

**PENNY BROHN CANCER CARE**  
**ANNUAL REPORT AND ACCOUNTS**

**Registered number: 01635916**  
**Charity number: 284881**

**PENNY BROHN CANCER CARE**

**TRUSTEES' REPORT AND**

**FINANCIAL STATEMENTS FOR**

**THE YEAR ENDED**

**30 NOVEMBER 2024**

**PENNY BROHN CANCER CARE**  
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES  
AND ADVISERS**

**Trustees**

Amanda Hill<sup>3, 4 & 5</sup> (appointed 10.05.2024)  
Bina Shah<sup>2 & 4</sup>  
Bronwen Wright<sup>2</sup> (appointed 10.05.2024)  
Charles Russell-Smith<sup>1 & 3</sup>  
Charlotte White<sup>1, 3 & 5</sup> (resigned 12.07.2024)  
Emma Wallis<sup>1 & 2</sup> (appointed 10.05.2024)  
Harvey Marcus<sup>1 & 5</sup> (appointed 10.05.2024)  
Jacqueline Graves<sup>2 & 4</sup>  
Jayne Tucker<sup>1</sup>  
Jessica Bohn<sup>3, 4 & 5</sup>  
Jonathan Green<sup>1 & 5</sup>  
Kate Pavli<sup>2 & 4</sup>  
Nicola Newton<sup>2, 4 & 5</sup>  
Stephen Rosser<sup>1 & 3</sup>

**Sub-committees**

1. Finance and Audit Committee,
2. People, Culture and Inclusion Committee,
3. Commercial Committee
4. Services Committee
5. Fundraising and Marketing Committee

<b>Company Registered Number</b>	01635916
<b>Charity Registered Number</b>	284881
<b>Registered Office</b>	Chapel Pill Lane, Pill, Bristol, BS20 0HH
<b>Company Secretary</b>	Lisa Day (resigned 16.05.2025) Eleanor Davies (appointed 16.05.2025)
<b>Chief Executive Officer</b>	Andrew Hufford
<b>Independent Auditors</b>	Burton Sweet Limited The Clock Tower 5 Farleigh Court Old Weston Road Flax Bourton Bristol BS48 1UR

***“We need more than medicine to live well with cancer.  
We need to care for our mind, emotions, spirit, heart and soul.”***

***Penny Bohn, 1980***

## **PENNY BROHN CANCER CARE**

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#### **Chair's Foreword**

It is my privilege to introduce Penny Brohn Cancer Care's Annual Report for 2024: a year shaped by renewed clarity, growing impact, and deepened commitment to those we serve.

Over the past year, Penny Brohn Cancer Care supported 4,989 individuals through our National Centre, online services, and partnership with GenesisCare. Of these, 2,137 accessed our in-person and online services directly (a 9% increase on the previous year) and we saw a 30% rise in new client registrations. This reflects growing demand for personalised cancer care and the trust placed in us by our community. As the UK's leading provider of personalised cancer care, we delivered compassionate support across a wide range of needs via our National Centre, digital, and community services.

A key part of our reach came through our partnership with GenesisCare. As the lead provider of personalised support in their centres, Penny Brohn Cancer Care delivered over 9,700 appointments to people undergoing treatment, extending our model of care to thousands more across the UK. This collaboration reflects the strength of our approach and the power of partnership to reach people when they need us most.

Like many charities, we faced financial pressures in 2024 but responded with determination and focus. We grew commercial income, increased retail turnover, expanded venue hire, and continued to diversify revenue, demonstrating resilience and long-term ambition.

As this report shows, 2024 was a year of stabilisation and progress. We introduced new services like Personal Planning and Connect, strengthened our counselling and menopause support, and secured national accreditation for our health information. We improved referral pathways and laid foundations for a new online prehabilitation service. In all of this, we kept evolving, making meaningful strides towards a more responsive and resilient future while staying true to our aim of helping people feel more in control of their health and wellbeing during cancer.

Looking ahead, we are sharpening our strategy and strengthening our identity. With a refreshed leadership team in place, we are focused on embedding Penny Brohn Cancer Care as a nationally respected, proudly Bristol-based brand—rooted in place, purpose, and the power of compassionate care.

On behalf of the Board of Trustees, thank you to everyone who made this year possible. From our staff and volunteers to our supporters and partners: your dedication continues to inspire. Together, we are building something lasting.

**Stephen Rosser**  
**Chair of Trustees**



## **PENNY BROHN CANCER CARE ANNUAL REPORT AND ACCOUNTS**

### **Our Transformational Services**

In 2024, Penny Brohn Cancer Care set ambitious goals to expand our support services and reach more individuals affected by cancer, ensuring they have access to the care they need to live well, regardless of their prognosis. Throughout the year, significant progress was made in increasing both the number of people supported and the breadth of services available.

A key highlight was the 9% increase in total clients, bringing the total number of individuals accessing in-person and group support to 2,137. Particularly encouraging was the 30% rise in new registrations, demonstrating that our outreach initiatives are successfully connecting with those in need. These efforts focused on making our services more accessible, relatable, and relevant, particularly through NHS and Macmillan referrals and targeted engagement with cancer support groups.

### **Enhancing Accessibility and Diversity**

A major priority in 2024 was expanding access to a more diverse range of people with cancer. While progress was made in engaging a broader audience, certain challenges remained. Efforts to reach more men with our services were slower than anticipated, but valuable insights were gained that will inform future approaches. Similarly, our efforts to support people from a wider range of socio-economic backgrounds saw mixed results. The proportion of clients from the least deprived areas (deciles 8-10) remained at 47%, the same as in 2020, while 12% of users came from the most deprived areas (deciles 1-3).

Efforts to improve ethnic diversity were also a focus, although data collection remains incomplete. Early indications suggest that 79% of new clients identified as White British (compared to the UK average of 70%), while 89% identified as White, representing a decrease from 93% in 2020. While these results show progress, increasing accessibility and engagement across diverse communities will remain a core priority in 2025 and beyond.

### **Client Voice and Co-Production**

The Client Voice Group grew significantly in 2024, reaching 40 members—24 of whom joined this year. Clients have helped shape new services, including offerings for men and online resources. Two Client Voice newsletters were published by our volunteer Client Voice Lead and shared with our wider supporter base. Embedding client voice into service development remains a core principle of our approach.

### **Tailored Support for Key Cancer-Related Concerns**

Recognising that people with cancer share common holistic support needs, such as managing fatigue, anxiety, insomnia, and hormonal changes, we tailored our services to focus on practical, accessible solutions. This approach ensures our services remain both effective and widely beneficial, while also allowing for personalised pathway navigation for those with more specific needs.

Several targeted service packages were introduced in 2024:

- **Menopause Support:** Following a successful pilot in 2023 with GenesisCare patients, we rolled out four online multi-expert group sessions, attended by 104 participants, and introduced a new Menopause Wellbeing Day, which saw 55 in-person attendees.
- **Psychological Support:** We expanded our counselling services with the launch of the Mind Matters Wellbeing Day, attracting 31 bookings and 25 attendees. Additionally, we introduced Connect, a series of counsellor-led emotional support groups tailored for both general cancer patients and those with advanced diagnoses. Although attendance was lower than expected (typically 3-6 participants per session), the service has been highly valued, and a full review is planned for 2025.

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- **Personal Planning Service:** This one-to-one navigation support was introduced in May 2024, offering 88 appointments. Feedback was overwhelmingly positive, with clients booking between 2 and 10 follow-up services. One client remarked, *“Just so incredible - combining professional and knowledgeable with empathy and support. Thank you.”* Since launch, 100% of Personal Planning clients have said the service helped them understand how Penny Brohn Cancer Care55 can support them.

### **Evaluating Expanded In-Person Services**

With the generous support of Walk the Walk Worldwide, we were able to expand our in-person services, providing a safe and uplifting environment for individuals affected by cancer. In 2024, 417 people attended 12 themed Wellbeing Days and seven residential Living Well Retreats at our Bristol centre.

Among these new offerings, our Mind Matters and Menopause Support Wellbeing Days proved particularly popular, attracting high levels of interest and being overbooked in some cases. Conversely, our efforts to engage more men with our services through Men’s Recharge Days proved more challenging, with lower attendance than anticipated. However, client feedback on these new Wellbeing Days was overwhelmingly positive, with an average satisfaction rating of 4.7 out of 5 across all sessions, reinforcing the need to refine and develop these offerings over time.

One participant from the Recharge Day for Men said, *“Overall fantastic. Has truly, positively changed the direction of my cancer journey for the better.”* Another attending the Menopause Wellbeing Day remarked, *“A good mix of theory and practical experiences. Excellent lunch. I definitely feel ‘topped up.’”* Feedback from the Mind Matters Wellbeing Day was similarly strong: *“Really lovely day. Lots of content. Really enjoyed meeting people...”*

Our Residential Retreats also maintained high satisfaction scores, with attendees rating the overall experience at 4.8 out of 5. One participant shared, *“This retreat has saved my life. All my emotional, spiritual and physical needs have been met... I will go home nurtured, restored and energised.”*

### **Expanding and Evaluating Hybrid 1:1 and Group Services**

In 2024, we continued to build our online services programme, offering over 20 live groups including Nutrition Know How, Yoga, Clinical Hypnotherapy, Lymphoedema Support, Menopause Support, and Connect (group counselling). A rolling evaluation programme, using follow-up surveys and validated pre/post measures, has consistently shown high satisfaction and positive outcomes. In a 2024 survey, 75% of respondents said the number of services was “about right,” and 73% rated the content as “very helpful.” Ninety-five percent said they would recommend our online services to others.

Clients highlighted the accessibility of online services: *“I was very grateful to use this when I was at my lowest ebb in hospital... the information and follow-ups were so valuable.”* Another said, *“Fatigue is a real issue—joining groups online meant I could still participate while resting in bed.”*

Evaluation of our flagship online Treatment Support Programme showed a 4.8 out of 5 average satisfaction score. Eighty-one percent of participants said it helped them feel more confident about getting through treatment, and 100% said they would recommend it. One client reflected, *“From the first session, I felt like I’d been gently picked up from the floor and set straight again... I am incredibly grateful to have found Penny Brohn when I did.”*

Our other one-to-one services also continued to achieve strong outcomes. In 2024, 95% of doctor one-to-one clients felt supported and listened to, and 98% said they would recommend the service. Among clients receiving nutritional therapy, 94% felt empowered to make informed choices, and 97% reported a better understanding of their dietary needs. One client noted, *“I came away feeling like a person again rather than a cancer patient... I feel so empowered by the support I have received from Penny Brohn—and yes, there are things I can do to keep myself well.”*

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### **Prehabilitation and Symptom Management**

Understanding the importance of preparing individuals for cancer treatment, we began work on a prehabilitation service pilot towards the end of 2024. This initiative, led by our Physical Activity and Clinical Leads, in collaboration with our Nutrition Lead and oncology teams from the Bristol, North Somerset, and Gloucester (BNSSG) Integrative Care Board, is set to launch in May 2025. The new service will provide a structured support package for individuals awaiting cancer treatment, helping them build resilience and improve outcomes.

Additionally, we broadened our support for key physical and emotional side effects of cancer treatment, including expanding services for psychological support, menopause-related symptoms, lymphoedema, and scar concerns.

### **Improving Information Accessibility**

As part of our commitment to providing high-quality, evidence-based information, Penny Brohn Cancer Care achieved Patient Information Forum (PIF Tick) accreditation in May 2024. This recognition underscored the trustworthiness and reliability of our health information. We have since launched two rigorously reviewed resources: *Eating Well During Cancer Treatment* and *Eating When Eating Becomes Difficult*.

### **Strengthening Healthcare Referrals and Outreach**

In 2024, Penny Brohn Cancer Care made significant strides in raising awareness and increasing referrals from healthcare professionals, cancer support charities, and patient groups. A particular highlight was our attendance at the Oncology Professional Care conference in May 2024, where our Lead Doctor, Dr Catherine Zollman showcased our Treatment Support Programme. This event generated substantial interest among Clinical Nurse Specialists in our integrative cancer care approach.

Our outreach efforts have also translated into tangible improvements in referrals. 22% of new clients were referred by their cancer nurse specialist in 2024, a marked increase from previous years. Additionally, 12% of new clients found us through Macmillan referrals, further reinforcing our growing visibility within the healthcare sector.

In response to community needs, we also expanded the range of support available in the Bristol area, introducing Nordic Walking groups, creative therapy sessions, a Community Kitchen for cooking demonstrations, a Nutrition Café, and Tea & Chat sessions. Additionally, we launched weekly massage and reflexology appointments at our Hub in the Bristol Triangle, providing further holistic support to those undergoing treatment.

### **Partnership with GenesisCare**

Penny Brohn Cancer Care's long-standing partnership with GenesisCare remained a cornerstone of our mission to deliver holistic, person-centred cancer care. Now in its tenth year, the collaboration continues to provide vital holistic support to people receiving treatment at GenesisCare centres across the UK.

Between December 2023 and November 2024, the partnership supported 2,849 patients, delivering over 9,700 appointments. Initial consultations included 1,979 holistic needs assessments, 303 wellbeing appointments, and 68 palliative reviews. Following these, a wide range of therapies and support were delivered, including 2,689 sessions of reflexology, 716 of acupuncture, 718 counselling sessions, and 640 lifestyle support consultations. Clients also accessed 1,271 relaxation and mindfulness sessions, 81 relative support sessions, and 1,105 end-of-treatment reviews.

Although overall patient numbers saw a small decrease of 6% compared to the previous year, this was attributed to temporary service changes due to staff sickness, vacancies, and the refurbishment of two GenesisCare centres. Despite this, the service continued to deliver exceptional support, with patients

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(963 male and 1,886 female) accessing care across a wide range of needs. Breast cancer remained the most common diagnosis, with 1,226 patients receiving support.

Feedback from patients has been overwhelmingly positive:

*“Penny Brohn gives vital support at a difficult time when there is nothing else in the medical treatment structure to help.”*

*“I’m so bloody glad I came here, one of the best decisions I made... I’m coming out of this positive!”*

In the latest Patient Experience (PREM) data set, 88% of respondents (n=404) said the service made a positive difference to their health and wellbeing. The PROM data showed a 77% clinically significant improvement in patients’ primary concern.

Continuous improvement was a key feature of the service throughout 2024. Developments included refining the induction and training process for new staff, strengthening remote counselling provision, and enhancing communication within the delivery team through weekly updates and monthly collaboration meetings. One key change was the recruitment of a core-hours counsellor to provide greater stability within the counselling team.

In addition to the clinical and wellbeing impact, the partnership also generated £13,799 through fundraising activities across the GenesisCare network.

To mark ten years of partnership, we created an infographic celebrating a decade of impact, featuring cumulative attendance and outcomes data. This was shared with GenesisCare colleagues and displayed in each centre.

### **Brand and Marketing**

In 2024, Penny Brohn Cancer Care focused on strengthening our internal identity and external communications. A major strand of this work was the development of new organisational values. The process began in late 2023 with a staff workshop introducing the concept of values and exploring examples from across the sector. Staff worked in groups to reflect on what the charity’s values should be, feeding back suggestions which were then reviewed and refined into a proposed set.

These proposed values were reviewed by the Senior Leadership Team and formally approved by the Board of Trustees in February 2024. A follow-up session in March reintroduced the values to staff, providing context for the work and encouraging teams to reflect on how the values align with their own objectives and aspirations.

The year also saw the launch of the Ham Green House website and social media channels (Facebook, Instagram, and LinkedIn), expanding the venue’s reach and visibility. A new monthly newsletter for healthcare professionals was introduced, which grew to a subscriber base of around 160 contacts.

The charity produced its first-ever client case study video, capturing a powerful story to help communicate the impact of its services. It also trialled two Instagram Live sessions in collaboration with expert practitioners from partner organisations.

Email marketing continued to grow, with the weekly services newsletter reaching an average of 700 more recipients compared to the previous year.

### **Financial Sustainability**

Following the financial challenges of 2022, we embarked on a five-year financial recovery plan designed to restore stability and build long-term sustainability. We have just completed the second year of that plan.

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Year one of the plan (the 2022/23 financial year) delivered a better-than-expected outcome, thanks in part to a combination of one-off legacies, the success of our Emergency Appeal, and significant growth in our hospitality income. These factors resulted in a net surplus of £94,734—an encouraging early step in our recovery journey.

In the current financial year (2023/24), we concluded the year with a net deficit of £336,310. This was primarily driven by underperformance in legacy income, coupled with slower-than-anticipated momentum in our wider fundraising activity. In addition, while hospitality income remained strong, it plateaued after the significant growth seen in the previous year and therefore did not offset shortfalls in other areas.

While this year's financial result represents a setback, fluctuations are to be expected and must be viewed in the broader context of our five-year recovery strategy. Our current position, while in deficit, does not significantly deviate from the overall trajectory of the plan. We remain confident in our long-term strategy and are actively working to regain momentum in 2025 and 2026, with early indicators suggesting that this is achievable.

The five-year plan continues to provide a strong framework for financial decision-making, and we remain committed to disciplined financial management, strategic income diversification, and sustainable growth across all areas of the charity.

#### **Income Generation**

In 2024, we were able to underpin our fundraising efforts with a diverse range of initiatives helping to secure essential income to support our services.

Kicking off the new financial year, December 2023 saw our most successful Christmas Concert yet, raising £7,500 and welcoming over 400 guests for a festive evening of music and celebration.

We were privileged to partner with Bailey of Bristol, who selected Penny Brohn Cancer Care as their charity partner for 2024. Through a variety of creative fundraising initiatives, they raised an outstanding £16,167, significantly exceeding their original fundraising target of £1,000.

Another key partnership in 2024 was with the Bristol Property Agents Association (BPAA), which raised over £20,000—funds expected to be received in summer 2025.

We were also honoured to be named Bristol Breakfast Rotary's Charity of the Year by Bernd Langheim, President of the Bristol Breakfast Rotary, which led to our selection as the main beneficiary of the Bristol Dragon Boat Race Festival 2024. Corporate teams took to the waters of Bristol, securing sponsorships and rallying behind our cause. As a result, we received almost £9,000 from the event, and we are immensely grateful for their generosity and continued support.

One of the year's key fundraising achievements was the launch of Penny Brohn Cancer Care's first-ever summer raffle in July and August 2024, which raised over £4,300. Our Autumn Matched Funding Appeal proved to be another fundraising highlight, reaching an impressive total of £36,000 thanks to the generosity of our donors and matched contributions.

We also secured significant funding through grants and charitable foundations to support our vital work. Notable support included:

- Continued major backing from Walk the Walk Worldwide, a key supporter of our work.
- A grant from the Tim Tiley Bursary Fund to help sustain our online services.
- A grant from the Gerald Micklem Charitable Trust to support our nutrition programme.
- Ongoing annual support from the Medlock Charitable Trust, this time to resource our digital support groups.
- Funding from the Screwfix Foundation to carry out essential repairs to the roof in our garden room.

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These income generation successes were instrumental in allowing us to continue providing life-changing services to those affected by cancer. We remain incredibly grateful to all our corporate partners, individual donors, grant-giving organisations, and community fundraisers who have supported Penny Brohn Cancer Care throughout 2024.

The National Centre at Ham Green House continued to thrive as a Health & Wellness community, reinforcing its role as both a sanctuary for cancer clients and a dynamic space for like-minded organisations. In addition to being a safe and tranquil haven for those affected by cancer, the National Centre has become a sought-after venue for away days, team-building events, and workshops, attracting a diverse range of synergistic groups and organisations.

Operating seven days a week, the Hospitality team worked tirelessly to accommodate independent residential events and retreats, with most weekends fully booked throughout the year. This demand has resulted in a significant income stream of £500,000+ per year—encompassing sublets, external bookings, and ad hoc therapist sessions—and is now successfully covering the core operating costs of the National Centre, in line with our strategic aim.

To further enhance accessibility and visibility, Ham Green House now has its own venue hire website, allowing potential clients to explore the National Centre's offerings with ease. Since our last report, we have welcomed several new tenants, including Feel Better Bristol, specialists in Myofascial Release, and a Somatic Experiencing therapist. These new additions complement our existing tenants, which include National Centre for Integrative Medicine (NCIM), SWEDA, Holistic Wellbeing, and several individual therapists.

The National Centre's largest external customer remained Internal Family Systems UK (IFS), a renowned therapy training organisation. Additionally, we frequently hosted NHS departments for team and training days, further strengthening our connections within the healthcare sector.

Beyond the financial impact, the increased activity at the National Centre has raised awareness of Penny Brohn Cancer Care's mission, introduced new audiences to our work, and fostered potential future ambassadors and donors. By blending financial sustainability with our core purpose, Ham Green House continues to be an invaluable asset to the charity.

As part of our long-term financial recovery plan, we granted a long lease on a portion of land adjacent to our National Centre to Natural Academy, a Bristol-based organisation that delivers nature-based and integrative training programmes in mental health, wellbeing, and leadership. This partnership not only contributes to our income diversification and enhances our long-term sustainability, but also represents another example of a tenancy agreement with a values-aligned organisation whose mission resonates strongly with Penny Brohn Cancer Care's holistic approach to health and wellbeing.

The Hub – our charity shop and wellbeing space in Clifton, Bristol – continued to grow and thrive, achieving a record turnover in 2024. This upward trajectory reaffirms its value not only as a key source of potential unrestricted income but also as a vital presence for Penny Brohn Cancer Care in the heart of the city where our roots began. Recognising this potential, we committed to extending the lease until 2030 (with no rent increase), ensuring we give the original concept – disrupted in its early years by the COVID-19 pandemic – the time it deserves to prove its impact.

Beyond retail, the Hub is embedding itself further into the community, hosting events such as book signings with authors whose work aligns with our Whole Life Approach and commitment to diversity. Importantly, this year also saw the return of cancer clients to the treatment rooms at the back of the Hub – a significant step towards realising our vision of a space where income from the shop directly supports wellbeing services on-site.

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#### **Looking Ahead to 2025**

Building on the achievements of 2024, Penny Brohn Cancer Care remains committed to sustaining and enhancing our impact across all areas of the organisation. While the financial landscape continues to present challenges, our focus for 2025 is on maintaining service quality, improving infrastructure, and laying the foundations for future growth. Our key priorities for the year ahead include:

- Developing a clarified organisational strategy, co-led by the CEO, Head of Services, and Head of Fundraising and Communications. This strategic framework will guide the charity beyond its recent survival phase and onto a trajectory of stability and growth.
- Strengthening our fundraising capacity through the development of a new Fundraising and Communications Strategy, led by our newly appointed Head of Fundraising and Communications. This strategy will align with broader organisational goals and ensure long-term income sustainability.
- Expanding one-to-one counselling services to reduce waiting times and meet increasing demand.
- Launching our online prehabilitation service, supporting individuals ahead of cancer treatment with accessible and tailored care.
- Updating our Health and Wellbeing Wheel, enhancing how clients identify and navigate the support most relevant to them.
- Continuing our partnership with GenesisCare, with ongoing discussions underway to extend our service delivery agreement and build on ten years of successful collaboration.
- Growing our hospitality business, with strong forward bookings already secured and ongoing discussions with two shared-purpose organisations that may join our health and wellness community as new tenants.
- Enhancing our hospitality infrastructure, including the release and repurposing of additional space within the National Centre for commercial use. Work is currently being scoped and phased, with the first new operational rooms expected to be ready by April 2025.
- Exploring the potential to grant a further lease on land adjacent to our National Centre, building on previous arrangements as part of our strategy to diversify income and strengthen long-term financial sustainability.
- Implementing a new database platform (XView) to streamline operations and improve service coordination, accessibility, and efficiency across both Services and Hospitality.
- Expanding our volunteer engagement, with plans to bring on a volunteer to support a review of internal documentation and processes, ensuring they align with current good practice. In addition, Services has begun recruiting professional volunteers to contribute their expertise and enhance delivery.

As we move into 2025, our unwavering focus remains on ensuring that every individual facing cancer has access to the support they need to live well, while continuing to build a resilient, forward-looking organisation.

**THANK YOU:** To everyone who trusts us to be part of their journey, sharing their experiences and inspiring us every day—we are truly grateful.

- To Walk the Walk Worldwide, for 25 years of unwavering support. Your funding partnership continues to power our services and our mission.
- To the Tim Tiley Bursary Fund, the Gerald Micklem Charitable Trust, and the Medlock Charitable Trust, whose loyal and generous support over many years has quietly but powerfully helped sustain our resilience and underpin our progress.
- To GenesisCare, for ten years of partnership, collaboration, and shared commitment to person-centred cancer care. Your support helps us reach thousands of people with the compassionate, integrative care they deserve.

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- To Internal Family Systems UK, for their long-standing partnership and continued presence at the National Centre. Their support goes beyond room bookings—they've become true ambassadors for our work.
- To Cloud & More, for their generous donation of networking hardware, improving the reliability of phone and video communications for our counsellors and therapists.
- To Invictus Mechanical and the Warriors of Warmth, along with Straight Up Scaffolding, Hawk Installation, and BBS Plumbing and Heating Supplies, for coming together to deliver a vital boiler replacement project, largely free of charge.
- To Clarke Willmott, for providing pro bono legal support during our land transaction and the renewal of our lease on the Hub.

#### **We would additionally like to thank:**

The Screwfix Foundation, The Albert Hunt Trust, The Elizabeth And Prince Zaiger Trust, The February Foundation, The D'Oyly Carte Charitable Trust, J and M Britton Charitable Trust, The Joyce Fletcher Charitable Trust, AbbVie UK, The Beaverbrook Foundation, The Frank Litchfield General Charitable Trust, The Hilary Awdry Charitable Trust, The Lawson Trust, Axentis Michael Charitable Trust, The Walter Guinness Charitable Trust, Mactaggart Third Fund, Lillie Johnson Charitable Trust, Mazars Charitable Trust, Nisbets in the Community, Renishaw Charities Committee, The Helianthus Charitable Trust, VWV Charitable Trust, The Gilander Foundation, The Ruth and Stuart Lipton Charitable Trust, Quartet Community Foundation, and Leanne & Winston Newman Charitable Trust.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

Penny Brohn Cancer Care is a registered charity trading as Penny Brohn UK and is also legally constituted as a company limited by guarantee. Established on 17 May 1982, the charity is governed by its Memorandum and Articles of Association, which define its purpose, structure, and operational framework.

### **Governance**

Penny Brohn Cancer Care is overseen by a Board of Trustees, whose primary role is to define the charity's vision, strategy, and objectives in alignment with its charitable purpose. The Board is responsible for ensuring that the charity's financial resources are managed effectively and that all activities are conducted in a manner consistent with its mission. In 2024, the Board convened four times in person and three times remotely to review progress and guide the organisation.

To maintain comprehensive oversight, the Board operates through five dedicated sub-committees, each focusing on a core aspect of the charity: Finance & Audit, Services, People, Culture & Inclusion, Fundraising & Marketing, and Commercial. These committees meet remotely, ensuring agile governance. In 2024, the Finance & Audit Committee met six times; the Services Committee, Fundraising & Marketing Committee, and Commercial Committee each met four times; and the People, Culture & Inclusion Committee met three times.

### **Trustee Appointment, Induction, and Training**

Trustees are appointed based on the skills and expertise required for strong governance at Penny Brohn Cancer Care. A formal recruitment process is in place to identify suitable candidates, ensuring they align with the organisation's needs and values. Once appointed, each Trustee undergoes a comprehensive induction and training process, tailored to their individual background and experience. This includes access to key documents, a guided tour of the National Centre, introductions to the Chair, Executive Team, and key staff, and an overview of the roles, responsibilities, and obligations of being a Trustee.



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Trustees are encouraged to participate in internal and external development opportunities that enhance their ability to fulfil their governance role effectively. A Trustee's term of office lasts three years, with the option to serve up to three consecutive terms. Extensions beyond this period are only granted in exceptional circumstances. All Trustees volunteer their time and receive no financial compensation or benefits from the charity. They are required to declare any conflicts of interest and must withdraw from decision-making where conflicts arise. Details of any expenses reclaimed or related party transactions can be found in note 8 of the financial statements.

#### **Key Management**

The Board entrusts the day-to-day management of Penny Brohn Cancer Care to the Chief Executive Officer (CEO), who is supported by a Senior Leadership Team. This team meets weekly to oversee operations and actively participates in Trustee sub-committee meetings related to their areas of responsibility.

#### **Public Benefit**

The Trustees ensure that Penny Brohn Cancer Care continues to deliver meaningful public benefit in line with its mission and objectives. In doing so, they adhere to the Charity Commission's guidance on Public Benefit under the Charities Act 2011. This commitment ensures that all activities are focused on supporting those affected by cancer in the most effective and impactful ways possible.

#### **Our Charitable Purpose**

As outlined in the Articles of Association, Penny Brohn Cancer Care's charitable purpose is to advance health and well-being, as well as to alleviate sickness and distress, with a particular focus on supporting those affected by cancer. The Trustees retain discretion over how these objectives are best achieved, ensuring the charity remains adaptable to emerging needs.

#### **Pay Policy**

The CEO's remuneration follows the same structured framework as that used for all employees and is governed by the Executive Pay Policy. This policy is regularly reviewed by the People, Culture & Inclusion sub-committee, with oversight from the Trustee Board, to ensure fairness and alignment with sector standards.

#### **Trading Subsidiary**

To support its charitable work, Penny Brohn Cancer Care operates a wholly owned trading subsidiary, PB UK Commercial Ltd. This subsidiary generates revenue through commercial activities and donates all taxable profits via Gift Aid to the charity. PB UK Commercial Ltd is managed by a Board of Directors, which included two Trustees during the reporting year. The charity retains full ownership of the subsidiary's share capital.

#### **Risk Management**

The Trustees have implemented a comprehensive risk management strategy to safeguard the charity's operations and long-term sustainability. This includes:

- A formal risk policy, approved by the Board and subject to annual review.
- A Strategic Risk Register, which identifies potential risks and outlines mitigation strategies. The register is reviewed regularly at Trustee meetings, with risks assessed based on impact and likelihood.
- A range of systems, policies, and procedures designed to minimise potential disruptions and ensure the charity can respond effectively to emerging challenges.

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

By maintaining robust governance and proactive risk management, Penny Brohn Cancer Care continues to strengthen its resilience, ensuring it can provide essential support to people living with cancer now and in the future.

#### **Strategic Risk Register**

Penny Brohn Cancer Care recognises that strategic risks have the potential to significantly impact the achievement of our core mission. These risks may arise from internal factors, such as financial sustainability or regulatory compliance, or be driven by external events that are beyond our control but require a proactive response.

To manage these risks effectively, we maintain a Strategic Risk Register, which enables us to identify, assess, and mitigate key threats to our organisation. This structured approach ensures that we remain resilient, adaptable, and well-prepared to navigate challenges while continuing to provide high-quality support to those affected by cancer.

The key strategic risks identified for the organisation are:

- **Financial sustainability:** Our long-term financial sustainability remains a core strategic risk. While we have successfully diversified income streams in recent years, particularly through growth in hospitality and commercial activity, we continue to carry exposure through our reliance on a small number of key funding and delivery partnerships. We are actively managing this risk through focused engagement with partners and by continuing to grow a broader base of income through fundraising, grant applications, and commercial diversification. Oversight is provided by our Fundraising & Marketing and Commercial sub-committees, and financial planning is closely monitored by the Finance & Audit sub-committee.
- **Rising costs:** Like many organisations in our sector, we are facing continued cost pressures across energy, food, and staffing. Increases to the National Living Wage and Employer National Insurance contributions will raise the overall cost of delivering our services in 2025. We are mitigating this through ongoing value assessments, close budget scrutiny, and by exploring operational efficiencies wherever possible.
- **IT infrastructure:** As our services evolve, so too do the digital and operational systems that underpin them. To meet the needs of our staff, client, and hospitality clients, we continue to assess and improve our IT infrastructure, including telephony, software, and data systems, to ensure they are secure, cost-effective, and fit for purpose.

Each of these risks is actively monitored and managed through robust governance structures, including oversight from relevant sub-committees and continuous evaluation of our financial, operational, and strategic positioning. By maintaining a dynamic and responsive approach to risk management, Penny Brohn Cancer Care ensures that we remain well-equipped to fulfil our mission while safeguarding the long-term sustainability of the charity.

#### **Fundraising Standards**

At Penny Brohn Cancer Care, our work is made possible through the generosity and commitment of our supporters. We take this responsibility seriously and are dedicated to ensuring that all fundraising activities are conducted ethically, transparently, and in line with best practice.

We employ a diverse range of fundraising approaches to maximise our impact and support our vision. These include direct mail and email campaigns, community and sponsored challenge events, and dedicated fundraising events. We also welcome legacy and in-memoriam donations, work closely with grant-giving trusts and foundations, and cultivate corporate partnerships to further our mission.

As a registered member of the Fundraising Regulator, Penny Brohn Cancer Care adheres to the Code of Fundraising Practice, ensuring that our activities meet the highest standards of integrity and

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

accountability. Additionally, we are proud to be an organisational member of the Institute of Fundraising, further demonstrating our commitment to excellence in fundraising.

All fundraising efforts are managed directly by our in-house team, and we do not engage third-party professional fundraisers or commercial participators to solicit funds on our behalf. One exception is our fundraising lottery, which is licensed by North Somerset Council and administered externally through Unity Lottery (Sterling Management Centre Limited), a licensed External Lottery Manager (ELM) regulated by the Gambling Commission. We ensure full compliance with all relevant codes and laws, including providing guidance on responsible gambling, self-exclusion options, and support for vulnerable individuals.

Respect for our supporters is at the heart of our approach. We are committed to ensuring that no one is subjected to undue pressure or persistent requests for donations. Every communication includes an option to unsubscribe or opt out, allowing individuals to engage with us in a way that feels right for them. Above all, we prioritise compassion and ethical engagement, particularly when working with vulnerable individuals.

We are pleased to report that in the past year, we have received no complaints regarding our fundraising activities, reflecting our dedication to maintaining the highest standards of trust and accountability.

#### **Staff**

In 2024, we saw an expansion of Penny Brohn Cancer Care's staff team with the introduction of several key roles aimed at enhancing service delivery and internal operations. Recognising the importance of collaboration, the charity implemented a Return to Office plan in October, designed to bring teams together and strengthen cross-organisational working. To support this transition, a new communications plan was introduced as part of our hybrid working model, ensuring that staff remain connected and engaged.

The Employee Voice group continues to meet quarterly, providing staff with a platform to discuss current issues, share feedback, and raise questions directly with the Senior Leadership Team, CEO, and Trustees. Additionally, Penny Brohn Cancer Care has reinforced its commitment to equity, diversity, and inclusion (ED&I) by appointing two ED&I Champions and training five staff members as Mental Health First Aiders, ensuring a more supportive and inclusive workplace.

#### **Volunteers**

Volunteers remain an essential part of Penny Brohn Cancer Care's workforce, contributing over 5,000 hours of their time throughout the year. Their dedication is evident across multiple areas of the charity, from maintaining the gardens at our National Centre to supporting retail operations at the Hub and assisting with fundraising events.

Beyond these core roles, volunteer opportunities have continued to expand within client services, allowing more individuals to contribute directly to the charity's mission. Penny Brohn Cancer Care also remains committed to fostering future generations, offering valuable work experience placements and supporting Duke of Edinburgh students, helping to cultivate skills and experience in those looking to make a difference.

#### **Clinical Governance**

Ensuring the safety and quality of our client-facing services remains a top priority at Penny Brohn Cancer Care. Our commitment to clinical governance spans all aspects of service delivery, including face-to-face, virtual, remote, and online resources. Through a robust quality assurance framework, we continuously evaluate and refine our services to uphold the highest standards of safety, care, fairness, leadership, and responsiveness.

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

Our clinical governance framework is designed to safeguard the well-being of our clients, ensuring that every individual accessing our support receives the best and safest care possible. By maintaining a structured and proactive approach, we remain dedicated to delivering services that are not only effective but also aligned with the evolving needs of those we support.

### **FINANCIAL REVIEW**

#### **Statement of Financial Activities (SoFA)**

In 2024, the Group generated £2.159m in unrestricted income (2023: £2.38m) and £269,309 in restricted income (2023: £379,561), leading to a total income of £2.429m (2023: £2.761m).

Our principal sources of income for the year were:

<b>Income Source</b>	<b>2024 (£'000)</b>	<b>2023 (£'000)</b>
Trusts and Grants	248	257
Services and Strategic Partnerships	894	868
Donations, Community and Corporate Giving	578	587
Legacies	53	380
Retail & Hospitality	656	669
<b>Total</b>	<b>2,429</b>	<b>2,761</b>

Ongoing economic pressures have meant that despite the progress made in 2023, the charity was not able to offset the general increase in costs by increases in fundraising income, resulting in a significant deficit. Our long-standing partnership with GenesisCare has remained a reliable contributor to our income base.

We were again grateful for the support of charitable trusts and foundations, including a generous contribution of £100,000 from Walk the Walk, an enduring funder whose backing has enabled us to deliver our 'Feel Better' package of care and provide practical support for people preparing to undergo chemo and radiotherapy and offset the side effects of their treatment.

#### **Balance Sheet**

The Group's net assets reduced by £713,000. Current assets reduced by £92,000 as the increase in debtors of £84,000 was offset by a reduction in cash of £172,000. Creditors due within one year increased slightly as the charity drew down on a £200,000 credit banking facility. The mortgage on the National Centre continued to be repaid in line with expectations, resulting in a further reduction in long-term liabilities.

Free reserves decreased by £152,000, bringing the year-end balance to £122,000, while designated funds, including the value of land, reduced by £476,000 to £4.950m. There was a post balance sheet revaluation of the land and buildings, which reduced the value by £377,000. Restricted reserves also reduced by £85,000 and totalled £159,000 at the end of the year.

#### **PB UK Commercial Ltd**

Our trading subsidiary, PB UK Commercial Ltd, continued to operate key income-generating activities such as room hire and hospitality services at the National Centre, along with retail through The Hub and our online shop. In 2024, the subsidiary delivered a profit of £41,000—a solid continuation of the improvement seen in 2023, reflecting higher occupancy and retail footfall.

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

#### **Reserves Policy**

- Penny Brohn Cancer Care aims to maintain Free Reserves equivalent to two months' payroll costs, which equates to approximately £327,000 for the 2024 financial year. At year end, our free reserves stood at £122,000, which falls short of this target. However, the charity's aim is to get increase free reserves to this policy level as quickly as possible.
- This policy is reviewed annually and informed by projected income, liquidity needs, access to credit, and overall financial risk.
- The charity holds a £200,000 credit facility with Triodos Bank, offering vital flexibility in managing short-term cash flow.
- The National Centre was last revalued in May 2025 at £5.6m, with a remaining mortgage of approximately £885,000 at the end of 2024.

#### **Going Concern**

The Finance and Audit Committee continues to monitor financial performance closely, including regular scrutiny of cash flow, income forecasting, and debt obligations. £200,000 of our credit facility was drawn upon during the year and continues to aid cash flow stability.

In light of current reserves, ongoing income diversification, and access to secured borrowing, the Trustees have reasonable confidence in the charity's ability to continue operating for at least 12 months beyond the date of this report. The going concern basis of accounting has therefore been applied in preparing the 2024 financial statements.

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

#### **Statement of trustees' responsibilities**

The trustees (who are also directors of Penny Brohn Cancer Care for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

Approved by order of the members of the Board of Trustees and signed on their behalf by:

**Stephen Rosser**

Chair of Trustees

Date: 18 July 2025

# **PENNY BROHN CANCER CARE**

## **ANNUAL REPORT AND ACCOUNTS**

### **Independent auditor's report to the members of Penny Brohn Cancer Care**

#### **Opinion**

We have audited the financial statements of Penny Brohn Cancer Care (the "parent charitable company") for the year ended 30 November 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 30 November 2024 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### **Basis for opinion**

We conducted our audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

#### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

#### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable law requirements.

#### **Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept in the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements of the parent charitable company are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit; or

#### **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with those charged with governance and other management, and from our knowledge and experience of the sector;



## **PENNY BROHN CANCER CARE**

### **ANNUAL REPORT AND ACCOUNTS**

- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, pensions, environmental and health and safety legislation; and
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, inspecting legal correspondence and remaining alert during the audit for any indications of non-compliance.

Our audit procedures in relation to fraud included but were not limited to:

- making enquiries of those charged with governance and other management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- discussing amongst the engagement team the risks of fraud;
- gaining an understanding of the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations;
- testing journal entries to identify unusual transactions;
- assessing whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigating the rationale behind significant or unusual transactions.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit](http://www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit). This description forms part of our auditor's report.

#### **Use of our report**

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Joshua Kingston ACA (Senior Statutory Auditor)**

For and on behalf of Burton Sweet Limited

Statutory Auditor

The Clock Tower

5 Farleigh Court

Old Weston Road

Flax Bourton

Bristol BS48 1UR

Date: 18 July 2025  
Date: .....

**PENNY BROHN CANCER CARE**

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT)**

**YEAR ENDED 30 NOVEMBER 2024**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
<b>Income from:</b>					
Donations and legacies	2	598,914	269,309	868,223	1,213,809
Charitable activities	3	905,450	-	905,450	878,120
Other trading activities	4	655,911	-	655,911	658,621
Investments		440	-	440	376
Other income		(1,364)	-	(1,364)	9,725
<b>Total income</b>		<b>2,159,351</b>	<b>269,309</b>	<b>2,428,660</b>	<b>2,760,651</b>
<b>Expenditure on:</b>					
Raising funds	5	589,027	-	589,027	618,019
Charitable activities	6	1,821,694	354,249	2,175,943	2,047,462
<b>Total expenditure</b>		<b>2,410,721</b>	<b>354,249</b>	<b>2,764,970</b>	<b>2,665,481</b>
<b>Net losses on investments</b>		-	-	-	(436)
<b>Net income/(expenditure) for the year</b>	8	(251,370)	(84,940)	(336,310)	94,734
Transfers between funds	22	-	-	-	-
Loss on revaluation of fixed asset		(376,629)	-	(376,629)	-
<b>Net movement in funds</b>		<b>(627,999)</b>	<b>(84,940)</b>	<b>(712,939)</b>	<b>94,734</b>
<b>Total funds at the start of the year</b>	22	5,699,569	244,330	5,943,899	5,849,165
<b>Total funds at end of year</b>	22	<b>5,071,570</b>	<b>159,390</b>	<b>5,230,960</b>	<b>5,943,899</b>

The Group has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the Group are classed as continuing.

See note 11 for the comparative Statement of Financial Activities.

The notes on pages 26 to 42 form part of these financial statements.

# PENNY BROHN CANCER CARE

## THE CHARITY'S STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT)

YEAR ENDED 30 NOVEMBER 2024

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
<b>Income from:</b>					
Donations and legacies	2	598,914	269,309	868,223	1,213,809
Charitable activities	3	905,450	-	905,450	878,120
Other trading activities	4	585,330	-	585,330	576,067
Investments		440	-	440	376
Other income		(1,364)	-	(1,364)	9,725
<b>Total income</b>		<b>2,088,770</b>	<b>269,309</b>	<b>2,358,079</b>	<b>2,678,097</b>
<b>Expenditure on:</b>					
Raising funds	5	559,085	-	559,085	597,047
Charitable activities	6	1,821,694	354,249	2,175,943	2,047,462
<b>Total expenditure</b>		<b>2,380,779</b>	<b>354,249</b>	<b>2,735,028</b>	<b>2,644,509</b>
<b>Net losses on investments</b>	14	-	-	-	(436)
<b>Net income/(expenditure) for the year</b>	8	(292,009)	(84,940)	(376,949)	33,152
Transfers between funds	22	-	-	-	-
Loss on revaluation of fixed asset		(376,629)	-	(376,629)	-
<b>Net movement in funds</b>		<b>(668,638)</b>	<b>(84,940)</b>	<b>(753,578)</b>	<b>33,152</b>
<b>Total funds at start of year (restated)</b>	22	5,710,108	244,330	5,954,438	5,921,286
<b>Total funds at end of year</b>	22	<b>5,041,470</b>	<b>159,390</b>	<b>5,200,860</b>	<b>5,954,438</b>

The Charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

See note 11 for the comparative Statement of Financial Activities.

The notes on pages 26 to 42 form part of these financial statements.

# PENNY BROHN CANCER CARE

## BALANCE SHEETS

AS AT 30 NOVEMBER 2024

Company number: 01635916

	Note	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
<b>Fixed assets</b>					
Intangible assets	12	-	-	11,501	11,501
Tangible assets	13	5,837,650	5,837,650	6,332,201	6,332,201
Investments	14	6,129	6,131	6,129	6,131
		<u>5,843,779</u>	<u>5,843,781</u>	<u>6,349,831</u>	<u>6,349,833</u>
<b>Current assets</b>					
Stock	15	7,528	-	12,468	-
Debtors	16	316,850	441,602	232,405	512,891
Cash at bank and in hand		409,045	252,317	580,762	316,467
		<u>733,423</u>	<u>693,919</u>	<u>825,635</u>	<u>829,358</u>
<b>Liabilities</b>					
Creditors : amounts falling due within one year	17	(478,328)	(468,926)	(322,267)	(315,453)
<b>Net current assets</b>		<u>255,095</u>	<u>224,993</u>	<u>503,368</u>	<u>513,905</u>
<b>Total assets less current liabilities</b>		<u>6,098,874</u>	<u>6,068,774</u>	<u>6,853,199</u>	<u>6,863,738</u>
Creditors : amounts falling due after more than one year	18	(867,914)	(867,914)	(909,300)	(909,300)
<b>Net assets</b>		<u>5,230,960</u>	<u>5,200,860</u>	<u>5,943,899</u>	<u>5,954,438</u>
<b>FUNDS</b>					
Restricted funds	23	159,390	159,390	244,330	244,330
Unrestricted funds					
General funds	23	121,627	91,527	273,687	284,226
Designated funds (including revaluation reserve of £4,529,874 (2023: £4,785,261))	23	4,949,943	4,949,943	5,425,882	5,425,882
Total unrestricted funds		<u>5,071,570</u>	<u>5,041,470</u>	<u>5,699,569</u>	<u>5,710,108</u>
<b>Total funds</b>		<u>5,230,960</u>	<u>5,200,860</u>	<u>5,943,899</u>	<u>5,954,438</u>

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

18 July 2025

These financial statements were approved by the Trustees on ..... and are signed on their behalf by:

.....  
Stephen Rosser  
Chair of Trustees

The notes on pages 26 to 42 form part of these financial statements.

**PENNY BROHN CANCER CARE**  
**CONSOLIDATED STATEMENT OF CASH FLOWS**  
**YEAR ENDED 30 NOVEMBER 2024**

	<b>Note</b>	<b>2024 £</b>	<b>2023 £</b>
<b>Net cash inflow/(outflow) from operating activities</b>	<b>19</b>	(281,215)	398,016
<b>Non-operational cash flows:</b>			
<b>Investing activities</b>			
Payments for tangible fixed assets		(49,242)	(78,743)
Payments for intangible assets		(16)	-
Proceeds from disposal of fixed assets		30,000	1,000
Investment income		440	376
		<u>(18,818)</u>	<u>(77,367)</u>
<b>Financing activities</b>			
Loan repayments		(71,684)	(71,683)
Loan advancement		200,000	-
		<u>128,316</u>	<u>(71,683)</u>
<b>Net cash inflow/(outflow) for the year</b>	<b>20</b>	<u><u>(171,717)</u></u>	<u><u>248,966</u></u>
<b>Cashflow Restrictions</b>			

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 26 to 42 form part of these financial statements.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

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**1 Accounting policies**

**Accounting convention**

The financial statements have been prepared in accordance with the historical cost convention (except where otherwise stated in the accounting policy note) and in accordance with the Statement of Recommended Practice: Accounting and Reporting 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, and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Companies Act 2006.

The charity is a public benefit entity as defined under FRS102.

**Going concern**

The Charity's forecasts and projections show that the Charity expects to operate within the level of its current debt facility. As detailed in the annual report, the Charity seeks to increase income from fundraising to enable more people to access free support to help them live well with cancer, and allow us to influence the healthcare agenda.

The Finance and Audit Committee regularly review various relevant reports from the Charity, including forecast cash flow scenarios, to attest positively to the Charity's going concern status. This review is shared with the full Trustee Board at each Trustee meeting.

The Charity has two committed working capital loan facilities. It plans to continue to hold these term debt facilities, secured on the National Centre, that are used to bridge timing gaps in revenue raising. The Charity received a £50,000 Bounce Back loan in December 2020, this loan has a full (100%) government-backed guarantee against the balance of the facility, repayments of this loan commenced in December 2021. In April 2025 the charity converted a £200k Revolving Credit Facility that was in place at the end of the 2024 financial year into a five-year term loan. In addition to these, the Charity holds a 10 year mortgage which expires in 2029.

The Trustees have a structured approach to the financial strategy of the Charity, which included the 5 year plan reviewed by Trustees annually from which the 12 month budget and cashflow forecast is prepared. Quarterly forecasts are also prepared. Trustees review and monitor the budgets and cashflows at each Trustees meeting, interrogating variances. This continuous monitoring and control ensure the Trustees are able to properly review the Charity's going concern status and its financial viability. The Trustees review the Charity's forecast and projections at each Board meeting and have a reasonable expectation that the Charity has adequate resources to continue in operational existence for a period of at least 12 months following the date of approval of these financial statements. The Group therefore continues to adopt the going concern basis for preparing its consolidated financial statements.

**Basis of consolidation**

The Consolidated Statement of Financial Activities (SOFA), Consolidated Balance Sheet and Consolidated Cash Flow Statement consolidate the financial statements of the Charity and its subsidiary, PB UK Commercial Ltd. The results of the subsidiary are consolidated on a line by line basis.

**Critical accounting judgements and key sources of estimation uncertainty**

In the application of the charity's accounting policies, which are described in this note, Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year. The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the presentation of the financial statements are outlined in the following paragraphs.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

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**1 Accounting policies (continued)**

**Income**

Income from donations is included in income when these are receivable, except as follows:

- I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
- II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

Legacies are included on a receivable basis where the charity is entitled to the income, it can be measured reliably and receipt is probable. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is not included in income but is treated as a contingent asset and disclosed if material.

Investment income is included on a receivable basis.

**Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of the resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure includes attributable VAT which cannot be recovered.

**Raising funds**

Raising funds expenditure includes those costs incurred in seeking voluntary contributions, costs of goods sold and other costs which include the costs of running and participating in fundraising events and collections and cost of goods purchased for resale.

**Charitable Activities**

Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services. It includes both costs that can be allocated directly to this activity and those costs of an indirect nature necessary to support them.

Support costs and other costs that cannot be directly attributed to activities are allocated on a basis consistent with the use of the resource.

**Governance costs**

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. Governance costs are included within support costs.

**Pension costs and other post-retirement benefits**

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

**Intangible assets**

Intangible assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Intangible assets are initially recognised at cost less accumulated amortisation and impairment. Amortisation is calculated so as to write off the cost of an asset, less its estimated ultimate residual value, over the useful life of that asset as follows:

Computer software                      - 20% straight line basis

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**1 Accounting policies (continued)**

**Tangible fixed assets**

Freehold buildings are included at valuation based on open market valuation. Valuations are performed every five years. All other tangible fixed assets are included at cost less accumulated depreciation. Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

The Trustees of the charity carry out an annual impairment review of the properties.

Depreciation is calculated to write off the cost or valuation of tangible fixed assets, less its estimated ultimate residual value, over the useful life of that asset as follows:

Freehold property	- 2% straight line on buildings, no depreciation charged on land
Long-term leasehold property	- based upon the length of the lease
Fixtures and fittings	- 5 to 10 years straight line basis
Computer equipment	- 3 to 5 years straight line basis

**Investment property**

The land and buildings that constitute the National Centre of Penny Brohn Cancer Care form a mixed use property where elements of the property are used for charitable purposes and elements are let or used commercially. As the investment property elements are not separable and the fair value cannot be measured reliably, the entire property is accounted for as property within tangible fixed assets.

**Fixed asset investments**

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and loss, whether realised or unrealised are combined and recognised as a gain or loss on investments in the SOFA.

Investments in subsidiaries and associates are included at cost less impairment at 30 November in the charity's accounts.

**Stock**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

Donated items are not valued in stock and are recognised in income only when sold.

**Cash and cash equivalents**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**Financial instruments**

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

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

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the financial asset is measured at the present value of the future receipts discounted at a market rate of interest.

Basic financial liabilities, including trade and other payables, and loans from group undertakings, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest.



**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**1 Accounting policies (continued)**

**Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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. The costs of raising and administering such funds are charged against the specific fund.

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

Investment income, gains and losses are allocated to the appropriate fund.

**2 Income from donations and legacies**

**Group & Charity**

	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total Funds 2024 £</b>
General donations	469,124	269,309	738,433
Donations from regular givers	76,514	-	76,514
Legacies	53,276	-	53,276
<b>Total for Group &amp; Charity</b>	<b>598,914</b>	<b>269,309</b>	<b>868,223</b>

**Prior year**

	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total Funds 2023 £</b>
General donations	538,123	206,150	744,273
Donations from regular givers	63,076	-	63,076
Donations to purchase land	-	26,411	26,411
Legacies	233,049	147,000	380,049
<b>Total for Group &amp; Charity</b>	<b>834,248</b>	<b>379,561</b>	<b>1,213,809</b>

**3 Income from charitable activities**

**Group & Charity**

	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total Funds 2024 £</b>	<b>Total Funds 2023 £</b>
Service generated income from partnerships	894,303	-	894,303	834,462
Other service generated income	112	-	112	33,607
Catering income	11,035	-	11,035	10,051
	<b>905,450</b>	<b>-</b>	<b>905,450</b>	<b>878,120</b>

All income received for charitable activities in the prior year was unrestricted.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

**4 Income from other trading activities**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Trading income:				
Facilities income	88,152	-	88,152	61,903
The Hub	108,372	-	108,372	100,408
PB UK Commercial - management charges	388,806	-	388,806	413,756
<b>Total Charity</b>	<b>585,330</b>	<b>-</b>	<b>585,330</b>	<b>576,067</b>
PB UK Commercial income	459,387	-	459,387	496,310
Inter-group activity	(388,806)	-	(388,806)	(413,756)
<b>Total Group</b>	<b>655,911</b>	<b>-</b>	<b>655,911</b>	<b>658,621</b>

All income received for other trading activities in the prior year was unrestricted.

**5 Expenditure on raising funds**

Current year	Total Funds 2024 £	Total Funds 2023 £
The Hub	128,924	116,979
Fundraising support costs	430,161	480,068
<b>Total Charity</b>	<b>559,085</b>	<b>597,047</b>
PB UK Commercial - management charges	388,806	413,756
PB UK Commercial - other trading expenses	29,942	20,972
Inter-group activity	(388,806)	(413,756)
<b>Total Group</b>	<b>589,027</b>	<b>618,019</b>

**6 Expenditure on charitable activities**

Group & Charity	Direct Costs £	Support Costs (Note 7) £	Total Funds 2024 £
Online services	93,452	64,934	158,386
In-person/group services	57,311	39,822	97,133
One to one services	266,844	185,415	452,259
Partnerships	701,616	206,719	908,335
Hospitality	330,314	229,516	559,830
<b>Group &amp; charity totals</b>	<b>1,449,537</b>	<b>726,406</b>	<b>2,175,943</b>

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

**6 Expenditure on charitable activities (continued)**

Prior year	Direct Costs £	Support Costs (Note 7) £	Total Funds 2023 £
Online services	168,056	86,513	254,569
In person/ group services	24,937	12,837	37,774
One to one services	184,499	94,978	279,477
Partnerships	704,311	362,572	1,066,883
Hospitality	269,845	138,914	408,759
Group & charity totals	<u>1,351,648</u>	<u>695,814</u>	<u>2,047,462</u>

**7 Support costs**

Support costs are allocated between raising funds and charitable activities on the basis of staff time.

Support costs, included in notes 5 & 6, are as follows:

Current year	Fundraising and publicity £	Charitable Activities £	Total 2024 £
Staff costs	277,813	224,691	502,504
Other costs	69,062	-	69,062
Office costs	21,972	131,637	153,609
Building costs	49,689	299,326	349,015
Finance costs	6,514	39,963	46,477
Governance costs	5,111	30,789	35,900
Group & charity totals	<u>430,161</u>	<u>726,406</u>	<u>1,156,567</u>

Prior year	Fundraising and publicity £	Charitable Activities £	Total 2023 £
Staff costs	310,496	210,426	520,922
Other costs	73,917	-	73,917
Office costs	28,955	146,927	175,882
Building costs	53,162	269,761	322,923
Finance costs	6,654	33,767	40,421
Governance costs	6,884	34,933	41,817
Group & charity totals	<u>480,068</u>	<u>695,814</u>	<u>1,175,882</u>

**8 Net income/(expenditure) for the year**

This is stated after charging:

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Auditor's remuneration				
- for statutory audit services	13,060	12,150	9,460	8,800
- for accounts preparation	4,090	3,800	2,475	2,300
Trustees' remuneration	-	-	-	-
Trustees' travel, meeting and training expenses - none (2023: 1 trustee)	-	64	-	64
Amortisation	11,517	17,271	11,517	17,271
Depreciation	<u>111,896</u>	<u>99,081</u>	<u>111,896</u>	<u>99,081</u>

Donations from Trustees and related parties amounted to £734 (2023: £1,720).

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**9 Staff costs and numbers**

The aggregate payroll costs were:

	<b>Group</b>		<b>Charity</b>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Wages & salaries	1,735,274	1,667,778	1,735,274	1,667,778
Social security costs	134,756	130,139	134,756	130,139
Pension contributions	81,338	78,774	81,338	78,774
Redundancy payments	-	9,368	-	9,368
	<u>1,951,368</u>	<u>1,886,059</u>	<u>1,951,368</u>	<u>1,886,059</u>

The average weekly number of employees (including senior management/leadership team) during the year was:

	<b>Group</b>		<b>Charity</b>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Staff	<u>109</u>	<u>106</u>	<u>109</u>	<u>106</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group</b>		<b>Charity</b>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
£60,000 -£69,999	-	-	-	-
£70,000 - £79,999	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>

**Key management personnel**

The total employee benefits of the key management personnel for the year was £86,966 (2023: £80,306).

**10 Taxation**

The charity is exempt from corporation tax on its charitable activities.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

**11 Statement of Financial Activities comparative figures**

<b>Group</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>
<b>For the year ended 30 November 2023</b>	<b>£</b>	<b>£</b>	<b>2023</b>
			<b>£</b>
<b>Income from:</b>			
Donations and legacies	834,248	379,561	1,213,809
Charitable activities	878,120	-	878,120
Other trading activities	658,621	-	658,621
Investments	376	-	376
Other income	9,725	-	9,725
<b>Total income</b>	<b>2,381,090</b>	<b>379,561</b>	<b>2,760,651</b>
<b>Expenditure on:</b>			
Raising funds	618,019	-	618,019
Charitable activities	1,802,000	245,462	2,047,462
<b>Total expenditure</b>	<b>2,420,019</b>	<b>245,462</b>	<b>2,665,481</b>
<b>Net losses on investments</b>	<b>(436)</b>	<b>-</b>	<b>(436)</b>
<b>Net income/(expenditure) for the year</b>	<b>(39,365)</b>	<b>134,099</b>	<b>94,734</b>
Transfers between funds	(48,454)	48,454	-
<b>Net movement between funds</b>	<b>(87,819)</b>	<b>182,553</b>	<b>94,734</b>
<b>Total funds at start of year</b>	<b>5,787,388</b>	<b>61,777</b>	<b>5,849,165</b>
<b>Total funds at end of year</b>	<b>5,699,569</b>	<b>244,330</b>	<b>5,943,899</b>
<b>Charity</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>
<b>For the year ended 30 November 2023</b>	<b>£</b>	<b>£</b>	<b>2023</b>
			<b>£</b>
<b>Income from:</b>			
Donations and legacies	834,248	379,561	1,213,809
Charitable activities	878,120	-	878,120
Other trading activities	576,067	-	576,067
Investments	376	-	376
Other income	9,725	-	9,725
<b>Total income</b>	<b>2,298,536</b>	<b>379,561</b>	<b>2,678,097</b>
<b>Expenditure on:</b>			
Raising funds	597,047	-	597,047
Charitable activities	1,802,000	245,462	2,047,462
<b>Total expenditure</b>	<b>2,399,047</b>	<b>245,462</b>	<b>2,644,509</b>
<b>Net losses on investments</b>	<b>(436)</b>	<b>-</b>	<b>(436)</b>
<b>Net income/(expenditure) for the year</b>	<b>(100,947)</b>	<b>134,099</b>	<b>33,152</b>
Transfers between funds	(48,454)	48,454	-
<b>Net movement between funds</b>	<b>(149,401)</b>	<b>182,553</b>	<b>33,152</b>
<b>Total funds at start of year</b>	<b>5,859,509</b>	<b>61,777</b>	<b>5,921,286</b>
<b>Total funds at end of year</b>	<b>5,710,108</b>	<b>244,330</b>	<b>5,954,438</b>

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 NOVEMBER 2024**

**12 Intangible assets**

<b>Group and charity</b>	<b>Computer Software £</b>	<b>Total £</b>
<b>Cost</b>		
At 1 December 2023	86,360	86,360
Additions	16	16
At 30 November 2024	<u>86,376</u>	<u>86,376</u>
<b>Amortisation</b>		
At 1 December 2023	74,859	74,859
Charge for the year	11,517	11,517
At 30 November 2024	<u>86,376</u>	<u>86,376</u>
<b>Net Book Value</b>		
At 30 November 2024	<u>-</u>	<u>-</u>
At 30 November 2023	<u>11,501</u>	<u>11,501</u>

**13 Tangible fixed assets**

<b>Group and charity</b>	<b>Freehold property £</b>	<b>Long-term leasehold property £</b>	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Total £</b>
<b>Cost or valuation</b>					
At 1 December 2023	6,754,337	117,589	120,297	65,382	7,057,605
Additions	-	2,900	43,280	3,062	49,242
Disposals	(53,708)	-	(3,552)	(3,805)	(61,065)
Revaluation	(1,060,629)	-	-	-	(1,060,629)
At 30 November 2024	<u>5,640,000</u>	<u>120,489</u>	<u>160,025</u>	<u>64,639</u>	<u>5,985,153</u>
<b>Depreciation</b>					
At 1 December 2023	612,000	47,197	35,881	30,326	725,404
Charge for the year	72,000	12,025	17,157	10,714	111,896
Eliminated on disposal	-	-	(1,992)	(3,805)	(5,797)
Impairment on revaluation	(684,000)	-	-	-	(684,000)
At 30 November 2024	<u>-</u>	<u>59,222</u>	<u>51,046</u>	<u>37,235</u>	<u>147,503</u>
<b>Net book value</b>					
At 30 November 2024	<u>5,640,000</u>	<u>61,267</u>	<u>108,979</u>	<u>27,404</u>	<u>5,837,650</u>
At 30 November 2023	<u>6,142,337</u>	<u>70,392</u>	<u>84,416</u>	<u>35,056</u>	<u>6,332,201</u>

It is Penny Brohn Cancer Care's policy to revalue freehold property every 5 years. The freehold property was revalued in May 2025 by Lambert Smith Hampton, a firm of valuers external to the Charity. The property's open market value was considered to be £5,640,000 in accordance with the RICS valuation model .

The historical cost of the revalued freehold property assets amounts to £1,110,126 (2023: £1,356,376).

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**14 Fixed asset investments**

	<b>Group</b>		<b>Charity</b>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Listed investments</b>				
At 1 December 2023	6,129	6,565	6,129	6,565
Unrealised gain/ (loss)	-	(436)	-	(436)
<b>Unlisted investments</b>				
Investment in subsidiary	-	-	2	2
	<u>6,129</u>	<u>6,129</u>	<u>6,131</u>	<u>6,131</u>

Shares in group undertakings and participating interests:

	<b>Subsidiary Undertakings</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 December 2023 and at 30 November 2024	<u>2</u>	<u>2</u>

**Details of undertakings:**

<b>Company name</b>	<b>Country of incorporation</b>	<b>Holding</b>	<b>Proportion of voting rights and shares held</b>	
			<b>2024</b>	<b>2023</b>
PB UK Commercial Ltd	England and Wales	Ordinary	100%	100%

**Principal activities**

Other retail sale of new goods in specialised stores  
Other retail sale not in stores, stalls or markets  
Other accommodation

**PB UK Commercial Ltd**

	<b>Year ended 30 Nov 2024</b>	<b>Year ended 30 Nov 2023</b>
	<b>£</b>	<b>£</b>
Turnover	459,387	496,309
Cost of sales	(403,765)	(427,362)
<b>Gross profit</b>	<u>55,622</u>	<u>68,947</u>
Administrative expenses	(14,983)	(7,363)
<b>Operating profit</b>	<u>40,639</u>	<u>61,584</u>
Interest payable and similar charges	-	-
<b>Profit before taxation</b>	<u>40,639</u>	<u>61,584</u>
Tax charge for the year	-	-
<b>Profit for the period</b>	<u>40,639</u>	<u>61,584</u>
Retained earnings brought forward	(10,537)	(72,121)
<b>Retained earnings carried forward</b>	<u>30,102</u>	<u>(10,537)</u>

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**15 Stock**

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Finished goods and goods for resale	7,528	12,468	-	-

**16 Debtors**

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	96,433	105,112	87,960	76,334
Amounts owed by group undertakings	-	-	133,225	309,459
Other debtors	20,370	1,645	20,370	1,450
Prepayments and accrued income	200,047	125,648	200,047	125,648
	<u>316,850</u>	<u>232,405</u>	<u>441,602</u>	<u>512,891</u>

**17 Creditors: amounts falling due within one year**

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Bank loans	31,160	30,114	31,160	30,114
Other loans	210,225	9,973	210,225	9,973
Trade creditors	85,334	114,617	84,784	114,012
Amounts owed by group undertakings	-	-	-	-
Other taxation and social security	75,455	74,431	75,455	74,342
Other creditors	22,347	27,903	22,047	27,603
Accruals and deferred income	53,807	65,229	45,255	59,409
	<u>478,328</u>	<u>322,267</u>	<u>468,926</u>	<u>315,453</u>

Loan facilities at the year end are with NatWest Bank and Triodos Bank, secured on the freehold property of the Charity.

**Deferred income**

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
At 1 December 2023	10,597	8,744	10,597	7,573
Amounts released from previous periods	(10,597)	(8,744)	(10,597)	(7,573)
Resources deferred in the period	20,716	10,597	20,716	10,597
At 30 November 2024	<u>20,716</u>	<u>10,597</u>	<u>20,716</u>	<u>10,597</u>

**18 Creditors: amounts falling due after one year**

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Bank loans	856,547	887,706	856,547	887,706
Other loans	11,367	21,594	11,367	21,594
	<u>867,914</u>	<u>909,300</u>	<u>867,914</u>	<u>909,300</u>

Loan facilities at the year end are with NatWest Bank and Triodos Bank, secured on the freehold property of the Charity.



**PENNY BROHN CANCER CARE**  
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**19 Reconciliation of net movement in funds to net cash inflow from operating activities**

<b>Group</b>	<b>2024 £</b>	<b>2023 £</b>
Statement of Financial Activities: Net movement in funds	(336,310)	94,734
Loss on investments	-	436
Loan interest	31,596	24,824
Investment income	(440)	(376)
Loss on disposal of fixed asset	5,268	3,793
Amortisation	11,517	17,271
Depreciation	111,896	99,081
Increase in operational creditors: current liabilities	(45,237)	40,834
Decrease in operational debtors	(64,445)	111,453
Decrease in stock	4,940	5,966
<b>Net cash inflow/(outflow) from operating activities</b>	<b>(281,215)</b>	<b>398,016</b>

**20 Analysis of changes in cash during the year**

	<b>2024 £</b>	<b>2023 £</b>	<b>Change £</b>
Cash at bank and in hand	409,045	580,762	(171,717)
	<b>2023 £</b>	<b>2022 £</b>	<b>Change £</b>
Cash at bank and in hand	580,762	331,796	248,966

**21 Analysis of changes in net debt**

<b>Current year</b>	<b>At 1 Dec 2023 £</b>	<b>Operating cash flows £</b>	<b>Investing cash flows £</b>	<b>Financing cash flows £</b>	<b>At 30 Nov 2024 £</b>
Cash at bank and in hand	580,762	(281,215)	(18,818)	128,316	409,045
Debt due within one year	(40,087)	-	-	(201,298)	(241,385)
Debt due after more than one year	(909,300)	-	-	41,386	(867,914)
<b>Total</b>	<b>(368,625)</b>	<b>(281,215)</b>	<b>(18,818)</b>	<b>(31,596)</b>	<b>(700,254)</b>

**PENNY BROHN CANCER CARE**  
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**22 Movement in funds**

<b>For the year ended 30 November 2024</b>	<b>At 1 Dec 2023 £</b>	<b>Income and gains £</b>	<b>Expenditure and losses £</b>	<b>Transfers £</b>	<b>At 30 Nov 2024 £</b>
<b>Restricted funds</b>					
Bristol Whole Life Approach in Scotland	11,288	-	(11,288)	-	-
Library	7,293	-	(6,929)	-	364
Lymphoedema	119,714	-	(65,652)	-	54,062
Nutrition	-	15,000	(15,000)	-	-
Other small donations	-	500	(500)	-	-
Penny Brohn on the High Street	10,035	-	-	-	10,035
Regional donations	-	3,000	(3,000)	-	-
Relaxation chairs	2,275	-	-	-	2,275
Remote Services	-	61,400	(58,400)	-	3,000
Treatment Support	-	21,960	-	-	21,960
Walk the Walk	93,725	-	(71,247)	-	22,478
Walk the Walk Feel Better Package	-	100,000	(83,333)	-	16,667
Counselling	-	27,500	(27,500)	-	-
IT	-	1,866	(1,866)	-	-
Garden Room Roof	-	15,000	(3,936)	-	11,064
Menopause	-	10,198	(4,998)	-	5,200
Residential Retreats & Wellbeing Days	-	3,427	-	-	3,427
Music & Arts	-	3,000	(600)	-	2,400
Nicola Corey Fund	-	6,458	-	-	6,458
	<u>244,330</u>	<u>269,309</u>	<u>(354,249)</u>	<u>-</u>	<u>159,390</u>
<b>Unrestricted funds</b>					
Designated funds					
Capital fund including revaluation reserve	5,425,882	-	(536,232)	60,293	4,949,943
General fund	284,226	2,088,770	(2,221,176)	(60,293)	91,527
	<u>5,710,108</u>	<u>2,088,770</u>	<u>(2,757,408)</u>	<u>-</u>	<u>5,041,470</u>
<b>Total funds Charity</b>	<u>5,954,438</u>	<u>2,358,079</u>	<u>(3,111,657)</u>	<u>-</u>	<u>5,200,860</u>
PB UK Commercial Ltd	(10,537)	459,387	(418,748)	-	30,102
Inter-entity transactions	(2)	(388,806)	388,806	-	(2)
	<u>(10,539)</u>	<u>70,581</u>	<u>(29,942)</u>	<u>-</u>	<u>30,100</u>
<b>Total funds Group</b>	<u>5,943,899</u>	<u>2,428,660</u>	<u>(3,141,599)</u>	<u>-</u>	<u>5,230,960</u>

**PENNY BROHN CANCER CARE**  
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**22 Movement in funds (continued)**

For the year ended 30 November 2023

	At 1 Dec 2022 £	Income £	Expenditure £	Transfers £	At 30 Nov 2023 £
<b>Restricted funds</b>					
Bristol Whole Life Approach in Scotland	11,288	-	-	-	11,288
Homeopathic pilot	9,000	-	(9,000)	-	-
Library	8,500	-	(1,207)	-	7,293
Residential Retreats & Wellbeing Days	12,580	-	(12,580)	-	-
Lymphoedema	22,852	147,000	(50,138)	-	119,714
Nutrition	-	15,250	(15,250)	-	-
One to One	2,704	458	(3,162)	-	-
Other small donations	230	-	(230)	-	-
Penny Brohn on the High Street	51,297	-	(41,262)	-	10,035
Regional donations	-	1,800	(1,800)	-	-
Relaxation chairs	4,895	-	(2,620)	-	2,275
Remote Services	11,000	38,100	(49,100)	-	-
Treatment Support	2,296	542	(2,838)	-	-
Walk the Walk	-	150,000	(56,275)	-	93,725
Land fund	(74,865)	26,411	-	48,454	-
	<u>61,777</u>	<u>379,561</u>	<u>(245,462)</u>	<u>48,454</u>	<u>244,330</u>
<b>Unrestricted funds</b>					
Designated funds					
Capital fund including revaluation reserve	5,398,728	-	(141,176)	168,330	5,425,882
General fund	460,781	2,298,536	(2,258,307)	(216,784)	284,226
	<u>5,859,509</u>	<u>2,298,536</u>	<u>(2,399,483)</u>	<u>(48,454)</u>	<u>5,710,108</u>
<b>Total funds Charity</b>	<u>5,921,286</u>	<u>2,678,097</u>	<u>(2,644,945)</u>	<u>-</u>	<u>5,954,438</u>
PB UK Commercial Ltd	(72,119)	496,310	(434,728)	-	(10,537)
Inter-entity transactions	(2)	(413,756)	413,756	-	(2)
	<u>(72,121)</u>	<u>82,554</u>	<u>(20,972)</u>	<u>-</u>	<u>(10,539)</u>
<b>Total funds Group</b>	<u>5,849,165</u>	<u>2,760,651</u>	<u>(2,665,917)</u>	<u>-</u>	<u>5,943,899</u>

**Restricted funds**

**Bristol Whole Life Approach in Scotland**

The Bristol Whole Life Approach in Scotland was a pilot project to work in partnership with Dumfries House in Ayrshire, giving us the chance to take our Bristol Whole Life Approach to those living with cancer in Scotland.

**Homeopathic pilot**

A grant was received from Nelsons to run a Homeopathy project with the National Centre for Integrative Medicine (NCIM) providing individual consultations to Penny Brohn UK Clients.

**Library**

Following the re-purposing of this grant in 2023, we recruited a part time information and resource officer with the balance of the fund being used to pay for an associate to support the relevant work.

**Residential Retreats & Wellbeing Days**

Funds had been received in prior years to support those attending our in-person retreats and wellbeing days.

**Lymphoedema**

A restricted legacy was received to make special facilities available to those clients suffering with Lymphoedema. A lymphoedema workshop takes place each month led by a specialist lymphoedema practitioner.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**22 Movement in funds (continued)**

**Nutrition**

Gerald Micklem Charitable Trust support the salary costs of our nutrition lead who is responsible for leading and managing the development and delivery of safe, effective, high quality online and in-person nutrition services.

**One to One**

Funds were received in November 2022 from The Weinstock Fund and in 2023 from The Annett Trust for One-to-One's with an integrative doctor.

**Other small donations**

A donation had been received in 2022 to cover the cost of movement exercise this amount has been fully spent in the prior year. A donation of £500 was received from Quartet Community Foundation restricted to the purchase of kitchen equipment.

**Penny Brohn on the High Street**

Restricted funds had been received from the Newby Charitable Trust to provide Psychological services at The Hub. This face-to-face service provision was delayed due Covid restrictions.

**Regional donations**

A donation was received from J & M Britton Charitable Trust for use in the Bristol area.

**Relaxation chairs**

The relaxation chairs fund is a grant to enable us to upgrade and replace our relaxation chairs.

**Remote Services**

We continue to provide our programme of online support throughout the year with national reach for people affected by cancer, continually reviewing and adapting our offering. These funds have enabled us to grow this service and embed it as part of our hybrid service model. Grants have been received from The Tim Tiley Bursary Fund, The Helianthus Charitable Trust, The Weinstock Fund, The Hilary Awdry Charitable Trust, The February Foundation and The Medlock Charitable Trust.

**Treatment Support**

Our online Treatment Support Programme was supported by a grant from The Annet Charitable Trust.

**Walk the Walk**

A grant was received from Walk the Walk in 2023 to support and grown our in-person services once again through specialist Wellbeing days and residential retreats.

**Land fund**

Fund restricted to the purchase of adjacent land to the National Centre and associated costs. The transfer in the prior year represents the spend above restricted income, made from general funds.

**Designated funds**

**Capital fund and revaluation reserve**

The Capital fund represents the net book value of tangible and intangible fixed assets, less loans secured on the relevant assets. The revaluation reserve totals £4,529,874 (2023: £4,785,261) at the year-end.

**Walk the Walk Feel Better Package**

A grant was received from Walk the Walk to provide a 'Feel Better' support package building on of our flagship Treatment Support Programme the funds enabled us to develop, 'how-to' resources, online group sessions and specialist wellbeing days.

**Counselling**

Support was received from the Newby Trust Ltd to support our counselling programme through the funding of a counsellor who would offers one-to-one counselling, and facilitating an emotional support group. The Albert Hunt Trust and AbbVie UK provided grants to support our one-to-one counselling sessions.

**IT**

Funds were provided to enable us to purchase three new laptops.

**PENNY BROHN CANCER CARE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**22 Movement in funds (continued)**

**Garden Room Roof**

Donations were made by The Screwfix Foundation and The Will Charitable Trust for repairs to Our Garden Room roof.

**Menopause**

A grant was received from Gilead to provide specialist menopause sessions, Wellbeing days and resources for those clients experiencing early onset menopause as a result of their cancer treatments.

**Residential Retreats & Wellbeing Days**

Funds had been received from D'Oyley Carte for a Wellbeing Day taking place in December 2024.

**Music & Arts**

Funds were received from The Joyce Fletcher Charitable Trust to fund our weekly art sessions and support specialist music and art wellbeing days.

**Nicola Corey Fund**

Bursaries are available to support parents with a child under the age of 16 to support with the support of childcare, transport or accommodation at our National Centre, where the parent has a cancer diagnosis.

**23 Analysis of net assets between funds**

**Charity**

**As at 30 November 2024**

	Restricted Funds £	Unrestricted		Total 2024 £
		Designated Funds £	General Funds £	
Tangible fixed assets	-	5,837,650	-	5,837,650
Fixed asset investments	-	-	6,131	6,131
Current assets	159,390	-	534,529	693,919
Creditors due within one year	-	(31,160)	(437,766)	(468,926)
Creditors over one year	-	(856,547)	(11,367)	(867,914)
<b>Total charity</b>	<b>159,390</b>	<b>4,949,943</b>	<b>91,527</b>	<b>5,200,860</b>

**As at 30 November 2023**

	Restricted Funds £	Unrestricted		Total 2023 £
		Designated Funds £	General Funds £	
Tangible fixed assets	-	6,332,201	-	6,332,201
Intangible fixed assets	-	11,501	-	11,501
Fixed asset investments	-	-	6,131	6,131
Current assets	244,330	-	585,028	829,358
Creditors due within one year	-	(30,114)	(285,339)	(315,453)
Creditors over one year	-	(887,706)	(21,594)	(909,300)
<b>Total charity</b>	<b>244,330</b>	<b>5,425,882</b>	<b>284,226</b>	<b>5,954,438</b>

**PENNY BROHN CANCER CARE**  
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**23 Analysis of net assets between funds (continued)**

Group As at 30 November 2024	Restricted Funds £	Unrestricted		Total 2024 £
		Designated Funds £	General Funds £	
Tangible fixed assets	-	5,837,650	-	5,837,650
Intangible fixed assets	-	-	-	-
Fixed asset investments	-	-	6,129	6,129
Current assets	159,390	-	574,033	733,423
Creditors due within one year	-	(31,160)	(447,168)	(478,328)
Creditors over one year	-	(856,547)	(11,367)	(867,914)
<b>Total Group</b>	<b>159,390</b>	<b>4,949,943</b>	<b>121,627</b>	<b>5,230,960</b>

  

As at 30 November 2023	Restricted Funds £	Unrestricted		Total 2023 £
		Designated Funds £	General Funds £	
Tangible fixed assets	-	6,332,201	-	6,332,201
Intangible fixed assets	-	11,501	-	11,501
Fixed asset investments	-	-	6,129	6,129
Current assets	244,330	-	581,305	825,635
Creditors due within one year	-	(30,114)	(292,153)	(322,267)
Creditors over one year	-	(887,706)	(21,594)	(909,300)
<b>Total Group</b>	<b>244,330</b>	<b>5,425,882</b>	<b>273,687</b>	<b>5,943,899</b>

**24 Operating lease commitments**

At 30 November 2024 the company had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

Amounts payable:	2024 £	2023 £
Within one year	44,094	44,513
Within two and five year	168,000	170,094
Within over five years	10,500	52,500
	<b>222,594</b>	<b>267,107</b>

**25 Related parties**

Trustees are able to make use of the accommodation at the National Centre when attending on business and usually provide a donation in respect of this. No Trustees were provided any nights accommodation in the year (2023: Nil).

There are no transactions with trustees or other related parties other than those disclosed as required by the SORP elsewhere in the financial statements.

**26 Post balance sheet event**

In January 2025 the charity was notified of a legacy which is estimated to be in the region of £230,000. These funds are expected to be received in the 2025 financial year.