

SOCIAL MOMENTS ENTERPRISE

England & Wales · Charity number 1205104

Details

Status Registered

Legal form CIO

Registered 2023-10-06

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

Contact

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Activities

Objects: FOR THE PUBLIC BENEFIT, THE RELIEF OF THOSE IN NEED BY REASON OF YOUTH, AGE, ILL-HEALTH, DISABILITY OR SOCIAL AND ECONOMIC DISADVANTAGE IN NORFOLK AND ADJOINING COUNTIES BY THE PROVISION OF A BREAKFAST CLUB, SOCIAL SUPERMARKET AND A COMMUNITY HUB FOR THOSE EXPERIENCING SOCIAL ISOLATION.

Classification

- **How:** Provides Services, Other Charitable Activities
- **What:** General Charitable Purposes, Disability
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-09-30	£97,633	£46,559	-	-

Trustees

Name	Role	Appointed
Emma Chandler	Chair	
Jacqueline Cann		
Kayleigh Blackmore		

SOCIAL MOMENTS ENTERPRISE

England & Wales - Charity number 1205104

Accounts

CHARITY REGISTRATION NUMBER: 1205104

Social Moments Enterprise
Unaudited financial statements
30 September 2024

Social Moments Enterprise

Financial statements

Period ended 30 September 2024

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Social Moments Enterprise

Trustees' annual report

Period ended 30 September 2024

The trustees present their report and the unaudited financial statements of the charity for the period ended 30 September 2024.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 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 published in October 2019.

Reference and administrative details

Registered charity name	Social Moments Enterprise
Charity registration number	1205104
Principal office	4 Palmer Road Rackheath Norwich NR13 6PF

The trustees

The trustees who served during the period and at the date of approval were as follows:

Kayleigh Blackmore (appointed 6 October 2023)
Jacqueline Cann (appointed 6 October 2023)
Emma Chandler (appointed 6 October 2023)

CEO Chantelle Tyrrell

Solicitors Hansells Solicitors
13 The Close
Norwich
Norfolk
NR1 4DS

Independent examiner Mark Proctor FCA DChA
Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

Bankers Lloyds TSB
16 Gentlemans Walk
Norwich

Social Moments Enterprise

Trustees' annual report *(continued)*

Period ended 30 September 2024

Objectives and activities

The charity was registered and commenced operation on 6 October 2023.

The charitable objectives of Social Moments Enterprise are to reduce isolation, build stronger communities, and offer affordable access to activities, food, and support services in rural and semi-rural areas. We deliver this through inclusive, welcoming programs designed to empower families, children, and individuals.

Public Benefit

The charity provides a public benefit in a number of ways including its weekly community sessions which are open to all therefore enabling socialisation, access to food at low cost at the Food Hub and providing work experience to young people through the Waffle and Shake Shack.

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

Achievements and performance

This was our first operational year as a registered charity, and a foundational period filled with learning, development, and growth. Our achievements during this time included:

- Establishing the Charity: Developing governance, operational systems, and partnerships.
- Launching Key Projects: Early Explorers, Cooking Workshops, Community Cafés, and Social Shops.
- Securing Funding: For the Waffle and Shake Shack, cooking workshops, Early Explorers and the Affordable Food Hub.
- Recruitment: Bringing on permanent staff.
- Learning and Adapting: Continuously responding to feedback and community needs.

Financial review

The accounts for the year reflect the set-up costs of the charity and early delivery of our pilot projects. Income was derived primarily from grant funding, a small amount of donations, and small trading activities. Expenditure was focused on project delivery, staffing, equipment, and operational setup.

Reserves policy

We now intend to formalise and adopt a reserves policy to build a strong financial foundation. Our policy will aim to hold three to six months of core costs in unrestricted reserves to ensure stability and sustainability.

At the year end the charity had no unrestricted free reserves with unrestricted current liabilities exceeding asset by £8,864. Restricted reserves held for future projects amounted to £31,845.

Social Moments Enterprise

Trustees' annual report *(continued)*

Period ended 30 September 2024

Plans for future periods

We aim to:

- Scale successful projects like Early Explorers and the Food Hub/Social Shop.
- Launch the Waffle and Shake Shack on a permanent basis.
- Formalise the CEO role and strengthen the staff team.
- Build on our work in the Broadland area and expand our work into South Norfolk as capacity allows.
- Build reserves and seek new funding for our Early Explorers projects, Kiddy Cook, Social Shop and contributions towards core costs whilst the charity continues to develop its unrestricted income.
- Begin our three-to-five-year strategy development.
- Launch a new website and grow our brand under the 'Recharging Rural' vision.
- Hold our first ever fundraising event in September 2025.

This has been a year of extraordinary growth, huge learning, and massive momentum for Social Moments Enterprise. The demand for our services continues to grow, quicker than the team are able to cope and the impact we have seen so far is testament to the power of connection, kindness, and community.

We remain committed to listening, adapting, and delivering what's truly needed – and to building a charity that not only survives, but thrives in the years to come.

Structure, governance and management

Social Moments Enterprise was formally registered as a Charitable Incorporated Organisation (CIO) on 6 October 2023.

Recruitment, Appointment and Training of Trustees

Trustees shall be persons who through residence, occupation, employment or otherwise have special knowledge of the area of benefit or who are otherwise able by virtue of their personal or professional qualifications to make a contribution to the pursuit of the objects of the charity.

On appointment, Trustees are provided with:

- a) a copy of the governing document;
- b) details of the Charities Commission Guidelines - CC3 "The Essential Trustee - what you need to know, what you need to do";
- c) a copy of the latest full independently examined accounts.

In addition, the Trustees are encouraged to read Charity Commission and other newsletters and to attend courses designed to keep them abreast of their duties and responsibilities.

Organisational structure

We are governed by a Board of Trustees who provide strategic leadership and oversight to ensure we deliver on our charitable objectives. The charity is led by a small but passionate team supported by volunteers, local partners, and members of our community.

Social Moments Enterprise

Trustees' annual report *(continued)*

Period ended 30 September 2024

Structure, governance and management *(continued)*

Risk Appraisal

The Trustees acknowledge the Charity Commission's requirement that they undertake a review of the major risks to which the charity is exposed. The Trustees consider all risks are adequately covered however a further review will be completed during the forthcoming year.

Independent examiner

Mark Proctor FCA DChA of Lovewell Blake LLP has indicated his willingness to continue in office for the ensuing year.

True and fair override

The accounts (financial statements) have been prepared to give a "true and fair" view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a "true and fair view". This departure has involved following Accounting and Reporting by charities by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The trustees' annual report was approved on 7 June 2025 and signed on behalf of the board of trustees by:

Jacqueline Cann
Trustee

Social Moments Enterprise

Independent examiner's report to the trustees of Social Moments Enterprise

Period ended 30 September 2024

I report to the charity trustees on my examination of the financial statements of the charity for the period ended 30 September 2024 which are set out on pages 6 to 15.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Your attention is drawn to the fact that the Charity has prepared the accounts (financial statements) 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

12 June 2025

Social Moments Enterprise

Statement of financial activities

Period ended 30 September 2024

		Unrestricted funds	2024 Restricted funds	Total funds
	Note	£	£	£
Income and endowments				
Donations and legacies	4	3,763	84,069	87,832
Charitable activities	5	9,801	–	9,801
Total income		<u>13,564</u>	<u>84,069</u>	<u>97,633</u>
Expenditure				
Charitable activities	6	11,658	34,901	46,559
Total expenditure		<u>11,658</u>	<u>34,901</u>	<u>46,559</u>
Net income before transfer of funds		1,906	49,168	51,074
Transfers between funds		17,323	(17,323)	–
Net movement in funds		<u>19,229</u>	<u>31,845</u>	<u>51,074</u>
Reconciliation of funds				
Total funds brought forward		–	–	–
Total funds carried forward		<u>19,229</u>	<u>31,845</u>	<u>51,074</u>

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

The notes on pages 8 to 15 form part of these financial statements.

Social Moments Enterprise

Balance sheet

30 September 2024

	Note	£	2024 £
Fixed assets			
Intangible assets	11		21,367
Tangible fixed assets	12		<u>6,726</u>
			28,093
Current assets			
Debtors	13	342	
Cash at bank and in hand		<u>25,207</u>	
		25,549	
Creditors: Amounts falling due within one year	14	<u>(2,568)</u>	
Net current assets			<u>22,981</u>
Total assets less current liabilities			<u>51,074</u>
Net assets			<u>51,074</u>
Funds of the charity			
Restricted funds			31,845
Unrestricted funds			<u>19,229</u>
Total charity funds	15		<u>51,074</u>

These financial statements were approved by the board of trustees and authorised for issue on 7 June 2025, and are signed on behalf of the board by:

Jacqueline Cann
Trustee

The notes on pages 8 to 15 form part of these financial statements.

Social Moments Enterprise

Notes to the financial statements

Period ended 30 September 2024

1. General information

The charity is a public benefit entity and from 6 October 2023 is a registered Charitable Incorporated Organisation (CIO) in England and Wales. The address of the principal office is 4 Palmer Road, Rackheath, Norwich, NR13 6PF.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis.

Going concern

The financial statements have been prepared on a going concern basis, as the Trustees believe no material uncertainties exist. The Trustees has considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the Trust to be able to continue as a going concern.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

3. Accounting policies *(continued)*

Income *(continued)*

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably. - income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Intangible assets - 5 year straight line

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 20% Straight Line

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

3. Accounting policies *(continued)*

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations	3,763	–	3,763
Grants			
Grants	–	84,069	84,069
	<u>3,763</u>	<u>84,069</u>	<u>87,832</u>

During the period the charity received government grants of £28,088.

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

5. Charitable activities

	Unrestricted Funds £	Total Funds 2024 £
Little City	5,006	5,006
Community Cafe	824	824
Waffle and Shake Shack	3,971	3,971
	<u>9,801</u>	<u>9,801</u>

6. Expenditure on charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Rent	–	4,618	4,618
Wages	–	13,730	13,730
Sundry	(51)	1,374	1,323
Activity costs	500	11,966	12,466
Bank charges	86	–	86
Staff expenses	–	2,427	2,427
Repairs and maintenance	–	126	126
Depreciation and amortisation	2,523	–	2,523
Governance costs	8,600	660	9,260
	<u>11,658</u>	<u>34,901</u>	<u>46,559</u>

Analysis of Governance costs:

	2024 £
Independent examination	2,000
Legal Fees	7,260
	<u>9,260</u>

7. Net income

Net income is stated after charging/(crediting):

	2024 £
Amortisation of intangible assets	2,133
Depreciation of tangible fixed assets	390
	<u>2,523</u>

8. Independent examination fees

	2024 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>2,000</u>

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

9. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024
	£
Wages and salaries	13,730
	<u>13,730</u>

Key Management Personnel

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £4,400.

The average head count of employees during the period was 3.

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

10. Trustee remuneration and expenses

No remuneration or other benefits from employment with the trust or a related entity were received by the trustees.

No trustees received expenses during the year.

11. Intangible assets

	Intangible assets £
Cost	
Additions	23,500
At 30 September 2024	<u>23,500</u>
Amortisation	
Charge for the period	2,133
At 30 September 2024	<u>2,133</u>
Carrying amount	
At 30 September 2024	<u>21,367</u>

12. Tangible fixed assets

	Equipment £
Cost	
At 1 October 2023	–
Additions	7,116
At 30 September 2024	<u>7,116</u>
Depreciation	
At 1 October 2023	–
Charge for the period	390
At 30 September 2024	<u>390</u>
Carrying amount	
At 30 September 2024	<u>6,726</u>

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

13. Debtors

	2024
	£
Prepayments and accrued income	241
Other debtors	101
	<u>342</u>

14. Creditors: Amounts falling due within one year

	2024
	£
Accruals and deferred income	2,000
Social security and other taxes	568
	<u>2,568</u>

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

15. Analysis of charitable funds

	Balance at 6 Oct 2023 £	Income £	Expenditure £	Transfers £	Balance at 30 Sep 2024
Restricted funds					
Winter Pressures Fund	–	1,500	(588)	–	912
Members Ward	–	1,200	(593)	(607)	–
Household Support	–	5,250	(2,742)	–	2,508
Pride In Place Community Grant	–	8,138	(7,928)	(210)	–
National Lottery	–	19,880	(6,651)	(10,000)	3,229
UKSPF Community Employability Grant	–	18,750	(10,910)	(6,506)	1,334
Nourishing Norfolk Fund	–	29,351	(5,489)	–	23,862
	–	84,069	(34,901)	(17,323)	31,845
Unrestricted funds					
General funds	–	13,564	(11,658)	17,323	19,229
	–	97,633	(46,559)	–	51,074

Winter Pressures Fund

The Winter Pressures fund is to help provide essential support to vulnerable families and individuals struggling with the rising cost of living.

Members Ward Grant

The Members Ward Grant is to promote communities working together and enhance the quality of life of people and working in the ward area.

Household Support Fund

The Household Support fund is to help with the rising costs of household bills.

Pride In Place Community Grant

The Pride In Place Community Grant is towards a 12 month initiative which aims to host engaging community cooking workshops.

National Lottery

The National Lottery grant is towards an Early Explorers initiative which aims to create an immersive role-play experience for children under six.

UKSPF Community Employability Grant

The UKSPF Community Employability Grant is to assist with the purchase and running of a mobile catering trailer to give individuals real life work experience.

Nourishing Norfolk Fund

The Nourishing Norfolk fund is to create an affordable food hub to support families and individuals.

Transfers between funds

Transfers between funds represents the use of restricted funds on capital additions for which there is

Social Moments Enterprise

Notes to the financial statements *(continued)*

Period ended 30 September 2024

no ongoing restriction and transfers from unrestricted funds to eliminate restricted fund deficits.

16. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Intangible assets	21,367	–	21,367
Tangible fixed assets	6,726	–	6,726
Current assets	(6,864)	32,413	25,549
Creditors less than 1 year	(2,000)	(568)	(2,568)
Net assets	<u>19,229</u>	<u>31,845</u>	<u>51,074</u>

17. Related parties

During the year, £26,500 paid to Chantelle Tyrrell as reimbursement for a franchise purchase and fixed assets purchases. £101 was due to be received from Chantelle Tyrrell at the year end.

There were no transactions with the Trustees or amounts owing at the year end.