEMBER 2024**

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The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 November 2024.

The Trustees acknowledge their responsibilities for:

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company

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

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

The financial statements were approved by the Trustees on ...~~19th June 2025~~

Aruna Bahia

.....  
A Bahia

**Trustee**

Company registration number 12718450 (England and Wales)

# WE ARE GROW

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### 1 Accounting policies

##### Charity information

We Are Grow is a private company limited by guarantee incorporated in England and Wales. The registered office is The Totteridge Academy, Barnet Lane, London, N20 8AZ.

##### 1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's Memorandum and Articles of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated facilities are recognised as income when the charity has control over them, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

# WE ARE GROW

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### 1 Accounting policies

(Continued)

##### 1.5 Expenditure

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

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

##### 1.6 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of unincorporated businesses over the fair value of net assets acquired. It is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill shall be considered to have a finite useful life, and shall be amortised on a systematic basis over its life.

Amortisation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Goodwill	over 5 years
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##### 1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold improvements	2% straight line
Plant and equipment	20% reducing balance
Fixtures and fittings	20% reducing balance
Computers	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

##### 1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).



# WE ARE GROW

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

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#### 1 Accounting policies

(Continued)

##### 1.9 Agricultural assets and inventory

Biological assets or agriculture produce are only recognised when the entity controls the asset as a result of past events, it is probable that future economic benefits will flow to the entity, and the net realisable value can be measured reliably.

Net realisable value is the estimated selling price for agricultural inventories less all estimated costs of completion and costs necessary to make the sale.

Gains or losses on initial recognition (e.g. as a result of harvesting) of agricultural produce at net realisable value are included in the statement of financial activities for the period in which it arises.

##### 1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### 1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

# WE ARE GROW

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 1 Accounting policies (Continued)

##### 1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

##### 1.13 Retirement benefit schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

#### 2 Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Donations and gifts	40,418	-	40,418	56,006	-	56,006
Grants	96,000	154,387	250,387	129,090	137,696	266,786
Donated goods and services	833	-	833	10,000	-	10,000
	<u>137,251</u>	<u>154,387</u>	<u>291,638</u>	<u>195,096</u>	<u>137,696</u>	<u>332,792</u>

#### 3 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<b>Educational projects and farm</b>		
Educational services	<u>77,047</u>	<u>77,775</u>

#### 4 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Produce sales	22,920	16,890
Fundraising events	<u>2,436</u>	<u>2,598</u>
Other trading activities	<u>25,356</u>	<u>19,488</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

##### 5 Expenditure on raising funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>Fundraising and publicity</b>						
Staging fundraising events	1,003	-	1,003	1,118	400	1,518
Other fundraising costs	1,477	-	1,477	350	-	350
Staff costs	27,709	-	27,709	19,993	-	19,993
	<u>30,189</u>	<u>-</u>	<u>30,189</u>	<u>21,461</u>	<u>400</u>	<u>21,861</u>

##### 6 Expenditure on charitable activities

	Educational projects and farm 2024 £	Educational projects and farm 2023 £
<b>Direct costs</b>		
Staff costs	144,581	118,481
Educational projects and farm	73,613	55,800
	<u>218,194</u>	<u>174,281</u>
<b>Share of support and governance costs (see note 7)</b>		
Support	72,276	84,881
Governance	9,378	7,511
	<u>299,848</u>	<u>266,673</u>
<b>Analysis by fund</b>		
Unrestricted funds	177,968	192,119
Restricted funds	121,880	74,554
	<u>299,848</u>	<u>266,673</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 7 Support costs allocated to activities

	2024 £	2023 £
Staff costs	33,614	41,245
Depreciation	14,409	15,534
Marketing	148	175
Bank charges and interest	1,610	1,112
Consulting	213	2,096
Insurance	1,307	239
Other costs	2,715	1,728
HR, recruitment and training	2,163	646
Rent	10,000	10,000
Subscriptions	1,552	1,269
Telephone	745	786
Irrecoverable VAT	3,799	10,051
Governance costs	9,379	7,511
	<u>81,654</u>	<u>92,392</u>
<b>Analysed between:</b>		
Educational projects and farm	<u>81,654</u>	<u>92,392</u>

#### 8 Trustees

##### Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 30 November 2024 nor for the year ended 30 November 2023.

##### Trustees' expenses

In the year, one trustee was reimbursed for travel expenses totalling £143 (2023: £Nil).

#### 9 Employees

The average monthly number of employees during the year was:

2024 Number	2023 Number
<u>8</u>	<u>9</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

9	Employees	(Continued)	
	Employment costs	2024 £	2023 £
	Wages and salaries	191,336	165,053
	Social security costs	11,632	7,863
	Other pension costs	4,154	3,190
		<u>205,904</u>	<u>176,106</u>

There were no employees whose annual remuneration was more than £60,000.

#### Remuneration of key management personnel

The key management personnel of the charity in the year ended 30 November 2024 was constituted by the Trustees, Managing Director and Farm Director. No remuneration was made to trustees in the year (2023: £nil). The total benefits paid to other key management personnel (including employers NIC and employers pension) in the year was £89,056 (2023: £66,722).

#### 10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

#### 11 Intangible fixed assets

	Goodwill £
<b>Cost</b>	
At 1 December 2023 and 30 November 2024	<u>50,000</u>
<b>Amortisation and impairment</b>	
At 1 December 2023	25,000
Amortisation charged for the year	<u>10,000</u>
At 30 November 2024	<u>35,000</u>
<b>Carrying amount</b>	
At 30 November 2024	<u>15,000</u>
At 30 November 2023	<u>25,000</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 12 Tangible fixed assets

	Leasehold improvements	Plant and equipment	Fixtures and fittings	Computers	Total
	£	£	£	£	£
<b>Cost</b>					
At 1 December 2023	-	9,648	14,854	714	25,216
Additions	580	1,714	2,213	-	4,507
	<u>580</u>	<u>11,362</u>	<u>17,067</u>	<u>714</u>	<u>29,723</u>
At 30 November 2024	580	11,362	17,067	714	29,723
	<u>580</u>	<u>11,362</u>	<u>17,067</u>	<u>714</u>	<u>29,723</u>
<b>Depreciation and impairment</b>					
At 1 December 2023	-	2,829	2,901	244	5,974
Depreciation charged in the year	-	1,607	2,685	118	4,410
	<u>-</u>	<u>4,436</u>	<u>5,586</u>	<u>362</u>	<u>10,384</u>
At 30 November 2024	-	4,436	5,586	362	10,384
	<u>-</u>	<u>4,436</u>	<u>5,586</u>	<u>362</u>	<u>10,384</u>
<b>Carrying amount</b>					
At 30 November 2024	580	6,926	11,481	352	19,339
	<u>580</u>	<u>6,926</u>	<u>11,481</u>	<u>352</u>	<u>19,339</u>
At 30 November 2023	-	6,818	11,953	471	19,242
	<u>-</u>	<u>6,818</u>	<u>11,953</u>	<u>471</u>	<u>19,242</u>

#### 13 Debtors

	2024	2023
	£	£
<b>Amounts falling due within one year:</b>		
Trade debtors	11,045	284
Prepayments and accrued income	8,951	8,904
	<u>19,996</u>	<u>9,188</u>
	<u>19,996</u>	<u>9,188</u>

#### 14 Creditors: amounts falling due within one year

	Notes	2024	2023
		£	£
Bank loans	16	10,076	10,140
Other taxation and social security		8,530	9,650
Trade creditors		1,075	2,360
Other creditors		5,984	1,950
Accruals and deferred income		16,628	7,619
		<u>42,293</u>	<u>31,719</u>
		<u>42,293</u>	<u>31,719</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

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**15 Creditors: amounts falling due after more than one year**

	Notes	2024 £	2023 £
Bank loans	16	5,499	14,807
		<u>          </u>	<u>          </u>

**16 Loans and overdrafts**

	2024 £	2023 £
Bank loans	15,575	24,947
	<u>          </u>	<u>          </u>
Payable within one year	10,076	10,140
Payable after one year	5,499	14,807
	<u>          </u>	<u>          </u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 17 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 December 2023 £	Incoming resources £	Resources expended £	Transfers At 30 November 2024 £	
Skipton Charitable Foundation	3,000	-	-	-	3,000
The Laing Family Trust	1,665	-	-	-	1,665
City Bridge Trust	1,980	10,500	(12,480)	-	-
Shaftesbury Young People Trust	1,179	-	(1,179)	-	-
The Finnis Scott Foundation	2,276	-	(460)	-	1,816
BBC Children In Need	8,336	15,000	(14,994)	-	8,342
Brian D Newman Foundation for the Enviroment	4,000	-	(4,000)	-	-
Lord Barnby's Foundation	2,000	-	-	(580)	1,420
Ampney Brook Foundation	9,724	6,225	(14,083)	-	1,866
The Hadley Trust	28,799	-	(18,042)	-	10,757
The London Marathon Foundation	541	3,031	(3,572)	-	-
Barnet Community Fund	-	(178)	178	-	-
Young Barnet Foundation	-	4,509	(4,509)	-	-
John Lyon's Charity	-	44,300	(26,518)	-	17,782
The Sheldon Trust	-	7,500	(5,858)	-	1,642
Notting Hill Genesis	-	6,000	-	-	6,000
Southern Co-op Wilder Fund 2024	-	20,000	-	-	20,000
The Field Family Trust	-	2,500	(2,500)	-	-
The Mistral Fund	-	10,000	(8,044)	(1,956)	-
The OVO Foundation	-	25,000	(5,819)	-	19,181
	<u>63,500</u>	<u>154,387</u>	<u>(121,880)</u>	<u>(2,536)</u>	<u>93,471</u>



## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 17 Restricted funds

(Continued)

Previous year:	At 1 December 2022	Incoming resources	Resources expended	Transfers At 30 November 2023	
	£	£	£	£	£
Götz Bechtolsheimer	5,840	-	(5,840)	-	-
David Riddell Memorial CIO	1,767	-	(1,767)	-	-
Skipton Charitable Foundation	-	3,000	-	-	3,000
The Laing Family Trusts	-	2,000	(335)	-	1,665
Barnet Community Fund	-	9,866	(9,866)	-	-
Natoora Farm Fund	-	6,000	(6,000)	-	-
City Bridge Trust	-	10,000	(8,020)	-	1,980
Shaftesbury Young People Trust	-	9,570	(8,391)	-	1,179
The Finnis Scott Foundation	-	3,500	(1,224)	-	2,276
BBC Children In Need	-	15,000	(6,664)	-	8,336
The Shanly Foundation	-	3,000	(3,000)	-	-
Brian D Newman Foundation for the Environment	-	4,000	-	-	4,000
Lord Barnby's Foundation	-	2,000	-	-	2,000
Young Barnet Foundation	-	3,892	(3,780)	(112)	-
Space2Grow (YBF)	-	4,183	(3,044)	(1,139)	-
Ampney Brook Foundation	-	13,932	(4,208)	-	9,724
John Lyon's Charity	-	4,900	(4,900)	-	-
The Hadley Trust	-	29,663	(864)	-	28,799
Valentine Poole Charity	-	2,759	(2,759)	-	-
The London Marathon Foundation	-	10,431	(4,292)	(5,598)	541
	<u>7,607</u>	<u>137,696</u>	<u>(74,954)</u>	<u>(6,849)</u>	<u>63,500</u>

Transfers between funds represent the value of tangible fixed assets moved from restricted to unrestricted funds when assets have been purchased from a restricted fund grant but are held for a general and not a restricted purpose.

#### 18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 December 2023	Incoming resources	Resources expended	Transfers At 30 November 2024	
	£	£	£	£	£
General funds	<u>238,659</u>	<u>239,654</u>	<u>(208,157)</u>	<u>2,536</u>	<u>272,692</u>

## WE ARE GROW

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 30 NOVEMBER 2024

#### 18 Unrestricted funds (Continued)

Previous year:	At 1 December 2022	Incoming resources	Resources expended	Transfers At 30 November 2023
	£	£	£	£
General funds	153,031	292,359	(213,580)	238,659
	<u>153,031</u>	<u>292,359</u>	<u>(213,580)</u>	<u>238,659</u>

#### 19 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 30 November 2024:</b>			
Intangible fixed assets	15,000	-	15,000
Tangible assets	19,339	-	19,339
Current assets/(liabilities)	243,852	93,471	337,323
Long term liabilities	(5,499)	-	(5,499)
	<u>272,692</u>	<u>93,471</u>	<u>366,163</u>
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>At 30 November 2023:</b>			
Intangible fixed assets	25,000	-	25,000
Tangible assets	19,242	-	19,242
Current assets/(liabilities)	209,224	63,500	272,724
Long term liabilities	(14,807)	-	(14,807)
	<u>238,659</u>	<u>63,500</u>	<u>302,159</u>

#### 20 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).