

POP ESSEX

England & Wales · Charity number 1201653

Details

Status	Registered
Legal form	Charitable company
Company number	14209838
Registered	2023-01-19
Register	View on the Charity Commission register

Contact

Address	Bracks Cottage Broad Green Coggeshall Essex CO6 1RU
Phone	07845022386
Email	popessex@gmail.com
Website	www.pop-essex.org

Activities

Objects: 1.OBJECTSTHE CHARITY'S OBJECTS ARE FOR THE RELIEF OF CHILDREN WITH DISABILITIES IN BRAINTREE, CHELMSFORD, COLCHESTER, WITHAM, MALDON, UTTLESFORD AND SURROUNDING AREAS, FIRST BY PROVIDING INFORMATION, SUPERVISED RECREATION, PRE-SCHOOL SERVICES, RESPITE AND SUPPORT FOR SUCH CHILDREN AND FOR THEIR PARENTS, FAMILIES AND CARERS, SO THAT THE CONDITIONS OF LIFE OF SUCH CHILDREN, PARENTS, FAMILIES AND CARERS, MAY BE IMPROVED; AND SECOND THROUGH EDUCATION, DEVELOPING INDIVIDUAL CAPABILITIES, COMPETENCIES, SKILLS AND CAPACITIES.NOTHING IN THIS CONSTITUTION SHALL AUTHORISE AN APPLICATION OF THE PROPERTY OF THE CIO FOR THE PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH THE CHARITIES ACT 2011.

Activities: POP Essex focuses on providing services for children and young adults with special educational needs and disabilities (SEND) and their families, centred in and around Braintree Essex.

Classification

- **How:** Provides Services
- **What:** Disability
- **Who:** Children/young People, People With Disabilities

Geography

- Essex

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-28	£121,692	£111,610	-	-
2024-04-28	£85,453	£62,054	-	-
2023-04-28	£24,797	£21,801	-	-

Trustees

Name	Role	Appointed
Matthew CARR	Chair	2022-07-01
Carly Barlow		2024-04-07
James YATES		2023-06-14
Keir Thomas HUGHES FCCA		2022-09-01
Mary Siobahn RIORDAN		2022-08-17
Shelly Fordham		2025-04-01

POP ESSEX

England & Wales - Charity number 1201653

Accounts

Pop Essex

Accounts

30 April 2025

POP ESSEX (POP)

Company no. 14209838

Registered Charity no. 1201653

Reference and Administrative information for the year ended 30 April 2025

Trustees/ Officers	Matthew Carr	Chair
	Carly Barlow	Trustee
	Shelly Fordham	Appointed 01 April 2025
	Keir Hughes FCCA	Finance Director
	Siobhan Riordan	Vice Chair
	James Yates	Trustee
	Noel Mead FCG	Secretary
	Jamey Carr	General Manager
Bankers	The Co-operative Bank Plc	Lloyds Bank plc
	Business Direct, PO Box 250	2-4 Bank Street
	Skelmersdale WN8 6WT	Braintree, Essex CM7 1UN

Independent Examiner Angela Pannell FCCA

Operating address 7 Bocking End, Braintree, Essex CM7 9AE

Registered Office Bracks Cottage, Broad Green, Coggeshall, Essex CO6 1RU

Website <https://pop-essex.org>

POP ESSEX (POP)

Company no. 14209838

Registered Charity no. 1201653

POP's MISSION STATEMENT

POP's mission is to create a safe and secure environment for children and young people with special educational needs and disabilities (SEND), so that they can play and experience childhood activities that they would often struggle to access in the wider community. POP provides a friendly, warm and welcoming atmosphere free from judgement, that encourages the service users and their families to form positive relationships with staff and their peers.

POP wants to build a strong SEND community that supports and listens to the whole family, aiming to provide inclusive toys and equipment that will enrich childhoods and development through the Power of Play.

Children and young people with special educational needs and disabilities deserve to be able to explore their surroundings, play freely, exercise, learn and engage with people who understand their needs, in a . POP aims to provide toys, special inclusive equipment and sports equipment, to enrich the of each child with the Power of Play, guided by dedicated and trained staff.

REPORT of the TRUSTEES for the YEAR ENDED 30 APRIL 2025

POP Essex (POP) (a name developed from the 'Power of Play') is a company limited by guarantee that provides services for children with special educational needs and disabilities (SEND) and their families. The Charity Commission granted POP charitable status in January 2023.

POP's Mission Statement is set out on the previous page and, as POP is often asked how the 'play' is actually structured, POP's General Manager, Jamey Carr, produced a summary and a 12 point schedule (with input from staff and trustees, notably Carly Barlow and Shelly Fordham), of what is involved. That is set out later in this reports and accounts.

OBJECTIVES

POP's primary objects are noted in the report of the directors. Within that context, POP has a number of objectives, the main one being to provide support to children and young people within the SEND community, and their families.

The second objective is to develop a programme of events that are safe, interesting and appealing to SEND children on a continuing basis, and if possible, to aid educational and physical development . The content of POP's sessions has constantly changed and evolved in response to children's needs and to maintain high levels of interest and involvement.

The next objective has been to keep the charges to service users - whose ages range from 0 to 18 - as affordable as possible. Those sessions are subsidised for most users, with funding coming from a wide range of sources, including the National Lottery and Essex County Council plus many other donors, all of which POP regards as important. With effect from June 2025 POP adjusted its charges to service users for the first time since running its first sessions in August 2022.

Another major objective has been for POP to obtain the use of its own premises. POP was delighted to secure a lease of the former Argos building in the centre of Braintree. After tremendous efforts from volunteers, staff, trustees and some very helpful contractors and suppliers, POP held an opening event on 15 June 2024, precisely 2 years after local SEND charity, PARC (Essex), ceased trading. POP's plan to expand services for SEND children in mid and north Essex and surrounding areas, has already become reality, an achievement for which the trustees are both grateful and proud.

PUBLIC BENEFIT

Since being set-up by parents of SEND children, POP has worked for the wider community of SEND children and their families and carers, providing support in whatever ways might be feasible. The trustees have followed the Charity Commission's guidance and POP's efforts have been recognised through commendations and awards from local and other organisations.

Over 500 families and supporters are registered with, and are regularly in touch with, POP and many more read POP's posts on social media and visit the website each month.

The focus of POP's trustees remains to improve and develop services for SEND children and their families across mid and north Essex, south Suffolk and surrounding areas, an aim made easier

following the move to the new premises. POP is pleased there have been no accidents or incidents that needed to be reported to the Charity Commission or other authorities – the result of careful planning, training and vigilance.

STAFF AND VOLUNTEERS

POP could not achieve its aims and objectives and could not provide a good service to the SEND community, without the support of its committed workforce and volunteers, whose dedication is greatly appreciated. POP will continue to invest in, and expand, training opportunities for the benefit of staff and service users alike.

THANKS to FUNDRAISERS and DONORS

POP is pleased to receive every pound donated, every pound raised and every pound earned, to help the Charity fulfil its objectives, whatever the value or type of the contribution. Fundraising events have been organised by POP as well as other individuals and organisations. Donations, sponsorship and significant grants have been received from donors that are national or local organisations, companies, charities, foundations, as well as individuals donating money or raising funds from a wide variety of activities. Substantial sums have been raised without any fund-raising fees being incurred.

POP is grateful to Braintree District Mencap CIO for its support in the 20 months after POP was established, up to June 2024. Without that support and use of Mencap's premises, POP would not have been able to provide and develop its services to the SEND community. From 15 June 2024, POP entered a new phase of development, after moving into the former Argos premises in Bocking End, Braintree. That move was only made possible by many hours of work from individuals, staff, volunteers and gifts or discounts from local suppliers plus generous donations of money, materials and equipment.



Matt Carr,
Chair of Trustees



Keir Hughes
Trustee

DIRECTORS REPORT and STATEMENT OF ACCOUNTS

The directors (also referred to as trustees in this report) of POP Essex, present their report and the financial statements of the Charity for the financial year ended 30 April 2025.

INCORPORATION and REGULATORY MATTERS

POP Essex is a not-for-profit company limited by guarantee. POP was registered as a charity by the Charity Commission on 19 January 2023 and HMRC recognised POP as a charity for tax purposes with effect from the same date and, amongst other things, any donations will allow the donor to claim tax relief.

OBJECTS and OBJECTIVES

POP's objects are for the relief of children with disabilities, by providing information, supervised recreation, respite and support for such children and their families and support workers, so that their quality of life may be improved. Objectives in support of those objects are set out in the report of the Chairman of Trustees.

OPERATIONS AND ACTIVITIES

POP is providing 'stay and play' sessions and also respite services every Saturday, plus weekday sessions on Mondays, Wednesdays and Fridays. These are enhanced during school holidays. Support groups are also provided for mothers, fathers, carers and others having problems or anxieties or just wishing to meet others experiencing similar situations regarding SEND children.

POP has worked hard to develop relationships with a variety of relevant local authority, charitable, community and other bodies. Since May 2023, through arrangements with Essex County Council's ActivAte and Active Essex HAF programmes (the latter being aimed at lower income families), POP has been running sessions and providing food, during school holidays.

Additionally, applications to grant giving bodies for funding future activities for SEND children, take place on a regular basis.

FINANCIAL REVIEW

For the 12 months to 30 April 2025, the financial results for POP showed a surplus of £10,082 on a turnover of £121,692 putting the Charity into a good position to fund expenditure on enabling works and equipment at the new premises. The trustees feel such a result for a new charity, is very satisfactory.

All expenditure is closely monitored and POP has been focused on running with minimal fixed costs. Principal funding sources have been session fees, grants, donations, sponsorships and fund-raising events. POP is hopeful it will now be in a position to seek larger funding awards to cover continuing costs and specific development plans.

TRUSTEES and MANAGEMENT

The directors/trustees of POP during the period covered by these reports and accounts are set out on page one above.

None of the trustees, officers nor the general manager received any remuneration during the year.

TRUSTEE TRAINING and INDUCTION

Prospective trustees are required to familiarise themselves with the practical work of POP, experiencing the day-to-day work of the charity and also to attend at least two meetings of trustees as an observer.

Additionally, new trustees are provided with copies of (i) the charity's memorandum and articles of association and (ii) the guidance for trustees provided by the Charity Commission and are then encouraged to review and discuss those documents with the secretary.

RISKS AND MANAGEMENT OF RISKS

Safeguarding Users: As a priority, POP focuses on ensuring that the children and young people using its services are not only safe but also feel safe and looked after. All staff and volunteers have appropriate disclosure and barring checks (DBS) and are trained in safeguarding vulnerable children and adults. Other training covers first aid, epilepsy, anaphylactic shock and working with SEND children. Where appropriate, other specialised training relevant to individual service users, is supplied.

Financial stability: The trustees need to ensure POP is financially stable and has sufficient resources to allow it to continue to operate effectively. The trustees review POP's financial position regularly and also at the meetings of trustees, which take place around 8 times a year.

To achieve POP's ambitions for the future, the trustees are mindful of the need for continual funding input and that receives regular attention.

Premises: In the event of POP's lease of the Bocking End premises terminating, it might be difficult to find suitable alternative premises quickly, given the services and environment POP currently provides. As a result, POP is in touch with the landlord of the premises, and others, with a view to maintaining its presence in those premises for as long as possible.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (directors) of POP are responsible for preparing a directors' report and statement of accounts in accordance with applicable law and accounting standards.

In preparing the financial statements, the trustees are required to select suitable accounting policies and apply them consistently; make judgements and estimates that are reasonable and prudent; and to prepare the financial statements on the basis of a going concern (unless it is inappropriate to do so). So far as the trustees are aware, there is no relevant financial information that has not been taken into account in preparing this report and statement of accounts.

Pop Essex

Approval statement

I approve the accounts which comprise of the Profit and Loss Account, the Balance Sheet and the related notes. I acknowledge my responsibility for the accounts, including the appropriateness of the applicable financial reporting framework as set out in note 1, and for providing Robert Lewis Accountants with all information and explanations necessary for their compilation.

Keir Hughes

Keir Hughes

24 August 2025

**Pop Essex
Profit and Loss Account
for the year ended 30 April 2025**

	2025	2024
	£	£
Sales	121,692	85,453
Cost of sales	8,425	4,161
Gross profit	<u>113,267</u>	<u>81,292</u>
Expenses		
Wages, salaries and other staff costs	85,415	46,850
Rent, rates, power and insurance costs	2,981	7,325
Repairs and renewals of property and equipment	7,938	675
Telephone, fax, stationery and other office costs	1,229	378
Advertising and business entertainment costs	111	1,381
Interest on bank and other loans	(30)	5
Bank, credit card and other finance charges	663	425
Accountancy, legal and other professional fees	2,129	742
Depreciation and loss/(profit) on sale	2,524	-
Other business expenses	225	202
	<u>103,185</u>	<u>57,893</u>
Profit	<u>10,082</u>	<u>23,399</u>

**Pop Essex
Balance Sheet
as at 30 April 2025**

	Notes	2025 £	2024 £
Fixed assets			
Equipment, machinery and motor vehicles	3	14,585	-
Current assets			
Trade debtors		-	440
Bank/building society balances		21,483	25,759
Cash in hand		138	-
Other current assets and prepayments		1	-
		<u>21,622</u>	<u>26,199</u>
Current liabilities			
Other liabilities and accruals		-	74
		<u>21,622</u>	<u>26,125</u>
Net current assets		<u>21,622</u>	<u>26,125</u>
Net assets		<u>36,207</u>	<u>26,125</u>
Capital account			
Balance at start of period		26,125	2,726
Net profit		10,082	23,399
		<u>36,207</u>	<u>26,125</u>

Pop Essex
Notes to the Accounts
for the year ended 30 April 2025

1 Accounting basis

The accounts have been compiled on a basis that enables profits to be calculated in accordance with UK Generally Accepted Accounting Practice and that provides sufficient and relevant information to enable the completion of a tax return.

2 Profit and loss account analysis

	2025	2024
	£	£
Sales		
Sales	<u>121,692</u>	<u>85,453</u>
Cost of sales		
Purchases	<u>8,425</u>	<u>4,161</u>
Wages, salaries and other staff costs		
Wages and salaries	85,245	46,161
Employer's NI	34	51
Staff training and welfare	136	638
	<u>85,415</u>	<u>46,850</u>
Rent, rates, power and insurance costs		
Rent	1,710	7,235
Rates	702	-
Cleaning	569	-
	<u>2,981</u>	<u>7,235</u>
Repairs and renewals of property and equipment		
Repairs and maintenance	<u>7,938</u>	<u>675</u>
Telephone, fax, stationery and other office costs		
Telephone and internet	532	-
Stationery and printing	169	-
Software	12	-
Other insurance costs	516	378
	<u>1,229</u>	<u>378</u>
Advertising and business entertainment costs		
Advertising and PR	<u>111</u>	<u>1,381</u>
Interest on bank and other loans		
Interest	<u>(30)</u>	<u>5</u>
Bank, credit card and other finance charges		
Bank charges	<u>663</u>	<u>425</u>
Accountancy, legal and other professional fees		
Other legal and professional	<u>2,129</u>	<u>742</u>
Depreciation and loss/(profit) on sale		
Depreciation	<u>2,524</u>	<u>-</u>
Other business expenses		
Sundry expenses	<u>225</u>	<u>202</u>

**Pop Essex
Notes to the Accounts
for the year ended 30 April 2025**

3 Plant, machinery and motor vehicles

	Plant and machinery £	Leasehold Improvements £	Total £
Cost			
Additions	5,524	11,585	17,109
At 30 April 2025	<u>5,524</u>	<u>11,585</u>	<u>17,109</u>
Depreciation			
Charge for the year	915	1,609	2,524
At 30 April 2025	<u>915</u>	<u>1,609</u>	<u>2,524</u>
Net book value			
At 30 April 2025	<u>4,609</u>	<u>9,976</u>	<u>14,585</u>

POP ESSEX (POP or the Charity)

Registered Charity no. 12011653 Company no. 14209838

INDEPENDENT EXAMINER'S REPORT TO POP ESSEX

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

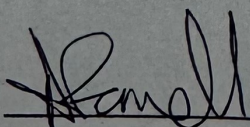
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under sec on 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the directions given by the Charity Commission under sec on 145(5) (b) of the 2011 Act.

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:

1. Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. *The accounts do not accord with those records; or*
3. *The accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or*
4. The accounts 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 accounts 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 accounts to be reached.

Signed: _____

 16/11/2025

Name: Angela Pannell FCCA

PROFILES of the TRUSTEES and MANAGEMENT

Matt Carr is a father of 4 children, two having SEND, the youngest one being severely autistic and non-verbal, whilst also diagnosed with epilepsy and other conditions. Following his diagnosis in 2015, Matt and his wife Jamey have worked to raise awareness of autism and the challenges families like theirs face on a daily basis.

Matt is the CEO of a successful industrial packaging company based in Essex, that is family owned. Matt took management control in 2021 following the passing of his father. His father had previously guided him through all aspects of the business, from sales and purchasing to accounts and operations. Matt's 20 years of business experience has led to the business growing 3 fold since the start of 2020. Matt brings his commercial knowledge, expertise and experience to help POP Essex to operate and continue to grow and support SEND families over the short and long term.

Carly Barlow has 2 children with a range of additional needs. Carly has lived experience of autism, ADHD, PDA, SPD, motor ticks, school-based anxiety and EOTAS and she uses her own experiences with her children to help other families. She has been an enthusiastic volunteer with POP both before and since becoming a trustee in April 2023. The last year has been particularly busy for POP and Carly has been involved at all stages, using her organisational, operational and artistic skills to help POP meet its objectives.

Shelly Fordham is the mother of 2 children, 1 boy and 1 girl. The oldest, Leopold, was diagnosed with a rare genetic condition in 2021 as well as ASD, ADHD, ID, GDD, DD and SPD. Shelly has a BSc Hons in archaeological, anthropological and forensic sciences which she now uses loosely in being able to grasp the science behind her son's diagnosis as well as using the skills required to obtain a degree: research, reading and more research.

In the past 3 years since obtaining her son's first EHCP, Shelly has helped (in a non-professional capacity) approximately a dozen families in obtaining accurate, appropriate and functional EHCPs for SEND children. Shelly advocates that, with the right EHCP, mainstream schools can meet a child's educational needs* especially in Early Years FS and Key Stage 1 and can help support and demonstrate social communication as well as educating mainstream children on different abilities and that being uniquely you is ok and should be respected and embraced.

(*This is a personal view, not necessarily shared by all of POP's trustees.)

Keir Hughes is an ACCA qualified and widely experienced accountant with over 20 years' experience in accountancy and finance. Currently Keir is Finance Director of an expanding print and promotions company, and he also has extensive experience in accountancy practice and specifically the not-for-profit sector. Keir is father to two boys, one of whom has complex special needs.

Siobhan Riordan is a mother to 2 boys and a girl who has cerebral palsy, epilepsy and other medical conditions. Siobhan worked in the banking world, latterly at a private bank, until her daughter was born. Since then, Siobhan has been trustee and volunteer with various charities, including PARC (until 2019); Healthwatch for 7 years, and St Vincent de Paul. Siobhan has also worked in special needs schools; a sports academy in South Africa; and has studied alternative treatments and completed courses related to SEND and to charities.

James Yates has worked in the financial services sector for more than 25 years and has held senior management and board level positions across a number of institutions with a focus on enterprise risk management. James is a father of twin boys both of whom have SEND needs. James is passionate about using his governance experience and knowledge to help progress the goals of POP Essex and to support the needs of SEND children and their families across Essex.

Jamey Carr is POP's general manager and with her husband Matt (see above) was responsible for organising the creation of POP in June 2022. Jamey has a key role at POP, being the chief planner and innovator both for the weekend and weekday sessions and also in providing most of the ideas and plans for developing and equipping POP's premises.

In addition to first-hand experience with 2 of her own children, Jamey has a number of NVQ and other qualifications relating to working with children generally and to those having SEND in particular. Those qualifications relate to conditions such as challenging behaviours, epilepsy, paediatrics, medical, neurological and attachment theory. Additionally, Jamey has successfully completed courses on safeguarding, first aid (including aid for mental conditions), mentoring children plus fire safety, food hygiene, computerised accounting, retail and training and Jamey has organised and run many successful fundraising events.

Noel Mead has 2 children now in their 30s: a son diagnosed as having special needs at a very early age and a daughter who has been assessed as being on the autistic spectrum more recently. Noel is a Fellow of the Chartered Governance Institute and for over 20 years was company secretary/ legal counsel to a large business to business group with over 45,000 staff, a turnover over £1 billion and operations in 24 countries worldwide. Noel was responsible for legal, contractual, corporate, property, insurance, M&A and other matters and since becoming freelance, he has worked in interim and consultancy roles for a range of other organisations, including the not-for-profit sector.

WHAT DOES THE POWER OF PLAY INVOLVE?

POP's vision is to:

- Create an enriching environment for play and new experiences for children and young people with a special education need or disability.
- Provide toys and equipment that will fulfil needs and abilities of service users.
- Train staff and volunteers to a high standard so that they can understand and support service users and their families.
- To provide sufficient medical training for staff and volunteers to aid the care of service users when they are in POP's facilities.
- Provide arts and crafts adapted for service users' needs and abilities.
- Create sensory input through play.

POP's values are:

- Honesty and integrity.
- Family, friendships and community.
- Hard work, dedication and achievement.
- Professionalism when dealing with the lives of service users and their families.

POP's Goals:

- To honour all promises and commitments.
- To deliver a high standard of care
- To improve the accessibility for children and young people to play and access childhood experiences.
- To offer an inclusive play and activity centre for children and young people with SEND.

POP's Objectives:

- To always achieve a high standard of care for service users.
- To provide high quality play equipment.
- To keep staff qualifications and training up to date and to train in all necessary areas for medical and behavioural needs.
- To be valued by service users and their families.
- To search for new ways to improve operating practices.
- To be proactive in fundraising for POP.

A SUMMARY of the INDIVIDUAL PLANNING PROCESS* for EACH

CHILD

Venue POP's venue at Bocking End, Braintree, is designed to promote play so that children can explore a variety of activities that are set out in sections: e.g. soft play; arts and crafts; sensory room; music room; book corner; TV room; role play area and a calming room.

Registration POP works closely with parents and carers to gather important information about the individual and conducts initial observations and interactions to gauge their challenges and development levels. This process, which includes food preferences, allergies and intolerances (POP provides a variety of snacks for all children that attend), is then regularly updated.

Themes POP changes its theme every week, where possible coinciding with calendar and holiday events, animals, people and celebrations.

Activities POP adapts all activities to enable each child to have access, to join in, to participate positively and to feel comfortable.

Play POP's venue has been designed so that children can explore a variety of activities that are set out in different sections, such as soft play, arts and crafts, sensory room, music room, role play areas, book corner, TV, games and a calming area. POP also provides a number of messy play activities, ranging from water, sand, feathers and other sensory things with a different feel or texture, creating new opportunities that may not be readily available in some other environments.

Sensory input POP is very focussed on sensory matters and provides play equipment meeting a variety of sensory needs, with all play having an element of sensory feedback.

Music The music room allows children to explore a wide range of musical instruments where they can happily seek sensory feedback with a variety of sound and volume levels. Once a month a therapeutic music teacher attends and provides instruction.

Indoor garden Another feature of POP's premises is a large indoor space fitted out to resemble the outdoors, with outdoor play equipment.

Messy Play POP has a designated area for messy play which houses tuff and water trays and provides many opportunities for children to explore messy play using a multitude of materials, e.g. water, sand, feathers and natural materials. POP creates new opportunities for play that in the home environment may not be possible.

Communication Some children are non-verbal and POP's staff adapt the way they approach communication for those children and, if necessary, for other children too.

Positive Relationships Children at POP are given opportunities to build positive relationships with POP's trained and security checked staff, who provide appropriate care. A good staff to child ratio is maintained for families attending stay-and play sessions and 1:1 care is available, where considered necessary, including respite care. POP aims to provide a 5:1 staff ratio for families attending stay and play sessions.

Safe and secure In addition to the attributes of POP's venue noted above, the premises are designed so that children cannot easily escape, achieved through POP having designed-in a two-door exit arrangement. POP expects always to provide a physically and emotionally safe space for the children.

*This is a summary of a wider plan devised by POP's General Manager, Jamey Carr, with input from senior staff and trustees. The full plan also sets out outcomes that each action is designed to achieve for each child.

POP ESSEX

England & Wales - Charity number 1201653

Accounts

POP ESSEX

Company no. 14209838

Registered Charity no. 12011653

TRUSTEES' REPORT,

DIRECTORS' REPORT and

STATEMENT OF ACCOUNTS

for the financial year to 30 April 2024

POP ESSEX (POP or the Charity)

Registered Charity no. 12011653 Company no. 14209838

Reference and Administrative information for the period ended 30 April 2024

Directors/Trustees	Matthew Carr	Chair
	Carly Barlow	
	Keir Hughes FCCA	Finance Director
	Siobhan Riordan	
	James Yates	
Secretary	Noel Mead FCG	
General Manager	Jamey Carr	
Bankers	The Co-operative Bank Plc	Lloyds Bank plc
	Business Direct	2-4 Bank Street
	PO Box 250	Braintree
	Skelmersdale	Essex
	WN8 6WT	CM7 1UN
Independent Examiner	Angela Pannell FCCA	
Operating address	7 Bocking End	
	Braintree	
	Essex CM7 9AE	
Registered Office	Bracks Cottage	
	Broad Green	
	Coggeshall	
	Essex CO6 1RU	

POP ESSEX (POP or the Charity)

Registered Charity no. 12011653 Company no. 14209838

REPORT of the TRUSTEES for the YEAR ENDED 30 APRIL 2024

The sudden closure of PARC (Essex) on 15 June 2022, a charity much appreciated by parents of children with special educational needs and disabilities (SEND) prompted a group of parents to set up a new charity. As a result, POP Essex (POP) was incorporated on 1st July 2022 as a company limited by guarantee.

POP, a name derived from 'the Power of Play', was then able to provide its first services for SEND children in August 2022, from the premises of Braintree District Mencap CIO, for which support POP is very grateful. POP was granted charitable status by the Charity Commission in January 2023, with HMRC approving POP as a charity for tax purposes on the same date. That means charitable donations can be enhanced by Gift Aid at 25%, the level currently specified by HMRC.

MISSION STATEMENT

POP's mission is to create a safe and secure environment for children and young people with special educational needs and disabilities from mild to complex, so that they can play and experience childhood activities that they would otherwise struggle to access. POP provides a friendly and welcoming atmosphere that encourages the children to form relationships and make friends and for their families to share problems and experiences.

Children and young people with complex SEND disabilities deserve to be able to explore in safe surroundings, play freely, exercise, learn and engage with people who understand their needs. POP aims to provide toys, special inclusive and sports equipment, to enrich the childhood of each child with the Power of Play, guided by dedicated and trained staff.

OBJECTIVES

POP's primary objects are noted in the report of the directors. Within that context, POP has a number of objectives, the main one being to provide support to children and young people within the SEND community, and their families.

The second objective is to develop a programme of events that are safe, interesting and appealing to SEND children on a continuing basis, and if possible, to aid educational and physical development. The content of POP's sessions has constantly changed and evolved in response to children's needs and to maintain high levels of interest and involvement.

The next objective has been to keep the sessions that POP runs for service users - whose ages range from 0 to 18 - as affordable as possible. Those sessions are subsidised for most users, with funding coming from a range of sources, including Essex County Council, as noted below.

POP ESSEX (POP or the Charity)

Registered Charity no. 12011653 Company no. 14209838

Another major objective has been to obtain the use of its own premises. The obvious choice was the premises in Gt Notley Country Park, Braintree that PARC had created, with public support, on land leased from Braintree District Council. Despite POP's best efforts, many months after PARC's closure, Braintree Council passed responsibility for the building to Essex County Council, which restricted its approach to appointing another operator for the premises to organisations selected before POP was fully established.

However, POP's trustees continued to look for alternative premises and were delighted to secure a lease of the former Argos building in the centre of Braintree. After tremendous efforts from volunteers, staff, contractors and others, sessions commenced there on 15 June 2024 and POP's plan to expand services for SEND children has already become reality. At the date of this report, additional sessions are run most weekdays and evenings, within the well fully fitted and equipped spaces. POP is delighted with the time and consideration given to its plans by everyone involved, including Sainsburys plc, owners of Argos, and Community Space Limited who acted as their agent.

PUBLIC BENEFIT

Having been set-up by parents of SEND children, POP has worked for the wider community of SEND children and their families, providing support in whatever ways might be feasible. The trustees have followed the Charity Commission's guidance and POP's efforts have been recognised through commendations and awards from local and other organisations.

Well over 200 families and supporters are registered with, and are regularly in touch with, POP and hundreds more read POP's posts on social media and visit the website each month.

The focus of POP's trustees remains to improve and develop services for SEND children and their families across mid and north Essex and south Suffolk, an aim made easier following the move to the new premises. POP is happy to report there have been no accidents or incidents that needed to be reported to the Charity Commission or other authorities – the result of careful planning, training and vigilance. Additionally, the trustees were pleased to receive positive feedback following a review by Essex County Council's ActivAte team.

STAFF AND VOLUNTEERS

POP could not achieve its aims and objectives and could not provide a good service to the SEND community, without the support of its committed workforce and volunteers, whose dedication is greatly appreciated. POP will continue to invest in, and expand, training opportunities for the benefit of staff and service users alike.

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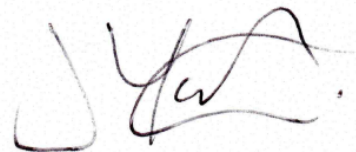
THANKS to FUNDRAISERS and DONORS

POP is pleased to receive every pound raised to help the Charity fulfil its objectives, whatever the value or type of the contribution. Fundraising events have been organised by POP as well as other individuals and organisations. Donations, sponsorship and significant grants have been received from donors that are national companies, charities, foundations and local companies, businesses and organisations, as well as individuals donating money or raising funds from a wide variety of activities. Substantial sums have been raised and no fund-raising fees have been incurred.

POP is grateful to Braintree District Mencap CIO for the support it has given, allowing POP to use its premises from mid-August 2022 to June 2024, as without that support POP would not have been able to provide and develop its services to the SEND community. From 15 June 2024, POP entered a new phase of development, having moved into the former Argos premises in Bocking End, Braintree that it has leased from Sainsburys plc. That move was only made possible by many hours of work from individual volunteers and gifts or discounts from local suppliers, as well as generous donations of money, materials and equipment.



Matt Carr,
Chairman of Trustees



James Yates
Trustee

POP ESSEX (POP or the Charity)

Registered Charity no. 12011653

Company no. 14209838

DIRECTORS REPORT and STATEMENT OF ACCOUNTS

The directors (also referred to as trustees in this report) of POP Essex, present their report and the financial statements of the Charity for the financial year to 30 April 2024.

INCORPORATION and REGULATORY MATTERS

POP Essex is a not-for-profit company limited by guarantee. POP was registered as a charity by the Charity Commission on 19 January 2023 and HMRC recognised POP as a charity for tax purposes with effect from the same date and, amongst other things, any donations will allow the donor to claim tax relief.

OBJECTS and OBJECTIVES

POP's objects are for the relief of children with disabilities, by providing information, supervised recreation, respite and support for such children and their families and support workers, so that their quality of life may be improved. Objectives in support of those objects are set out in the report of the Chairman of Trustees.

OPERATIONS AND ACTIVITIES

POP is providing 'stay and play' sessions and also respite services every Saturday, plus weekday sessions on Mondays, Wednesdays and Fridays. These are enhanced during school holidays. Support groups are also provided for mothers, fathers, carers and others having problems or anxieties or just wishing to meet others experiencing similar situations regarding SEND children .

POP has worked hard to develop relationships with a variety of relevant local authority, charitable, community and other bodies. Since May 2023, through arrangements with Essex County Council's ActivAte and Active Essex HAF programmes (the latter being aimed at lower income families), POP has been running sessions and providing food, during school holidays.

Additionally, applications to grant giving bodies for funding future activities for SEND children, take place on a regular basis.

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FINANCIAL REVIEW

POP's first accounts covered the short 9 month period from incorporation in July 2022 to April 2023, in order to expedite the availability of statutory accounts and to facilitate applications to funders and other relevant bodies.

For the full 12 months to 30 April 2024, the financial results for POP showed a surplus of £23,399 on a turnover of £85,453 putting the Charity into a good position to fund expenditure on enabling works and equipment at the new premises. The trustees feel such a result for a new charity, is very satisfactory.

All expenditure is closely monitored and POP has been focused on running with minimal fixed costs. Principal funding sources have been session fees, grants, donations, sponsorships and fund-raising events. POP is hopeful it will now be in a position to seek larger funding awards to cover continuing costs and specific development plans.

TRUSTEES and MANAGEMENT

During the financial period the following served as trustees of POP:

Matt Carr	Chairman	
Keir Hughes, FCCA	Finance director	
Siobhan Riordan	Trustee	
James Yates	Trustee	appointed 15 June 2023
Carly Barlow	Trustee	appointed 07 April 2024

The secretary of POP is Noel Mead, FCG and the general manager, who organises weekly sessions and all manner of other operational activities, is Jamey Carr.

None of the trustees, officers and general manager received any remuneration during the period.

TRUSTEE TRAINING and INDUCTION

Prospective trustees are required to familiarise themselves with the practical work of POP, experiencing the day-to-day work of the charity and also to attend at least two meetings of trustees as an observer.

Additionally, new trustees are provided with copies of (i) the charity's memorandum and articles of association and (ii) the guidance for trustees provided by the Charity Commission, and are then encouraged to review and discuss those documents with the secretary.

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RISKS AND MANAGEMENT OF RISKS

Safeguarding Users: As a priority, POP focuses on ensuring that the children and young people using its services are not only safe, but also feel safe and looked after. All staff and volunteer have appropriate disclosure and barring checks (DBS) and are trained in safeguarding vulnerable children and adults. Other training covers first aid, epilepsy, anaphylactic shock and working with SEND children. Where appropriate, other specialised training relevant to individual service users, is supplied.

Financial stability: The trustees need to ensure POP is financially stable and has sufficient resources to allow it to continue to operate effectively. The trustees review POP's financial position regularly and also at the meetings of trustees, which take place regularly, generally monthly.

To achieve POP's ambitions for the future, the trustees are mindful of the need for additional funding and that is receiving regular attention.

Premises: if POP's lease were to be terminated early, the charity would find it difficult quickly to replicate the services and environment it currently provides.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are directors of POP) are responsible for preparing a directors' report and statement of accounts in accordance with applicable law and accounting standards.

In preparing those financial statements, the trustees are required to select suitable accounting policies and apply them consistently; make judgements and estimates that are reasonable and prudent; and prepare the financial statements on the basis of a going concern (unless it is inappropriate to do so). So far as the trustees are aware, there is no relevant financial information that has not been taken into account in preparing this statement of accounts.

This report has been prepared in accordance with the provisions relating to small companies set out in the Companies Act 2006, but higher standards of disclosure and inspection have also been employed with a view to supporting future developments.



Approved by the trustees of POP Essex on 16 October 2024 and signed by Noel Mead, Secretary

POP ESSEX (POP or the Charity)

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INDEPENDENT EXAMINER'S REPORT TO POP ESSEX

I report to the charity trustees on my examination of the accounts of the Company for the period ended ended 30 April 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts 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 accounts 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 accounts to be reached.

Signed:



9

ANGELA PANWELL FCCA

28 NOVEMBER 2024

POP ESSEX (POP or the Charity)

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STATEMENT OF FINANCIAL ACTIVITIES

PERIOD ENDED 30 APRIL 2024

		Unrestricted Funds £	2024 Total £	2023 Total £
Income	Notes			
Income from donations and legacies				
Donations		10,637	10,637	7,157
Gift aid		72	72	250
Income from charitable activities				
Grants		26,750	26,750	2,550
Fundraising		3,935	3,935	3,121
Charitable activities		44,059	44,059	11,719
Total income		85,453	85,453	24,797
Expenditure on				
Charitable activities	2	(62,054)	(62,054)	(22,071)
Total expenditure		(62,054)	(62,054)	(22,071)

Net income/(expenditure)	23,399	23,399	2,726
Transfers between funds	-		-
Net movement in funds	23,399	23,399	2,726
Fund balances as at 28 APRIL 2023	2,726	2,726	-
FUND BALANCES AT 30 APRIL 2024	£26,125	£26,125	£2,726

There were no recognised gains and losses other than those stated above.

No separate Summary Income and Expenditure Account has been produced as this statement incorporates all Income and Expenditure.

Net surplus for the year was £23,399

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BALANCE SHEET

AT 30 APRIL 2024

		2024		2023	
	Notes	£	£	£	£
CURRENT ASSETS					
Debtors	3	444		250	
Cash at bank and in hand		25,759		7,095	
		<u> </u>		<u> </u>	
		26,198		7,345	
CREDITORS: amounts falling due within one year					
	4	(74)		(4,619)	
		<u> </u>		<u> </u>	
				-	
NET CURRENT ASSETS			26,125		2,726
			<u> </u>		<u> </u>
NET ASSETS			26,125		£2,726
			<u> </u>		<u> </u>

Funds:

Unrestricted Funds	6	26,125	2,726
		-----	-----
TOTAL NET ASSETS AT			
28 APRIL 2023		£26,125	£2,726
		=====	=====

The company was entitled to exemption from audit under s477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The trustees, who are also the directors acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions of part 15 of the companies act applicable to small companies subject to the small companies regime and in accordance with FRS102 SORP.

The financial statements were approved and authorised for issue by the Board of the Trustees on October 2024 and were signed below on its behalf by:

Matthew Carr
Chairman

Keir Hughes
Keir Hughes
Finance director

The notes on pages 15 to 19 form part of these financial statements.

POP ESSEX

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 30 APRIL 2024

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Accounting Basis

The financial statements have been prepared in accordance with 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) (second edition, effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

POP ESSEX meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The accounts are prepared in pounds sterling, rounded to the nearest pound.

Preparation of accounts on a going concern basis

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future.

In reaching this conclusion, the trustees have reviewed cash flow forecasts covering a period of more than one year from the date of approval of these accounts

Critical accounting judgements and estimates

No significant estimates, judgements or assumptions have been applied in the preparation of these financial statements.

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Income recognition

Income is accounted for when receivable. Grants are accounted for when the charity becomes entitled to the funding and donations are accounted for when received.

Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category.

Operating leases

Rentals payable are charged on a time basis over the term of the lease.

Debtors

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

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

Fund accounting

Funds held by the charity are:

- **Unrestricted funds**

These are general funds which can be used in accordance with the charitable objects at the discretion of the trustees.

POP ESSEX

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 30 APRIL 2024

ACCOUNTING POLICIES (Continued)

Taxation

The charity's activities are exempt from income tax and corporation tax. Expenditure in these financial statements is shown inclusive of Value Added Tax suffered.

Legal Status

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £1.00

2. EXPENDITURE ON CHARITABLE ACTIVITY	2024	2023
	£	£
Direct costs	4,161	3,887
Staff costs	46,850	12,110
Property costs	7,910	3,165
Administrative costs	3,133	2,909
	<hr/>	<hr/>
	62,054	£22,071
	<hr/>	<hr/>

Average number of employees during the period was – 8

3.	DEBTORS	2024	2023
		£	£
	Gift aid claims	-	250
	Trade Debtors	440	
		-----	-----
		£440	£250
		=====	=====
4.	CREDITORS: due within one year	2024	2023
		£	£
	Taxation and social security	-	207
	Accruals	74	4,412
		-----	-----
		£74	£4,619
		=====	=====

5. DIRECTORS/TRUSTEES' REMUNERATION

No director has received any remuneration or reimbursement of expenses.

6.	UNRESTRICTED FUNDS	Movement in funds			
	Balance at				Balance at
	28 April	Income	Expenditure	Transfers	30 April 2024
	2023				
	£	£	£	£	£
	2,726	85,453	62,054	-	26,125
	-----	-----	-----	-----	-----

POP ESSEX

NOTES TO THE FINANCIAL STATEMENTS (continued)

PERIOD ENDED 30 APRIL 2024

7. NET ASSETS BETWEEN FUNDS

Current year

	Unrestricted Funds £	Total 2024 £	Total 2023 £
Current Assets	26,199	26,199	7,345
Current Liabilities	(74)	(74)	(4,619)
Net Funds	£26,125	£26,125	£2,726

8. RELATED PARTY TRANSACTIONS

There were no related party transactions with individuals or trustees during the period (2023- nil).

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Profiles of the trustees and management

Matt Carr is a father of 4 children, two having SEND, the youngest one being severely autistic and non-verbal, whilst also diagnosed with epilepsy and other conditions. Following his diagnosis in 2015, Matt and his wife Jamey have worked to raise awareness of autism and the challenges families like theirs face on a daily basis.

Matt is also the CEO of a successful industrial packaging company based in Essex, that is family owned. Matt took management control in 2021 following the passing of his father. His father had previously guided him through all aspects of the business, from sales and purchasing to accounts and operations. Matt's 20 years of business experience has led to the business growing 3 fold since the start of 2020. Matt brings his commercial knowledge, expertise and experience to help POP Essex to operate and continue to grow and support SEND families over the short and long term.

Carly Barlow has 2 children with a range of additional needs. Carly has lived experience of autism, ADHD, PDA, SPD, motor ticks, school-based anxiety and EOTAS and she uses her own experiences with her children to help other families. She has been an enthusiastic volunteer with POP both before and since becoming a trustee in April 2023. The last year has been particularly busy for POP and Carly has been involved at all stages, using her organisational, operational and artistic skills to help POP meet its objectives.

James Yates has worked in the financial services sector for more than 25 years and has held senior management and board level positions across a number of institutions with a focus on enterprise risk management. James is a father of twin boys both of whom have SEND needs. James is passionate about using his governance experience and knowledge to help progress the goals of POP Essex and to support the needs of SEND children and their families across Essex.

Keir Hughes is an ACCA qualified and widely experienced accountant with over 20 years' experience in accountancy and finance. Currently Keir is Finance Director of an expanding print and promotions company, and he also has extensive experience in accountancy practice and specifically the not-for-profit sector. Keir is father to two boys, one of whom has complex special needs.

Siobhan Riordan is a mother to 2 boys and a girl who has cerebral palsy, epilepsy and other medical conditions. Siobhan worked in the banking world, latterly at a private bank, until her daughter was born. Since then, Siobhan has been trustee and volunteer with various charities, including PARC (until 2019); Healthwatch for 7 years, and St Vincent de Paul. Siobhan has also worked in special needs schools; a sports academy in South Africa; and has studied alternative treatments and completed courses related to SEND and to charities.

Jamey Carr is POP's general manager and with her husband Matt (see above) was responsible for

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organising the creation of POP in June 2022. Jamey has a key role at POP, being the chief planner and innovator both for the weekend and weekday sessions and also in providing most of the ideas and plans for developing and equipping POP's premises.

In addition to first-hand experience with 2 of her own children, Jamey has a number of NVQ and other qualifications relating to working with children generally and to those having SEND in particular. Those qualifications relate to conditions such as challenging behaviours, epilepsy, paediatrics, medical, neurological and attachment theory. Additionally, Jamey has successfully completed courses on safeguarding, first aid (including aid for mental conditions), mentoring children plus fire safety, food hygiene, computerised accounting, retail and training and has organised and run many successful fundraising events.

Noel Mead has 2 children now in their 30s: a son diagnosed as having special needs at a very early age and a daughter who has been assessed as being on the autistic spectrum quite recently. Noel is a Fellow of the Chartered Governance Institute and for over 20 years was company secretary/legal counsel to a contract catering group operating in 24 countries worldwide, whose turnover exceeded £1bn. Noel was responsible for legal, contractual, property, insurance, M&A and other matters and since becoming freelance, has worked in interim and consultancy roles for a range of other organisations, including the not-for-profit sector.