

REGISTERED CHARITY NUMBER: 274225

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024
FOR
HERTFORDSHIRE COUNTY GUIDE ASSOCIATION**

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

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HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees present their report with the financial statements of the charity for the year ended 31 December 2024. The trustees have adopted the provisions of 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 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and Aims

Hertfordshire County Guides Association known as Girlguiding Hertfordshire is registered with the Charity Commission (No: 274225) and is governed by Royal Charter dated 14 December 1922. As a Charity it is committed to promote Guiding within the County. Hertfordshire Guides adhere to the aims and objectives of The Guide Association as set out in the Policy Statement. The trustees confirm that they have referred to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

Girlguiding - Policy Statement

Girlguiding Hertfordshire is an operating name of the Hertfordshire County Guides Association, Hertfordshire, and is part of Girlguiding, the operating name of the Guide Association.

Statement of Purpose

Girlguiding enables girls and young women to develop their potential and to make a difference to the world.

Aim of Guiding

Guiding offers girls and young women opportunities to:

- * be challenged by new adventures and experiences and achieve a sense of pride in accomplishment
- * develop self-awareness, self-respect and self-confidence
- * develop a personal faith and values to give life meaning and direction
- * think for themselves, govern themselves and make their own decisions
- * make friends and have fun in the family of Guiding
- * develop a sense of tolerance, justice, kindness and honour
- * learn teamwork and acquire leadership skills, working with and for others to appreciate the environment and how to live in it
- * understand about the world, its people and cultures

Method

Guiding uses a method with five distinct elements that interlink:

- * Guides work together in small groups
- * Guides are encouraged to govern themselves and make their own decisions
- * Guides have a balanced and varied programme
- * Guides care for the individual
- * Guides share a commitment to a common standard

Membership

Girlguiding is open and inclusive for girls and women from all faiths, cultures and races. The extensive, balanced and varied programme in all sections of Guiding, cover the five outcomes outlined in 'Every Child Matters'.

The Sections

Guiding takes place in four sections:

Rainbow: from fourth birthday

Brownie: from seventh birthday

Guide: from tenth birthday

Ranger: from fourteenth to nineteenth birthday

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity.

Recruitment and appointment of new trustees

Potential new Trustees are nominated by members of the Hertfordshire County Guide Association to the County Commissioner whose duties include the appointment of new Trustees. Before making an appointment, consultation with senior members of the Association is undertaken. The nominee is then approached to ascertain their willingness to become a Trustee and the role and importance of the position is explained. Upon acceptance of the appointment, the nominee is offered Commissioner training.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number 274225

Principal address

County Office
Hertfordshire Guide Centre
Cottered
Buntingford
Hertfordshire
SG9 9QP

Trustees

Mrs S Beswick
Mrs E McLaughlin
Ms N Weisfeld
Mrs J Bushe
Mrs J Eavis
Mrs S Settle
Ms S Hill
Miss E Wilson
Miss K Hunter
Mrs L O'Bryan
Mrs A Johns
Mrs C Alonso – Mora (resigned 20 February 2024)
Mrs S Sayce (resigned 30 April 2024)
Mrs R Ashdown (resigned 6 September 2024)
Mrs J Maskrey (resigned 6 September 2024)
Ms K Pett (appointed 1 May 2024)
Mrs C Kemp (appointed 22 July 2024)
Mrs E Pinnington (appointed 5 September 2024)

Independent examiner

Mercer & Hole
Accountants
72 London Road
St Albans
Hertfordshire
AL1 1NS

Approved by order of the board of trustees on 15 August 2025 and signed on its behalf by:



Miss K Hunter - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
HERTFORDSHIRE COUNTY GUIDE ASSOCIATION**

Independent examiner's report to the trustees of Hertfordshire County Guide Association

I report to the charity trustees on my examination of the accounts of the Hertfordshire County Guide Association (the Trust) for the year ended 31 December 2024.

Responsibilities and basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all 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 Trust as required by section 130 of the Act;
or
2. the accounts do not accord with those records; or
3. the accounts 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Steve Robinson FCA
Mercer & Hole Chartered Accountants
72 London Road
St Albans
Hertfordshire
AL1 1NS

Date: 18 August 2025

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

		Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
	Notes	£	£	£	£
INCOME AND ENDOWMENTS FROM					
Donations and legacies		15,056	-	15,056	234,874
Charitable activities					
Direct charitable activities		-	45,101	45,101	37,054
Other charitable activities		76,858	-	76,858	75,484
Other trading activities	2	51,263	-	51,263	49,436
Investment income	3	<u>16,360</u>	<u>-</u>	<u>16,360</u>	<u>5,542</u>
Total		159,537	45,101	204,638	402,390
EXPENDITURE ON					
Charitable activities					
Direct charitable activities		-	24,135	24,135	34,838
Other charitable activities		<u>158,368</u>	<u>7,871</u>	<u>166,239</u>	<u>167,849</u>
Total		158,368	32,006	190,374	202,687
NET INCOME/(EXPENDITURE)		<u>1,169</u>	<u>13,095</u>	<u>14,264</u>	<u>199,703</u>
Transfers between funds		-	-	-	-
Net movement in funds		<u>1,169</u>	<u>13,095</u>	<u>14,264</u>	<u>199,703</u>
RECONCILIATION OF FUNDS					
As previously reported		<u>409,441</u>	<u>293,351</u>	<u>702,792</u>	<u>503,089</u>
TOTAL FUNDS CARRIED FORWARD		<u>410,610</u>	<u>306,446</u>	<u>717,056</u>	<u>702,792</u>

The notes form part of these financial statements

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

BALANCE SHEET AT 31 DECEMBER 2024

		2024	2023
	Notes	£	£
FIXED ASSETS			
Tangible assets	8	182,569	190,846
CURRENT ASSETS			
Debtors	9	-	-
Cash at bank		<u>545,359</u>	<u>529,633</u>
		545,359	529,633
CREDITORS			
Amounts falling due within one year	10	(10,872)	(17,687)
NET CURRENT ASSETS		<u>534,487</u>	<u>511,946</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		717,056	702,792
NET ASSETS		717,056	702,792
FUNDS	12		
Unrestricted funds:			
General Fund		333,694	332,197
Designated International Camp Fund		3,767	3,767
Designated Disabilities Fund		8,822	8,822
Designated Cost of Living Fund		355	1,027
Designated Activity Fund		63,972	63,628
		<u>410,610</u>	<u>409,441</u>
Restricted funds:			
Flexible guiding Fund		3,630	3,684
Restricted donations		508	508
International Fund		41,121	20,155
Buildings Fund		41,422	42,650
Disability Fund		219,765	226,354
		<u>306,446</u>	<u>293,351</u>
TOTAL FUNDS		717,056	702,792

The financial statements were approved by the Board of Trustees on 15 August 2025 and were signed on its behalf by:



Miss K Hunter -Trustee

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 January 2019), Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions

The charity has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of Section 3 Financial Statement Presentation paragraph 3.17(d);
the requirements of Section 11 Financial Instruments paragraphs 11.41(b), 11.41(c), 11.41(e), 11.41(f), 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirement of Section 33 Related Party Disclosure paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Income from grants is recognised on a receivable basis.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

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

Freehold property	- 2% on cost
Fixtures and fittings	- 20% on cost

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Grants

Expenditure on grants is recorded once the Charity has made an unconditional commitment to pay the grant and this has been communicated to the beneficiary or the grant has been paid, whichever is the earlier. The Charity has not made any commitments of more than one year.

2. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
County Centre	20,364	20,994
Activities for members	21,207	13,785
Badges	7,577	13,345
Other merchandise	1,487	617
Other	628	695
	51,263	49,436

3. INVESTMENT INCOME

	2024	2023
	£	£
Interest received	16,360	5,542

4. TRUSTEES' REMUNERATION AND BENEFITS

Three trustees received remuneration or other benefits for the year ended 31 December 2024 totalling £15,055 (2023: £18,730).

Trustees' expenses

17 (2023 - 15) Trustees were reimbursed during the year for directly incurred expenditure totalling £23,364 (2023 - £8,575).

5. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2024	2023
Accounting and secretarial	5	5

No employees received emoluments in excess of £60,000.

6. INDEPENDENT EXAMINERS' FEE

The fee for the independent examination was £3,300 (2023: £3,300).

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2023

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	8,520	226,354	234,874
Charitable activities			
Direct charitable activities	-	37,054	37,054
Other charitable activities	75,484	-	75,484
Other trading activities	49,436	-	49,436
Investment income	<u>5,542</u>	-	<u>5,542</u>
Total	138,982	263,408	402,390
EXPENDITURE ON			
Charitable activities			
Direct charitable activities	-	34,838	34,838
Other charitable activities	163,017	4,832	167,849
Other	-	-	-
Total	163,017	39,670	202,687
NET INCOME/(EXPENDITURE)	<u>(24,035)</u>	<u>223,738</u>	<u>199,703</u>
Transfers between funds	-	-	-
Net movement in funds	<u>(24,035)</u>	<u>223,738</u>	<u>199,703</u>
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>433,476</u>	<u>69,613</u>	<u>503,089</u>
TOTAL FUNDS CARRIED FORWARD	<u>409,441</u>	<u>293,351</u>	<u>702,792</u>

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024

8. TANGIBLE FIXED ASSETS

	Freehold property £	Fixtures and fittings £	Totals £
COST			
At 1 January 2024	357,506	40,534	398,040
Additions	-	-	-
At 31 December 2024	<u>357,506</u>	<u>40,534</u>	<u>398,040</u>
DEPRECIATION			
At 1 January 2024	167,345	39,849	207,194
Charge for year	<u>7,979</u>	<u>298</u>	<u>8,277</u>
At 31 December 2024	<u>175,324</u>	<u>40,147</u>	<u>215,471</u>
NET BOOK VALUE			
At 31 December 2024	<u>182,182</u>	<u>387</u>	<u>182,569</u>
At 31 December 2023	<u>190,161</u>	<u>685</u>	<u>190,846</u>

Included in cost or valuation of land and buildings is freehold land of £24,500 (2023 - £24,500) which is not depreciated.

Ownership of Cottered County Centre shown under the heading Freehold Land & Buildings above is registered with Guide Association Trust Corporation who hold the title as Custodian or Holding Trustees for the Hertfordshire County Guides or the Trusts of the Guide Association 1938 Trust Deed.

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024**

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
Other debtors	-	-
Prepayments and accrued income	<u>-</u>	<u>-</u>
	-	-

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
Trade creditors	108	-
Deferred income	3,985	10,250
Accrued expenses	3,683	3,749
Other creditors	<u>3,096</u>	<u>3,688</u>
	10,872	17,687

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted funds	2024 Total funds	2023 Total funds
Fixed assets	169,909	12,660	182,569	190,846
Current assets	247,588	297,771	545,359	529,633
Current liabilities	<u>(6,887)</u>	<u>(3,985)</u>	<u>(10,872)</u>	<u>(17,687)</u>
	410,610	306,446	717,056	702,792

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024

12. MOVEMENT IN FUNDS

	1.1.24	Net movement in funds	Transfers between funds	At 31.12.24
	£	£	£	£
Unrestricted funds				
General Fund	332,197	1,477	20	333,694
Designated International Camp Fund	3,767	-	-	3,767
Designated Disabilities Fund	8,822	-	-	8,822
Designated Cost of Living Fund	1,027	(672)	-	355
Designated Activity Fund	<u>63,628</u>	<u>364</u>	<u>(20)</u>	<u>63,972</u>
	409,441	1,169	-	410,610
Restricted funds				
Restricted donations	508	-	-	508
International Fund	20,155	20,966	-	41,121
Flexible Guiding Fund	3,684	(54)	-	3,630
Disability Fund	226,354	(6,589)	-	219,765
Buildings Fund	<u>42,650</u>	<u>(1,228)</u>	-	<u>41,422</u>
	293,351	13,095	-	306,446
TOTAL FUNDS	702,792	14,264	-	717,056

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General Fund	158,215	(156,738)	1,477
Designated International Camp Fund	-	-	-
Designated Disabilities Fund	-	-	-
Designated Cost of Living Fund	958	(1,630)	(672)
Designated Activity Fund	364	-	364
	159,537	(158,368)	1,169
Restricted funds			
International Fund	45,101	(24,135)	20,966
Restricted Donations	-	-	-
Flexible Guiding Fund	-	(54)	(54)
Disability Fund	-	(6,589)	(6,589)
Buildings Fund	-	(1,228)	(1,228)
	45,101	(32,006)	13,095
TOTAL FUNDS	205,638	(190,374)	14,264

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024

12. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.23	Net Movement in funds	Transfers between funds	At 31.12.23
Unrestricted Funds				
General Fund	348,681	(20,146)	3,662	332,197
Designated International Camp Fund	3,967	-	(200)	3,767
Designated Disabilities Fund	9,122	(300)	-	8,822
Designated Cost of Living Fund	-	1,027	-	1,027
Designated Activity Fund	<u>71,706</u>	<u>(4,616)</u>	<u>(3,462)</u>	<u>63,628</u>
	433,476	(24,035)	-	409,441
Restricted Funds				
Restricted donations	508	-	-	508
International Fund	17,938	2,216	-	20,155
Flexible Guiding Fund	3,685	-	-	3,684
Sustainability Fund	-	226,354	-	226,354
Buildings Fund	<u>47,482</u>	<u>(4,832)</u>	<u>-</u>	<u>42,650</u>
	69,613	223,738	-	293,351
TOTAL FUNDS	503,089	199,703	-	702,792

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General Fund	137,955	(158,101)	(20,146)
Designated International Camp Fund	-	-	-
Designated Disabilities Fund	-	(300)	(300)
Designated Cost of Living Fund	1,027	-	1,027
Designated Activity Fund	-	(4,616)	(4,616)
	138,982	(163,017)	(24,035)
Restricted funds			
International Fund	37,054	(34,838)	2,216
Growing Guides	-	-	-
Training Fund	-	-	-
Flexible Guiding Fund	-	-	-
Disability Fund	226,354	-	226,354
Buildings Fund	-	(4,832)	(4,832)
	263,408	(39,670)	223,738
TOTAL FUNDS	402,390	(202,687)	199,703

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024**

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

	2024	2023
	£	£
INCOME AND ENDOWMENTS		
Donations and legacies		
Legacies	-	226,354
Grants	1,400	7,954
Donations	13,656	566
	15,056	234,874
Other trading activities		
Training	-	-
County Centre	21,207	20,994
Activities for members	20,364	13,785
Badges	7,577	13,345
Other merchandise	1,487	617
Other	628	695
	51,263	49,436
Investment income		
Interest received	16,360	5,542
Charitable activities		
Subscriptions	76,858	74,754
200 Club	-	730
International trip income	45,101	37,054
	121,959	112,538
Total incoming resources	204,638	402,390
EXPENDITURE		
Charitable activities		
Training	3,206	2,526
Members events	7,138	7,867
County centre	51,799	42,252
Professional fees	-	-
Travelling	21,743	10,639
Postage, telephone, printing and stationery	1,215	3,351
Website and internet costs	804	2,372
Commissioners and Queens guide grants	990	720
Carried forward	86,895	69,727

This page does not form part of the statutory financial statements

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024	2023
	£	£
Charitable activities		
Brought forward	86,895	69,727
Grants	3,800	6,354
Presentations and awards	1,594	4,320
Sundry expenditure	1,398	6,387
International trip expenses	24,135	34,838
Badges	8,516	15,108
Rent	3,600	3,809
200 Club	100	500
Advertising	1,623	1,769
Depreciation	8,277	8,738
	139,938	151,550
Support costs		
Governance costs		
Wages	42,120	43,156
Social security	1,044	862
Pensions	349	346
Insurance	2,223	2,073
Independent examiner's fee	3,300	3,600
Secretarial and accounting	1,400	1,400
	50,436	51,137
Total resources expended	190,374	202,687
Net income/(expenditure)	<u>14,264</u>	<u>199,703</u>

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

COUNTY TREASURER'S REPORT FOR THE YEAR ENDED 31 DECEMBER 2024

The accounts show a net surplus of £14,264 for the year compared to a net surplus in 2023 of £199,703.

INCOME

Net subscription income was up at £76,858 compared to 2023 (£74,754).

Other trading activities was higher at £51,263 compared to 2023 (£49,436) largely due to an increase in the use of the County Centre.

Donations and legacies were lower. No legacies were received in the year whilst a legacy of £226,354 was received in the prior year.

EXPENDITURE

Major expenses during 2024 were:-

- £51,799 (£42,252 in 2023) for the Hertfordshire Guide Centre at Cottered - The increase in the year was largely the result of expenditure on building projects in the year;
- £43,513 (£44,364 in 2023) on Staff costs - expense has remained stable for the year;
- £21,743 (£10,639 in 2023) on Travel expenses – The increase in the year was largely the result of increased Event travel in the year.

The Balance Sheet shows Girlguiding Hertfordshire's current worth as £717,056 an increase from 2023 (£700,792). Fixed assets decreased by £8,277 due to depreciation. The cash element of Current Assets increased while Creditors decreased. This resulted in Net Current Assets of £534,487 up from £511,946 in 2023. The Unrestricted Funds remained similar to last year. The Restricted Funds increased from £293,351 in 2023 to £306,446 due to movements on the International Fund.

HERTFORDSHIRE COUNTY GUIDE ASSOCIATION

REPORT OF THE COUNTY COMMISSIONER FOR THE YEAR ENDED 31 DECEMBER 2024

Our county in numbers

Divisions	Districts	Units	
10	46	458	
Comparison to 2023			
Young Members	7026	↓	450
Volunteer Members	1636	↓	61
Rainbows	1610	↓	80
Brownies	3315	↓	232
Guides	1841	↓	51
Rangers	260	↓	87

Mission

We are committed to aligning with the mission statements of both Girlguiding UK and Girlguiding Anglia. Providing a safe, fun space where girls and young women can be themselves, we inspire them to have a positive impact on their community and empower them to find their voice.

Our Values

We endeavour to be inclusive, empowering, inspiring and caring and provide an exceptional guiding experience. These fundamental guiding values ensure young members and volunteers feel supported, valued and free to be themselves.

Girlguiding Themes



Creating exceptional experiences for girls

Inspiring girls, young women and volunteers to join Girlguiding by providing existing young members and volunteers with access to fun, accessible and empowering opportunities.

Rewarding volunteer experience

Making volunteering more appealing by ensuring opportunities offer flexibility to fit around people's lives.



Inclusive and impactful

Spreading awareness of Girlguiding and ensuring that as we grow in numbers, both girls and volunteers, we accurately reflect the world we live in.

2024 Aims and Objectives



In 2024 Girlguiding Hertfordshire reached the incredible milestone of 110 years of guiding and planned to recognise and celebrate this achievement with our members. 2 county activity days were held in April at PACCAR Scout Camp, 1 for Rainbows and Guides and the other for Brownies and Rangers. 360 members booked to attend each day.



Unfortunately, due to adverse weather conditions, the day for Brownies and Rangers was cancelled. A competition was also run at the start of the year to design a special commemorative 110th birthday badge. The winning design was created by a Guide from 4th Harpenden Guide unit.

A big focus this year was fundraising for the county centre refurbishment project. April saw the launch of the fundraising campaign and the aim was for works to commence

before the end of the year. The media and communications team played a big role raising awareness of the campaign and encouraged fundraising across the county by publishing social media posts and sharing details of fundraising events that had taken place. Units from East division took part in a loose coin challenge and raised an amazing £1,445.43. A fundraising committee for the project was set up and they successfully

applied for grants. Generous donations were received from Trefoil Guilds as well as other external organisations. The incredible efforts of everyone involved resulted in phase 1 of the works starting just before Christmas.



Working weekends to improve the facilities at Gaddesden Row Guide Centre and events to raise funds including wreath making and gingerbread scene decorating took place. The aim being to increase bookings at the Centre.

Structure

In September the reins were handed over to a new county commissioner team. This brought about changes to the county structure to improve the collaborative working of the county team and enhance the guiding experience of our members and volunteers. The 3 new assistant county commissioners were each given an area of responsibility: adventure and opportunity, membership support and promote and grow, overseeing the county team members whose roles fell within their category.

Sadly, 2024 saw the passing of 2 of our 4 county vice presidents. Both long serving and highly regarded members who held numerous roles during their time with Girlguiding. In the latter part of the year, a further county vice president was appointed. Their long history with Girlguiding, being well known across the county for providing unwavering support to members and being awarded an MBE in His Majesty the King's 2024 Birthday Honours List for outstanding volunteer work made them the perfect choice to become an ambassador for guiding in the county.



Supporting the Community

Members from all sections have been out in the community. 1st Welwyn Brownies visited Oakview Lodge Care Home and spent the afternoon doing crafts with the residents and sang songs.

1st Wheathampstead Rainbows planned and took part in a Grand National in the summer. They made their won hobby horse and named it, to take part with their parents watching and joining in. The money raised was donated to their chosen charity, the local RDA.

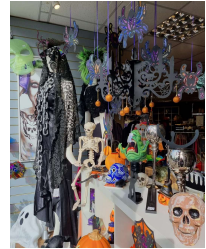
17th Harpenden Brownies took part in a 'reverse advent calendar challenge'. They collected hygiene products for the Kings Pantry Foodbank and decorated Christmas cards to go with the donations, which were distributed to families in need across Harpenden.

2nd Ware Guides visited their local Asda where they learnt about the Hertford and District Foodbank. They were given a £10 budget and challenged to select food items and consider meal ideas whilst choosing.

4th Welwyn Garden City Brownies held a 'Dress as an Elf' evening and raised money for the Alzheimer's Society. They had great fun playing bingo, a quiz and lots of other games.

Berkhamsted district held their annual Christmas Cracker fundraising market at the end of November and raised over £1,000.

24th St Albans Brownies made Halloween decorations for the Hospice of St Francis charity shop in St Albans.



2nd Royston Guides took part in the Swimathon for Royston raising almost £500 and splitting the money raised between the Rotary Club Charity and the Teenage Cancer Trust.

Rangers from Harpenden and Redbourn division assisted Santa by touring Harpenden town with his sleigh collecting money for charity at Christmas time.

Letchworth district had a stall at the Letchworth Armed Forces Day in May and held a fundraising jumble sale in September as well as a fundraising film afternoon in December.

Districts from South West division took part in the town summer fairs using the opportunity to recruit volunteers and girls and Sawbridgeworth & High Wych district opened a pop-up cafe at the town's May Fayre.

Members from across the county represented Girlguiding at Remembrance Day services and took part in parades, with some young members from South West division laying wreaths in memory of servicemen and women. Members from Harpenden and Redbourn division attended St George's Day parades and held a campfire and sang classic campfire songs afterwards.

Some young members and leaders from South West division attended the 75th anniversary of the Commonwealth service at St Albans Cathedral where they met the Duke and Duchess of Gloucester.

Rainbows, Brownies, Guides and Rangers

Girls from all sections have achieved their Gold, Silver and Bronze section awards, with 2 girls from Datchworth Guides being the first in their unit to get their Gold award.

Rainbows from West division took part in a division Rainbow event at Leighton Buzzard narrow gauge railway.

Royston district's special Heather Savage Memorial award, created in honour of a wonderful former leader, was awarded to a young member from 2nd Royston Brownie unit and presented at the district AGM.

Brownies from Bishop's Stortford district held their own festival in the summer, Brownie Fest, watch out Glastonbury!

Districts within South West division organised Brownie "Revels" which was great fun for the Brownies and the leaders.

1st Thorley Brownies sent messages to the King about the "Go Explore" badge they were doing and received a letter back from Buckingham Palace saying the King hoped they were successful in achieving it!

Rainbows and Brownies from Hertford district enjoyed an amazing pyjama disco and raised £635 towards major refurbishments to their Guide hut.

1st Tring Guides celebrated their 70th anniversary.

A West division Guide event was organised at Bounce, followed by pizza and a sleepover at Leverstock Green Guide Hut.

Many Guides from across the county took part in the annual Great Patrol Hunt competition with 1st place going to the 'Leaky Tents' patrol from 4th Goffs Oak Guide unit.

The 60th anniversary camp at Lees Wood Scout and Guide Campsite and Activity Centre's proved very popular. A Guide from 4th Bushey Guides won the competition to design a commemorative badge for the occasion and her prize was officially opening the weekend. The challenge for the weekend was to complete 60 activities and most of the Guide and Ranger units from South West division took part and met the challenge.



Guides from Sawbridgeworth and High Wych district attended Hautbois Fest at the Hautbois Activity Centre, where they enjoyed listening to music and taking part in adventurous activities, arts and crafts and pamper sessions.

Guides and Rangers from Buntingford district decorated old wooden pallets and transformed them into Christmas trees.



Flexible Ranger units for 14-17 year olds who cannot attend regular face to face meetings started up again. The girls met weekly mainly via Zoom.

Broxbourne Rangers celebrated 40 years with an afternoon tea which was attended by many past members and the new county commissioner.

Royston district worked incredibly hard this year fundraising, with support from volunteers, young members, families and the local community and raised an amazing £4,973.86, with £2,500 being raised at their spring fayre, with 2nd Royston Brownies winning the stall competition for their cake stall. The monies raised have gone towards essential improvements to the district Guide HQ.

Baldock district held many fundraising events, including a very successful cake stall at the Baldock classic car rally in May, to raise vital funds for the Gwen Keech Baldock Guide HQ. Thanks to a great effort from leaders, young members and their families and the Baldock Trefoil Guild, enough funds were raised to purchase new chairs and tables for the building.

SEN units across the county delivered fantastic Guiding to members with special needs. 10th St Albans Guides made Beatbox music with Kimmy Beatbox, grew plants following a visit to St Albans Earthworks, had an evening of bowls at Clarence Park with St Albans bowling club, attended a workshop at Bayfordbury Observatory where they were able to look through a special telescope at

the Sun, went on a canal trip with Waterways Experiences and had a great visit from Ark Farm. The unit held a Christmas show for parents and families and "A Bad Start for Father Christmas" was specially written as one of the girls wanted to star in a play. 10th Goffs Oak All Sections were a brilliant guard of honour at their leader's wedding.

The St Albans Scout and Guide Gang Show took place at St Albans Arena in February, with over 50 Girlguiding members taking part. As always, the reviews were amazing, and the girls had a brilliant time. In May, the cast went camping, which gave them the opportunity to see another show in Chelmsford and have a great time post the stress of the show week!

Central division held a division Fiesta Day in the autumn. The 140 girls who attended enjoyed a range of activities including Bollywood dancing, silent disco, storytelling, drumming and inflatable assault course.

In June, the St Albans division skills builder camp returned, with 50+ Guides over 2 sub camps. They learnt to cook outdoors, built shelters and pitched their own tents.

Ware district began their 100th anniversary celebrations early with a district camp/holiday at Gilwell Park. All sections attended, the weather was kind, and everyone had an amazing time!



A young leader from South West division was chosen to take part in the week long National Scout and Guide Symphony Orchestra summer course in Stourbridge, West Midlands.

A 'pizza' evening was held for young leaders from West division so they could get to know each other. It was well attended and enjoyed by all.

More fun...



There have been trips to the de Havilland aircraft museum, Hatfield Police Station bunker, Sky Studios, local cinemas to watch the Girlguiding viewings of Moana 2, local theatres to watch Pantomimes, Hornbeam Wood Hedgehog Sanctuary, Whipsnade Zoo, University Museum of Zoology in Cambridge, Wiced, Richard Cox House, Gosling Sports Park, ESSA, Glazed Creations, Royston Museum, Willows Activity Farm, Clip 'n

Climb, and Rock Up, Watford. 8 young members from 2nd Royston Brownies attended a special session at Bows Books with a local children's author, Maria Sproule, who writes about Max and his adventures in space and earned their Space Interest badge.



Holidays, camps and sleepovers have taken place with sleepovers at Hendon RAF museum, Whipsnade Zoo, Shepreth Wildlife Park, Kip on a Ship at HMS Belfast, Steeple Morden and Gulliver's Land in Milton Keynes. 5th Hoddesdon Brownies travelled by train to Scotland in May where they visited Loch Ness and explored the surrounding areas.

Trooping the Colour

Girlguiding Hertfordshire were invited, for the second year in a row, to attend the 2024 Trooping the Colour. 6 young members and 2 adult volunteers travelled to London in June and enjoyed prime views from the Uniformed Youth Group's viewing area.



Celebrating Thinking Day

Thinking Day events were held across the county and time was taken to remember Girlguiding's founders, Lord and Lady Baden Powell. In South West division each district celebrated locally with most taking part in the WAGGGS activity 'Our World, Our Thriving Future'.

Visits from the community

42 units have been visited by a Scout volunteer who passed on his wood whittling skills. 1st Grovehill Guides received a visit from the local Police Inspector who spoke to them about the role of the Police and what he/they do on a daily basis. The evening ended with the girls trying on jackets and helmets. Hertfordshire Golf have visited numerous units across the county running golf sessions as part of the county's Girls Golf challenge badge. 1st Wheathampstead Rainbows had ballet lessons from Ballet Bugs, as well as learnt some circus skills.



Guiding development

The training team organised many Girlguiding 1st response and external first aid courses as well as a county training day in March, which saw an excellent turn out by our volunteers.

Many of the team have been involved in Anglia region webinars.

The Anglia region trainers who cover Hertfordshire continued to support with county trainings including 1st response, division commissioner support, a safe space and other adhoc webinars as requested. This ensured our volunteers were provided with great learning and development opportunities.

The trainers helped share lots of resources to sharpen leaders' skills and get participants fully involved with learning and development.

Outdoor and residential

Throughout 2024, girls from all sections continued to enjoy a multitude of activities outside their usual meeting place. From geocaching with the walking team, to sleepovers in unique locations, residentials, camps, Duke of Edinburgh's Award and the Great Patrol Hunt, there have been opportunities for everyone to get involved with.

22 leaders completed their going away with qualification, or associated modules this year, ensuring that girls can continue to gain residential experiences. This included leaders who had gained additional modules to support in running international trips.

In the 2023-2024 academic year, 12 girls completed their Duke of Edinburgh's Award, with 8 completing Bronze, 3 completing Silver and 1 completing their Gold Award. Currently, there are 27 active participants working towards 3 levels of the award (8 Gold, 10 Silver and 9 Bronze).

In June, 96 girls joined together at Wymondley Wood Scout and Guide Centre for round 3 of the Great Patrol Hunt for 2023-2024. Completing challenges in line with the Guiding History interest badge, they enjoyed Blitz cooking, pioneering, communication methods and traditional songs.

September brought 170 Guides from across Hertfordshire together to take part in round 1 of the Great Patrol Hunt for 2024-2025 with a navigation round in Wheathampstead. Girls explored the heritage trail, played boules in the Crinkle Crankle gardens, decorated story-telling horseshoes at Marford Hall and sheltered from the rain in a disused railway station. This was the first of 3 rounds for this academic year, with the following rounds to take place in March and June of 2025.

The walking team continue to arrange social walks for adult members, geocaching for both adults and girls and events to encourage young people to explore the outdoors.

Introduction to the Hills (ITTH) was attended by 72 young people from both Girlguiding Hertfordshire and Hertfordshire Scouts. Young people experienced hillwalking in the Dark Peak area of Derbyshire; climbing at Birchen Edge; cycling on the Peak and Tissington Trails; and caving at Stony Middleton. This event will take place again in May 2025.

International

A county international selection day was held in June to select young members and leaders for international trips in 2025.

2 county international trips took place during the summer. 14 Guides and 4 adult leaders took part in the Essex Jamboree and 16 Rangers and 4 adult leaders visited Our Chalet in Switzerland.

Several adult leaders from Hertfordshire took part in the Anglia region, adult leader only, trips to Our Chalet in Switzerland for Friendship Week and Sangam, India.



3 Hertfordshire leaders were selected to take part in GOLD projects: GOLD Barbados, GOLD Madagascar MEM and GOLD UK/Greece.



Youth opportunities

The team have been working with young leaders and Ranger leaders to make sure contact information is correct on the GO membership system to ensure they are kept up to date about opportunities available to them.

Over the course of 2024, 6 Commonwealth awards were presented and the Commonwealth award lead volunteer visited numerous units to promote the award.

Inspire

2024 saw the team expand with the addition of a second, joint team lead as well as a dedicated Inspire social media volunteer.

The team have raised awareness of Inspire amongst the 18-30 age group, participated in the county training day and enhanced Hertfordshire's Inspire presence on Instagram, TikTok and Facebook, ensuring content was engaging and effective. An active Hertfordshire channel in the Anglia region Inspire WhatsApp community was also created.

The team created a postcard which provided Inspire aged members with clear and accessible ways to learn more and get involved.

Having received her Queen's Guide award, 1 of our joint Inspire coordination lead volunteers was interviewed for the Girlguiding magazine. This highlighted the opportunities and achievements available through Girlguiding and hopefully inspired other young women to aim high and get involved.

The team were involved in the development of the Anglia region Inspire challenge badge, with Hertfordshire's theme being 'Leading the way'.

2024 established an excellent foundation for growth of Inspire in Hertfordshire county, and with lots of ideas and events ahead in 2025 the future looks bright!

Trefoil Guild

In January the Guilds provided coffees and lunch at the county training day in Stevenage and a "posh" lunch was held with 80 attendees to celebrate Thinking Day in February.

At the annual review the county was delighted to have Tracy Foster, Chief Guide, as speaker. She gave a heartwarming talk about the spirit of Guiding.



In April the reins were handed over to the new county Trefoil chair and her team whose first event, a Dabble Day, in October proved successful. Activities ranged from a river walk and visit to a wildlife sanctuary to craft and sessions on Signing.

One member gained their Bronze Voyage award and another their Silver.

The year ended with a traditional carol service in London Colney in December.

One of the aims going forward is to become more involved in mainstream Guiding which hopefully will inspire leaders to join the Trefoil Guild.

Inclusion

Members of the team have delivered 1:1 training on the use of adjustment plans with units across the county, responded to queries from leaders about supporting neurodiverse young members and visited units to observe girls and offer tips and advice.

One member of the team did an International Women's Day talk. Attendees donated over £600, which was put into a social inclusion account for St Albans South district - meaning girls from the district were able to go on trips they wouldn't have been able to afford.

Members of the inclusions team helped run the "Nightline" activity base at the county activity day in April and manned a PR stall at Herts Pride in August.

Membership support

Volunteers have been supported following many new changes which included a new process for returning leaders, the introduction of a new login system for both GO, the Girlguiding membership system, and the learning platform as well as the new digital process for DBS checks.

Work on compliance issues and the data integrity of GO continued throughout the year.

All long service awards due up to the end of December were delivered to division commissioners for presentation. These included 2 x 60-year awards, 1 x 50-year award, 6 x 40-year awards, 13 x 30-year awards, 33 x 20-year awards, 46 x 10-year awards and 74 x 5-year awards.

The county membership systems coordinator was awarded a national Good Service award at this year's awards celebrations.

Media and communications team

The media and communications team collected stories and took photos at events to share on social media, the website and with local press to promote Girlguiding across Hertfordshire (and further afield) and help grow county membership.

The team worked closely with other members of the county team and helped create recruitment graphics, both for volunteers and girls as well as promoted international selection days and shared stories from various international trips.

A series of county recruitment campaigns were run across the year including 'Meet the leader' posts to highlight insights into the lives of volunteers, and Girlguiding's recruitment campaign was supported.

The number of followers on the county Facebook page reached 2,700 and the team continued to grow the county Instagram and X (Twitter) accounts with almost 900 and 500 followers respectively. The number of followers of the county LinkedIn page increased to 125 and has proved a good way to connect with volunteers, Hertfordshire businesses and as a recruitment tool.

Growth and retention

The growth and retention team supported the county training day, recruitment events and activities that took place across the county by supplying advice and PR materials.

Example posters were created that could be displayed in units where volunteers were urgently required. The posters included an easy QR code for possible new volunteers to sign up with.

2024 saw a large increase in volunteer enquiries and joiners. This was down to the amazing work of our volunteers who supported recruitment campaigns and shared the word about volunteering.

Recruitment for team members began with the aim of having a volunteer from each division.



The biggest recruitment event of 2024 was the Herts County Show that ran over the weekend of 25 and 26 May. Girlguiding Hertfordshire were given a prime location right opposite the entrance and the new PR material stood out. Visitors to the stand took part in 1 minute challenges and soft axe throwing. Herts County Show confirmed county's stand at their 2025 event.

Awards

This year's award ceremony was held in September at Leventhorpe School in Sawbridgeworth. A larger venue was needed this year due to the increase in attendee numbers.

Over 90 people attended the event where all our county awards were presented, by one of the deputy Lord Lieutenants of Hertfordshire, to the worthy recipients. In addition to the county awards, we also awarded 2 Queens Guides, 2 National Good Service, 1 Coronation Medal and 1 MBE.

Member and Long Service brooch

60 years – 3

50 years – 1

40 years – 7

30 years – 11

County Thanks award

5

County Good Service award

9

County Good Guiding award

5

County Youth award

3

National Good Service award

2

Archives

Both county archivists took a small uniform display and a surplus books and badges to the county training day. The surplus was sold to help raise funds towards the refurbishment of Hertfordshire Guide Centre.

Research was carried out with the aim of finding proof of provenance for articles previously donated to Foxlease, either by Hertfordshire or by individuals from the county. Those that could be proven were claimed, including the wonderful wrought iron fireguard purpose made for the barn. Scanned copies of two logbooks from the 1924 World Camp at Foxlease written by the Hertfordshire Commandant, Miss Trotter, and by a Hertfordshire Patrol Leader, were acquired.



A webinar on digital preservation run by the Scottish Council for Archives and a 2 day course on book preservation and repair were attended.

The county archives continued to grow with donations received on a regular basis. Cataloguing of the archives continued and this made it easier to answer requests for information and provide loans for research, display and exhibitions. The majority of the archive was moved into protective storage ahead of refurbishment works commencing at Hertfordshire Guide Centre.

Badges and depots

2024 was a year of significant change for badges and the beginning of transformation for shops.

The sale of Bronze, Silver and Gold awards changed from restricted 'county sale only' status to broader availability which allowed purchase from all shops. It was decided to maintain the option to purchase through county to ensure those unable to visit local shops could still obtain the awards.

County badges were made available for order via post directly from the county to give leaders an alternative method of obtaining them, in addition to attending local shops.

Work began on implementing changes to the way shops run following an announcement by Girlguiding HQ in June.

Conclusion

As we reflect on a year of significant change on a local, national, and global scale, we are forever grateful for the time, effort, and dedication of all our volunteers. Continuing major armed conflicts, natural disasters, the ongoing cost-of-living crisis, riots across the UK, and Royal Family cancer battles have blighted our headlines. However, Girlguiding has continued to provide a safe haven and numerous positive experiences for many.

A highlight of the year is the county reaching the amazing milestone of 110 years of guiding and the celebration with numerous Guide and Rainbow units attended the 110th birthday activity day at PACCAR plus the creation of the special commemorative birthday badge.

2025 will be an exciting year with new opportunities for growth, development and adventure. We have a new patron in Her Royal Highness The Duchess of Edinburgh, a new vice president, a new county team, and numerous plans.

Karin Hunter
County commissioner Girlguiding Hertfordshire