



Girlguiding
Anglia

Girlguiding Anglia

Impact report 2024



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About Girlguiding Anglia



Girlguiding Anglia is one of the **nine countries and regions** of Girlguiding, the **UK’s leading charity for girls and young women**. We give girls a space where they can be themselves, try new things, build friendships, and grow in confidence, all within a supportive community led by **inspirational volunteers**.

Covering Cambridgeshire, Essex, Hertfordshire, Bedfordshire, Lincolnshire South, Norfolk, Oxfordshire, Suffolk, and Buckinghamshire, we support thousands of Rainbows (4–7), Brownies (7–10), Guides (10–14) and Rangers (14–18) across the East of England.

We couldn’t do this without thousands of dedicated volunteers. From running weekly meetings to organising life-changing adventures, they bring energy, creativity, and care to every girl’s guiding journey.

**Together, we’re shaping the future,
1 girl at a time**



Welcome from our chief commissioner

Welcome to our annual impact report.

2024 was the year of finance for Girlguiding Anglia and especially within the chief's team. We started the year with the decision to appoint a new member to the chief's team who would be able to support all members on financial matters and so in May, Claire Course (deputy chief commissioner) and I interviewed and appointed Laura Kennard as an assistant chief commissioner.

Laura has brought a wealth of experience with her and has supported not only the region office but also our lead volunteers and trustees. In October, Laura led a finance training at our region conference which was followed by trustee training. Since conference, Laura has worked on the induction process with Claire and I and has led trustee training for trustees, lead volunteers and new county commissioners.

As chief commissioner and chair of region trustees, I want to make sure that guiding is accessible to all. In 2024, Girlguiding Anglia received £41,000 from Girlguiding. Driven by Claire Course, this fund supported girls around the region with fees, uniform etc so that we were able to reach out and support as many members as we can.

Anglia had an amazing summer when Hautbois staff held our very first Hautbois Fest which was a sell out and the girls and adults who were able to attend had an amazing time listening to music, trying something new and crafts. We can't wait to see what's in store this year for the Brownie Spectacular event and of course, Hautbois Fest in 2026.

Following a short consultation with our members, we took on the task of reviewing our region constitution in July. The board of trustees were happy and following the seal of approval, we sent it to Girlguiding's trustee board for ratification and was rolled out at the beginning of 2025. Claire Course and I set about interviewing grass roots members to become trustees, and I am delighted that we now have two grassroots trustees and two new region appointment holders.



Charlotte Bennett (assistant chief commissioner), now Charlotte Wright, worked hard throughout 2024 to develop the new Girls' Advocate Panel (GAP). The idea is that the panel will meet regularly and will feed directly into the Executive Board, especially as their chair is a region trustee. We are aiming for all our counties to have a representative on the panel in the very near future. The girls are between the age of 16 and 25.

Chris Skinner (assistant chief commissioner) has worked tirelessly with the international team and I am delighted that 2025 will see several international trips take place. In 2024, there was an adult training at Hautbois where leaders were inspired to lead international events; there were 2 international trips for leaders led by Tina Powell (our International lead volunteer) and a successful international event was held in the autumn.

As a chief's team we are settling into our roles and Chris has taken on the lead role for Complaints and Compliance – not an easy ask but carried with care and support. Chris is looking for volunteers to become complaints and compliance officers to further support our county commissioners.

We are delighted that we have a pool of 6 safe practice liaison volunteers (SPLVs) who provide support to our volunteers when dealing with safeguarding and complaints. A huge thank you to our newly appointed SPLVs who are doing a sterling job.

Supporting our amazing volunteers is paramount and ensuring they have what they need to offer good guiding is so very important to us all and so we have developed our region induction so that lead volunteers, county commissioners and trustees know how we can help them, what we can offer from the staff team and what we all do as a member of the chief's team. Our first induction with county commissioners in October 2024 was well received and will be developed and continued.

In February 2025, we held the Girlguiding Anglia Pyjama Party which saw no less than 21,000 members take part. The event was well organised by a team of volunteers and the staff team led by our very own, Claire Course, who led with enthusiasm and skill to ensure that we held an event that was truly amazing. Packs including activity cards, teddy t-shirts, toothbrushes and a very special badge were sent to all.

We have a number of events coming up this year and as a staff and volunteer team we are working tirelessly to ensure that Girlguiding Anglia sails on in an organisation that is powered by volunteers who are all an inspiration.

A huge thank you to all volunteers who give their time and go above and beyond every day of the year – you are all amazing!

A handwritten signature in black ink that reads "Karen Johnson".

Karen Johnson
Chief commissioner



Our strategy

Together we inspire 2021–2026



Our 5 year goal

Together we will **value, sustain**, and recover our region by stabilising and **empowering our membership**, strengthening our brand, and expanding external relationships. Ensuring **fun, adventure** and **opportunity** for our members today, tomorrow and in the future.

Our key objectives

- Support our volunteers to create exceptional experiences for girls and themselves.
- Trustees will ensure the charity supports and encourages our volunteer and staff teams.
- Together we will strengthen our brand and external reach.
- Trustees will lead the region recovery plan following the pandemic.
- Together we will grow more great guiding.
- We will work as one team across our region to ensure our charity is sustainable.

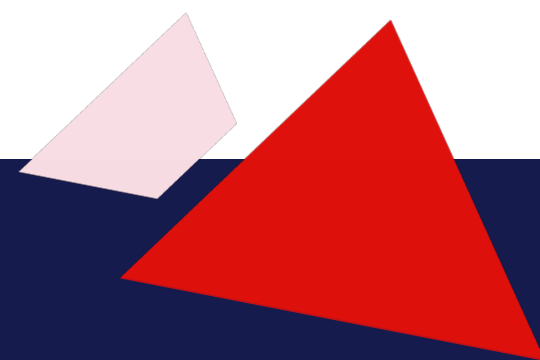
Our 4 key pillars

An unrivalled, girl led experience

Rewarding and flexible volunteering

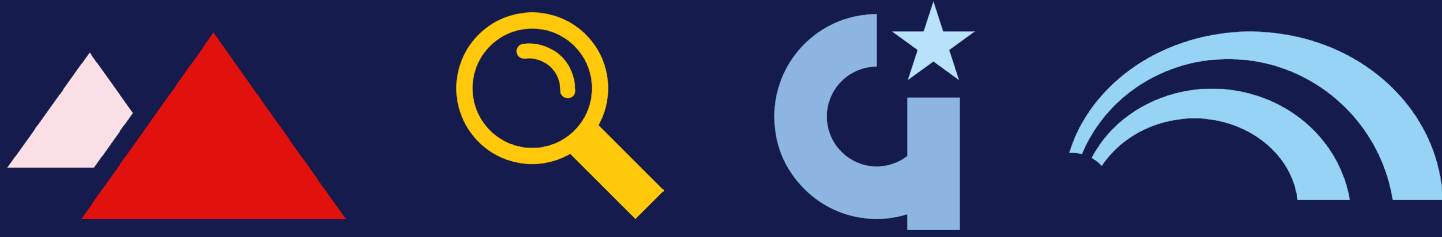
An inclusive and impactful organisation

A sustainable and efficient organisation



Our charitable objects

Impact goals



Statement of purpose

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

Girlguiding Anglia is dedicated to enabling girls and young women to develop their potential and make a difference in the world. We offer girls and young women a space where they can be themselves, have fun, build friendships, gain valuable life skills and make a positive difference in their communities.



We help **all girls** know they can do **anything**

We have...

9,834
volunteers

44,672
young members



3,298
units

12
counties

(and they're all amazing)



Our governance

Updating our constitution

At Girlguiding Anglia, strong and transparent governance underpins everything we do. We are proud to be a part of the global Girlguiding movement, working within a structured and supportive framework to deliver our mission of helping girls know they can do anything.

We're part of Girlguiding, the leading charity for girls and young women in the UK. As one of nine countries and regions, Girlguiding Anglia is a registered charity with its own regional executive committee.

This committee is made up of dedicated volunteers who bring a mix of guiding experience and professional knowledge. Together, they provide oversight, set direction and help ensure we're working in a way that's safe, sustainable and focused on what matters most – supporting girls.

The committee meets regularly throughout the year to:

- review our strategic progress and priorities
- make sure we're meeting our legal and financial responsibilities
- support good risk management across the region
- listen to the needs of our members and act on them.

Powered by volunteers, supported by staff

Volunteers are at the heart of everything we do – from running units to shaping our strategy. They're supported by our regional staff team who help with day-to-day operations and provide specialist knowledge in areas like finance, governance, compliance, health and safety, communications and events.

This partnership allows us to stay focused on what we do best – helping girls know they can do anything.

In 2024, Girlguiding Anglia made an important change to our constitution to make sure our governance remains fit for the future.

Following a thorough review and consultation with our members, we updated our governing document to reflect how we work today and how we want to grow. This change gives us more flexibility in how we structure our board, improves clarity around roles and responsibilities, and supports a more inclusive and transparent approach to leadership.

The revised constitution was approved by the Anglia executive committee, Girlguiding UK trustee board and registered with the Charity Commission. It brings us in line with current best practice and helps us concentrate on what matters – supporting our volunteers, empowering young people and growing guiding across Anglia.

We're proud to have taken this step with the support and input of our community. It's part of our commitment to strong, open governance that evolves as we do.



An unrivalled, girl-led experience

One of our 4 key pillars is to deliver an **unrivalled, girl-led experience**.

We're aiming to create exceptional experiences for girls and young women where they lead our decision making.

In 2024, we focused on improving our girl-offer as a region and made consistent steps towards hearing, valuing and being led by the voices of our young members.

Our focus areas are:

Adventure

Creating exciting and memorable opportunities for girls and young women that encourage them to have new experiences and step out of their comfort zones.

Youth participation

Opening new forums and pathways for young members to get involved and have a direct impact on how we operate. Also looking at ways to increase awareness of opportunities in Anglia for young members

Wellbeing, environment and cost-of-living

Working on increasing support, awareness and engagement with the three key topics most concerning our young members and encouraging them to be proactive and get thinking about how to be an ambassador for these things outside of guiding.

To plan, initiate and deliver an exciting and engaging programme of affordable, high-quality activities for members to challenge, grow and build confidence



In 2024, the outdoor and adventure volunteer team, in partnership with staff, were able to facilitate multiple amazing events and programmes for our young members to take part in and enjoy.

One of the incredible opportunities we are able to offer our members through Girlguiding Anglia, is the Duke of Edinburgh award programme.

In 2024 we received a whopping **156 Duke of Edinburgh award registrations**, which is more than ever before. Due to the declining number of schools being able to facilitate the delivery of the award programme, Girlguiding Anglia is becoming a top provider of the award scheme and is able to offer young women the opportunity to achieve this prestigious award.

Our ability to deliver this inspirational and life-changing programme means that those 156 registrants have experienced opportunities to grow and develop personally and professionally. They will each have taken part in inspiring volunteering experiences, been more active encouraging them to build healthy practices, and had an awesome expedition where they could utilise all of the skills they learnt along the way.

Our young members doing their DofE spent

3,185 hours

volunteering from April '23 to March '24.

The social value of these hours was

£16,801

which is just incredible.



The activities team at Hautbois worked very hard to secure and build an high ropes course in 2024.

High ropes have been one of the most frequently requested activities at Hautbois and the hard work and dedication from the team mean we can offer this fantastic new activity to our guests. The high ropes will open to guiding groups first in 2025 offering thousands of guiding members the opportunity to try new things and build their confidence by pushing them out of their comfort zone. Hautbois can make these continual improvements due to the support of Guiding groups coming again and again.



Hautbois increased the amount of Girlguiding visitors from

34% in 2023
to
45% in 2024

of their total customer base.

Listening to feedback and growing our programme of events was key in 2024.

Feedback from our 2024 membership experience survey highlighted requests to improve the accessibility and affordability of our region and Hautbois events, whilst ensuring they remain relevant and engaging for our members

2024 saw Girlguiding Anglia deliver partnership events, festivals, theme park takeovers and many more exciting events in response to our membership voice.

One of the ways Hautbois is staying affordable and accessible is through their 'Taste of adventure' programme. This exclusive Girlguiding package offers heavily discounted rates allowing our members to keep accessing adventure despite the high cost-of-living. Because of this package, in 2024, 380 Guides and Brownies were able to experience the adventure and excitement of Hautbois. 61 of them stayed the night and another 139 stayed for 2 nights on this package. Hautbois' commitment to keeping costs low for Girlguiding groups means so many more girls are able to experience their first camps and the magic of coming together as a unit on a residential.



Hautbois events

The office and events team at Hautbois worked incredibly hard to build up and coordinate an exceptional programme of events for all sections in 2024 including:



Brownie Spring Extravaganza

113 Brownies were welcomed to Hautbois for a fantastic Easter themed fun day, doing crafts, making friends and trying out some exciting activities.



Rainbows Teddy Bears Picnic

A completely sold out event across 2 days where 94 Rainbows took part in some climbing, zipwiring and a beautiful picnic party with their teddy bears.



Bats and Bonfires

A Halloween-themed event in which 149 girls did some spooky crafts, some Hautbois activities with an eerie twist, all finished off with a creepy campfire.



Brownie Wizarding weekend

A spell-binding sell out event for 63 girls and 21 leaders incorporating STEM activities into the day to create a magical atmosphere, alongside a sorcery themed buffet. The girls had a go at some broomstick riding activities and spell-casting archery.

Hautbois Fest

The premiere festival style event at Hautbois took place in August of 2024 with over 750 members in attendance. Girls and volunteers from over 45 units represented every county from Anglia region and had the most incredible time.

The whole weekend had a jam-packed schedule consisting of neon parties, light shows, live music, activities, pampering, petting zoos and more. Hautbois offer free tent hire, pitching, roll mats, and sleeping bags – making Hautbois events more accessible and affordable. This allowed those without camping equipment the opportunity to attend events at Hautbois including Hautbois Fest.

Girls were asked to describe their experience in 3 words and the top 3

fun, amazing and exciting



Our partnerships helped us facilitate fantastic events for our members in 2024.



Our 2 year partnership with the RSPB came to an end in 2024, but not before 3 final events at RSPB properties in the region.

260 girls attended events at Rainham Marshes, Minsmere and the Lodge to learn about the importance of the environment and conservation in celebration of earth day.

The events included some amazing on-site activities pond-dipping, bug-hotel making, beach combing, bird watching and more. The partnership with the RSPB was incredibly important to us as it encourages our members to be the environmental custodians of the future. Ecology and conservation is undeniably important and this partnership helps us renew our commitment to helping create a socially and environmentally conscious generation of young women.

This partnership also clearly hit one of our focus areas: the environment, which partly helped make this our most successful partnership to date.



5000 of our members got involved in our challenge pack with the RSPB!



Our takeover event at Pleasurewood Hills theme park was one of Girlguiding Anglia's largest events, and what an amazing day it was.

Pleasurewood Hills family theme park and their team kindly let over 2800 of our members from across all of our sections, from Rainbows all the way through to Trefoil Guild members, take over their park for an incredible exclusive event.

Opportunities like this, provided by amazing corporate partners like Pleasurewood Hills, allow our members amazing safe spaces to be surrounded by their guiding peers in complete comfort. The exclusive nature of this event, as shown through the feedback our members provided, made the day even more enjoyable. Girlguiding Anglia provides a safe space for girls and young women and this event was made all the more special as we were able to deliver that exclusivity.

The thrilling nature of a theme park enabled us to offer a completely different experience to our members and demonstrate how Girlguiding Anglia offers adventure and excitement to their members.



Rewarding and flexible volunteering

Our second organisational pillar is to offer rewarding and flexible volunteering.

We want to create a culture where volunteers feel valued, supported and able to give their time in a way that works for them.

Our goal is to build flexible opportunities, remove barriers, and make volunteering a rewarding experience at every stage.

Our focus areas are:

Volunteer conversion and joining processes

Make the journey into guiding simple, supportive and welcoming – from first interest to fully involved. Let's streamline systems and remove friction, so more volunteers can start making a difference, faster.

Volunteering culture

Build a culture where every volunteer feels part of something positive, inclusive and empowering. Let's listen, adapt and create space for people to volunteer in ways that suit their lives.

Recognition and experience

Celebrate the difference volunteers make every day, and give them the tools, skills and experiences to grow. Girlguiding Anglia want to show appreciation meaningfully and make guiding a place where people feel proud to belong.

Through training and practical support, we will help counties, members and staff embed national Girlguiding initiatives in a way that works locally and makes a lasting impact.



In 2024, we continued to invest in the development of our volunteers, offering a wide range of training opportunities to help them grow in confidence, lead safely, and deliver brilliant guiding experiences.

We've continued to invest in high-quality, accessible training that empowers volunteers at every stage of their journey. From leadership development and role-specific support to inclusion and safeguarding, our sessions are helping members build skills, grow in confidence and deliver safe, inspiring guiding across the region.

The **Leadership Development Programme** (LDP) remained a key focus, with 33 webinars delivered and 113 members completing the full training. In total, 653 members attended LDP sessions throughout the year, showing a strong appetite for leadership learning and progression.

First Response skills were also prioritised, with 115 members successfully having their external qualifications verified – ensuring safe and confident practice across the region.

125 members attended **Adjustment Plan** training, helping leaders create inclusive experiences for all young members.

105 members took part in **commissioner induction** or commissioner-specific training sessions, ensuring best practice and support for our commissioners.

53 members joined the '**Four Steps to Recruitment Success**' sessions, supporting effective volunteer growth at local levels.

22 young members attended a dedicated **young leader** training day, developing skills and confidence for future leadership.

Outdoor adventure is a core part of the guiding experience, and in 2024 we made it more accessible than ever for volunteers to build the skills needed to lead it with confidence.

Through targeted funding support, we delivered a wide range of practical, hands-on training that helped break down cost barriers and open up new opportunities across the region.

Thanks to funding from Girlguiding UK, we were able to heavily subsidise the cost of outdoor qualifications, making them more affordable and accessible. As a result, 24 leaders completed climbing training, 12 gained paddling qualifications, and 12 took part in Generation Green courses – opening the door for more adventurous, outdoor experiences for girls across Anglia.

By reducing the financial burden and creating inclusive, supportive learning environments, we're helping more volunteers gain the confidence and skills they need to take guiding outdoors.



We will celebrate our members by expanding access to events, international trips and awards – creating more ways for them to feel valued, connected and inspired.

Listening to our members, we set out to make recognition more visible, more meaningful, and easier to access.

In 2024, our focus on recognition and appreciation was shaped directly by feedback from members through the membership experience survey. Volunteers told us they wanted more thank yous, more celebrations, and greater visibility of awards – and we responded.

The Anglia Awards Panel was redesigned to simplify the nomination process and make recognition more accessible. A new system was launched allowing county teams to easily order certificates and cloth badges, helping more volunteers feel seen and valued for their contributions.

To celebrate ongoing commitment, we distributed 1,171 one-year pin badges and 641 three-year pin badges to members across the region.

Development has also begun on a wider piece of work to improve awareness of available awards and how to access them. Counties have been contacted as part of this process, helping lay the foundation for a more consistent and visible culture of recognition in guiding.

1171
1-year service badges



641
3-year service badges



Membership Experience Survey feedback highlighted a clear desire from adult volunteers for more opportunities to connect, unwind, and feel part of something bigger. Members shared that events just for them – chances to socialise, celebrate, and enjoy guiding – are a meaningful way to feel recognised and valued.

In response, we've supported a number of events focused on adult engagement and connection. The Leader Christmas Weekend at Hautbois welcomed 38 adult members for a festive, activity-filled break where leaders could simply enjoy being guests. From crafts and climbing to relaxed conversations by the fire, it was a chance to experience the joy of guiding from the other side.

We also saw strong participation in our adult volunteer weekends, including Trefoil and Friends of Hautbois gatherings:

- Trefoil Guild: 40 overnight attendees and 3 day visitors
- Spring Break: 12 full participants, with 4 joining for a Thursday lunch
- Friends of Hautbois AGM Weekend: 8 for the full weekend, 11 for Sunday only
- Christmas get-together: 25 attended, staying various nights, with 10 visiting on Thursday only

The flexibility of these events offered relaxed and informal settings for volunteers to connect, share stories, and recharge and allowed us to reach more volunteers.

To inspire more international guiding adventures, we facilitated adult only trips to Sangam and Switzerland, offering valuable first-hand experience and building confidence in taking girls abroad. These opportunities help volunteers feel more prepared and supported to bring international experiences to their units.

By providing more adult-focused events and experiences, we're helping volunteers feel connected, appreciated and empowered to continue delivering amazing guiding.



We will grow visibility by taking our message on the road – connecting with communities at events, universities and Pride to inspire new volunteers and celebrate who we are.

In 2024, the Region Roadshow gave us a powerful platform to connect with the wider community, celebrate inclusivity, and grow awareness of guiding across Anglia. By attending a wide range of events – from local festivals to university campuses – we brought the spirit of guiding to life in new spaces and reached audiences who may not have otherwise engaged with us.

Our presence at **Essex Pride** and **Norwich Pride** allowed us to show our commitment to being an inclusive and welcoming organisation for all. These events weren't just about visibility – they created genuine moments of connection, where conversations with attendees sparked interest, changed perceptions, and reinforced that guiding is a place where everyone belongs.

The **Suffolk County Show** offered a valuable opportunity to engage with the general public and promote guiding to families and potential volunteers. With a high footfall and wide-ranging audience, our team had hundreds of

conversations throughout the event – sharing what guiding is all about and encouraging people to get involved, either by volunteering or joining a local unit.

At the 110th anniversary celebration of Girlguiding Hertfordshire, we honoured the history of the region while connecting with members, families, and supporters old and new. It was a proud moment to celebrate our legacy and show how guiding continues to offer relevant and meaningful experiences for today's girls and volunteers.

We also focused on engaging younger audiences by attending **Freshers and Volunteer Fairs** at UEA, ARU, the University of Essex, the University of Bedfordshire, and in Luton. These events were key in raising awareness of volunteering opportunities, especially among students and young adults. Conversations at these fairs led directly to follow-ups from interested individuals, demonstrating the power of face-to-face engagement in building relationships and strengthening the volunteer pipeline.

At **Hautbois Fest** and the **Volunteer Fair** at The Forum in Norwich, we connected with hundreds of attendees from across the region. Whether chatting with long-time members or introducing guiding to someone for the first time, these moments helped reinforce our presence and opened the door for more people to get involved

– whether as volunteers, supporters, or champions in their local communities.

The impact of the Region Roadshow was clear: new connections, increased visibility, and meaningful conversations that brought our values to life. By going out into our communities, we showcased the energy, diversity and opportunity guiding has to offer – and inspired more people to see where they could fit in.



An inclusive and impactful organisation

Our third pillar is our commitment to being an inclusive and impactful organisation.

Our aim is to make all aspects of our operation as inclusive and accessible as possible whilst maximising the effects of what we do.

We want to use our influence to make a big impact on local communities, proudly telling the world about our achievements and girls' voices.

Our focus areas are:

Race and lower socio-economic backgrounds

Exploring ways to make guiding more accessible to girls from racially diverse and lower socio-economic backgrounds. Focused on increasing awareness, removing barriers, and creating welcoming spaces where all girls can get involved and thrive.

Maximising the benefit of our new brand

Looking at how we can make the most of our brand to support and uplift all members. Exploring ways it can add value, build pride, and strengthen connection across guiding communities.

Increasing brand awareness and visibility

Finding new ways to raise awareness and make our presence better known across the region. Focused on growing visibility, reaching new audiences, and celebrating what guiding has to offer.

Through recognising and valuing every volunteer and member, we will create inclusive spaces where everyone feels supported, appreciated and empowered to thrive.

Girlguiding Anglia's inclusion team blossomed in 2024, now boasting a team of 6 eager volunteers working hard to support members and transform the space.

The team have been working hard to bolster the organisation's inclusion action plan, with their first focus on adjustment plans. The process has been improved to include the team in any plans coming into the office for review or support, ensuring exposure to their expertise and experience.

The team meet regularly to discuss plans, are involved in the region's decision making and have proved an invaluable resource in ensuring our practices are as inclusive as possible.

In our 2024 membership experience survey, we asked what could improve volunteer happiness. Members asked for a clear handbook that acts as a one stop shop for rules and procedures and we delivered that.

In 2024 we launched two new documents to answer this request, starting with a 'Welcome to Girlguiding Anglia' document for new volunteers outlining our organisation. We then released a booklet called 'Starting a new unit' to guide new volunteers through Girlguiding procedures. Over 1000 of these documents have been downloaded, giving hundreds of new members a running start.

When surveyed about how we can show how much we value our members, the resounding response was to help them feel heard, and so of course we listened.

In 2024, our chief commissioner and her team hosted quarterly all members calls to give members updates on upcoming events, training, programme and more. The team answered many questions from the members in attendance, and it was a great opportunity to receive feedback, share information about specific projects, and praise members and their amazing work.

We were also very fortunate to partner with Bird & Blend who kindly sponsored one of our all members calls so we were able to send out tea bags to everyone who signed up. Over 100 members got to enjoy a lovely cup of Bird & Blend tea whilst tuning in to our all members call.

**Over
400
members
booked
on to
our all
members
calls in
2024.**



Through bold and engaging marketing campaigns, we will celebrate the impact of guiding and inspire more people to volunteer and get involved.



In 2024, brand-boosting efforts focused on increasing visibility and relevance through strategic partnerships and event presence.

Girlguiding Anglia worked with creative agency Creativity Unbound to refine messaging and visuals, while attending events like Pride and university freshers fairs to reach new audiences, celebrate inclusivity, and spark conversations about volunteering and the impact of guiding.

Creativity Unbound supported us in developing bold, engaging visuals and messaging that reflects the energy and inclusivity of guiding today. Our second year of this partnership produced several digital campaigns, recruitment resources and consistent organic recruitment through social channels.

Girlguiding's refreshed branding was showcased at key regional events, including Freshers Fairs, where teams connected with students interested in volunteering, and at Pride celebrations, where Girlguiding proudly stood as an inclusive, welcoming space for all. These efforts not only raised awareness but helped build meaningful relationships with new supporters and potential members.



In 2024 the delivery team ran a series of strategic marketing campaigns to boost visibility, recruit new volunteers, and challenge stereotypes, all while celebrating the power of guiding.

Pass It On

Returning during Volunteers' Week, the Pass It On campaign encouraged adults to share their personal qualities – like confidence, creativity, and kindness – with the next generation through volunteering. The “You can, she can” video, filmed at Hautbois Activity Centre, reached nearly 250,000 people through digital channels and helped drive an increase in volunteer interest across the region.

Challenging Gender Stereotypes

In October, a national campaign explored the harmful impact of gender stereotypes on girls' confidence. By contrasting AI-generated images of men in active, traditionally masculine roles with real photos of Girlguiding members doing the same, the campaign powerfully challenged assumptions and promoted the limitless potential of girls.

Give Her Your Gift

Building on Pass It On, this campaign invited people to see volunteering as a personal legacy – framing it as a gift of time, experience, and support to help girls thrive. Featuring real volunteer stories and warm, emotive visuals, the campaign built on how we want to celebrate every volunteer and all they do for our young members.

**You're amazing, awesome, helpful,
inspiring, compassionate, kind.
Pass it on...**



Exploring ways to deliver an impactful service while improving access to Hautbois through funded travel and lower guiding package prices, making adventures more affordable and inclusive.

Creating inclusive, memorable experiences at Hautbois has remained a priority throughout 2024. This year, we made several key changes and introduced new support options to ensure that more members – regardless of age, experience level, or location – could enjoy everything our region’s activity centre has to offer.

Our Taste of Adventure packages were specifically designed to be accessible and welcoming, particularly for leaders who are newer to planning residential or outdoor activities. These packages provide a guided, low-barrier way for units to experience the excitement of Hautbois without the pressure of organising a full camp from scratch, all whilst keeping costs low. These options continue to provide flexibility and support for units with varying needs, while still delivering the core guiding adventure.

380 girls took part came to Hautbois with the Taste of Adventure package in 2024



To extend the opportunity for adventure even further, we reviewed and reduced the minimum age for Katakana water sessions. Lowering the requirement from 7+ to 4+ meant Rainbow groups could safely join in, many for the first time. This change resulted in a 100% increase in participation in Katakana activities, from 187 in 2023 to 373 in 2024 – evidence of the enthusiasm and demand for age-appropriate water-based activities across the region.

We recognised that travel can be a barrier for some units – particularly those coming from more rural or distant areas – and took action to reduce this challenge.

For Hautbois Fest, we introduced a shuttle bus service, which was used by 141 members, and provided £3,088 in **travel bursaries** to help cover transport costs. These efforts made a real difference, with units attending from as far away as Oxfordshire, including 3rd Brize Norton RAF Guides (172 miles), 11th Abingdon (165 miles), and 2nd Kidlington Guides (155 miles). Their journeys are a clear sign that our region’s shared commitment to inclusion and opportunity is being felt far and wide.

We also took steps to make Hautbois events more welcoming for members of all faiths by introducing **allocated prayer spaces**. These designated areas offered quiet, reflective space and supported the inclusive ethos that sits at the heart of everything we do.

Through these combined efforts, like tailored packages, age-accessible activities, spiritual inclusion, and practical travel support, we’re continuing to open the door to adventure for more members than ever before.

In 2024, our retail service continued to deliver fast, friendly, and efficient support, especially for members in rural areas. From uniforms to last-minute resources, the team helped volunteers stay prepared and confident.

“What a great service you give... it’s a 100-mile round trip for me to order in person – and I do live in Norfolk.”

“You’ve helped me out more times than I care to remember!”

It’s this kind of responsive service that makes a real difference behind the scenes, helping guiding run smoothly across the region.

A sustainable and efficient organisation

Our fourth and final pillar is to deliver a sustainable and efficient organisation.

We're aiming to sustain and grow our organisation to be able to carry on guiding in Anglia for years to come.

Let's get the basics right and ensure strong structures and processes, empowering girls to lead the way and find new ways of working.

Our focus areas are:

New delivery models

Explore new opportunities to grow and develop the guiding presence in our region, supporting all levels to adapt, change and stay up to date with the evolving society of today.

Future financial models

Creating financial sustainability and investing in our organisational future. Working with different funding sources to aide us in maintaining and growing the membership base of Anglia and supporting new guiding presences to flourish.

Digital futures

Supporting our membership through proper and effective communication and resources to adapt and prosper whilst working through changes in the digital process sphere. Encouraging training and development whilst future-proofing our own internal digital practices.

Through a range of funding opportunities, we will deliver guiding to groups of girls that are from poor economic backgrounds, areas of deprivation and girls of colour.

Throughout 2024, we were fortunate to be supported by the department of culture, media and sport's (DCMS) 'Uniformed Youth Fund' (UYF) allowing us to create thousands of new opportunities in guiding.

The Uniformed Youth Fund is a £15.52 million government programme. It aims to support non-military Uniformed Youth Organisations to tackle their existing teenager waiting lists in England. Girlguiding UK have secured nearly £2 million of this fund to help increase our capacity for Guides and Rangers.

In 2024, this funding supported us in opening 16 brand new units in Anglia region, 4 of which were in areas ranking in the Index of Multiple Deprivation between 1 and 5 (the lowest 50%). This has allowed dozens of girls in more deprived areas to access the amazing Girlguiding programme which can offer them so many more opportunities that aren't an option through traditional routes of education.

The UYF helped us create

875

spaces

in existing units.

That's a total of

1145

spaces

including new spaces.

Of the new spaces,

623

are filled,

which is amazing!

And the UYF helped us recruit

123

new volunteers

who are all inspiring!

Outside of DCMS, Girlguiding Anglia's 'new unit grant' helped many new units secure funds to aid them in setting up their unit, supporting costs for uniform, promise badges, unit meeting activities, and additional support money for rent or license fees for virtual meeting platforms.

18 units received Anglia new unit grants totalling £4,713.28 of funding to support building a guiding presence in local areas and create new spaces and opportunities for young members. This funding created a total of 204 new spaces which means countless girls over the next few years will now have access to the guiding programme.

A further source of funding that Girlguiding Anglia were able to secure for further unit support in 2024 was the 'Cost of living grant' made available to us by Girlguiding to support units who might be struggling with increasing costs in the current financial situation.

The fund, totalling £40,000, was split up into smaller grants of up to £250 with the aim of supporting units with rent, subscriptions or providing activities for their young members. 130 units applied and received grants, with the remaining funds distributed amongst counties to offer unit specific support to those who did not apply but were facing financial hardship. This fund supported units and individuals to continue guiding, offering exceptional experiences to our members.

Supporting our members, both financially and as a service remains a top priority for Girlguiding Anglia, whether through retail, training, Hautbois or enquiries.



The amazing retail team spent 2024 working hard creating quality and affordable products to support the service that Anglia offers to its members.

The consistent message from the feedback we receive is that members love our retail service, which is so important to the sustainability of our organisation.



Members love the service from our region shop, whether it's due to the consistent hard work of our retail team to deliver products to members with speed and efficiency, the phenomenal customer service every member receives, or the amazing Anglia merchandise.



The range of **Anglia merchandise** has expanded in 2024 to include Trefoil, unit helpers, travel mugs and bobble hats (which were a smash hit). Not only do the team design and deliver this range, but they work closely with the communications and events teams to create quality merchandise for events such as **Hautbois Fest and Anglia's Pyjama Party**. The work the retail team do ensure members can access our high quality, affordable products, and can keep something to retain lasting memories for years to come.

'Nice gifts for my pack holiday leadership team' (Anglia bobble hat and coffee cup) - Jaqueline S

'As usual ...much better than the "official" stuff from trading!' (Anglia Leader Navy hoodies) - Stella G

As a region, the support we deliver to prospective, new and existing members is an essential service we provide. The membership services team in 2024 worked flat-out to make sure that every enquiry was answered in a timely, efficient manner with the importance or discretion each one deserved.

2024 saw a whopping 283 support enquiries answered, which is an 8.8% increase from 2023.

This statistic also doesn't include any enquiries about region events or training, which makes the number all the more impressive. These enquiries range extensively in topics from parents enquiring about waiting lists and any available spaces in their area, unit leaders and commissioners looking for support with GO, the learning platform, 'safer guiding' or compliance, volunteer enquiries and much more.

A particular area of focus in 2024 was **technical assistance** for those having issues with the transition to 'safer guiding' or issues with the learning platform. This essential service has a huge impact on members who might feel disenfranchised by technical changes and helps to make sure they feel heard and supported through the changes.

In our 2024 membership experience survey, we asked if we were to offer any kind of financial training, what would our members like to see this on, to which the resounding response was for additional training on budgets.

In reaction to this, our training team set up and delivered some fantastic **budget training** to over 40 volunteers, encouraging best practice and helping units maintain financial stability across the region. This is yet another example of how Girlguiding Anglia can provide training on transferable skills that help our members outside of guiding.

Another successful set of training in 2024 was the '**4 steps to recruitment success**' programme which delivered sessions to dozens of volunteers with district, division and county roles and gave them the skills and confidence to go out into their local area and recruit volunteers and support girl recruitment.

Further external funds increase our ability to offer girls adventurous opportunities, but also improve our environmental sustainability.

In 2024, we secured further funding to be able to support adventure delivery for our members, thanks to a fund made available to us from Girlguiding UK. This £24,000 pot allowed for so many amazing opportunities.

A cumulative 18% of the funding went on supplying either **travel bursaries** or a **shuttle bus service** for Hautbois Fest, allowing greater access to the centre, which is often difficult to reach via public transport, especially when travelling as a unit.

Providing **adventure training opportunities** was another outcome of this funding, with an amazing opportunity for leaders to complete their British Canoeing Paddlesport Instructor level 1. This fantastic opportunity has been able to up-skill some of our amazing leaders, empowering them to be able to take their young members on amazing adventures that take them outside of their comfort zone and into adventure.

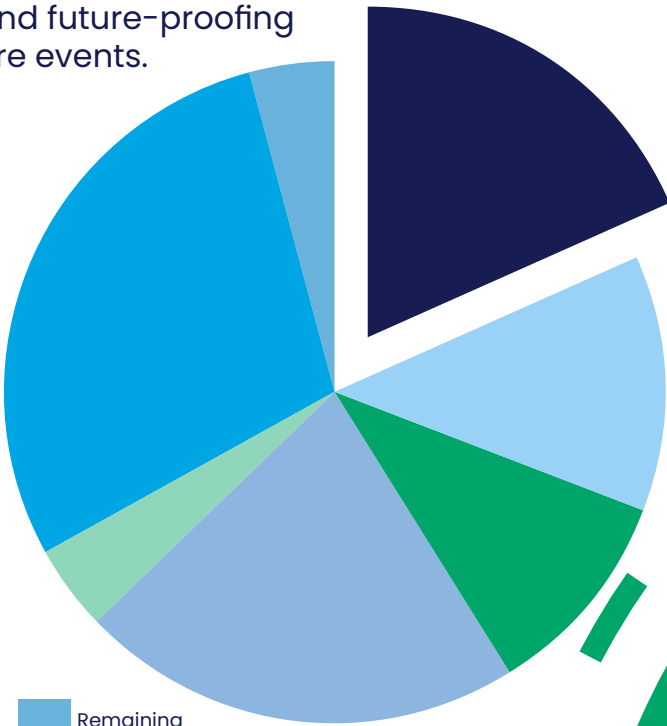
Another portion of the money went to improving the Hautbois site, making consistent groundwork improvements, increasing access across different areas of the site and future-proofing the routes for future events.

As a charity focused on the wellbeing, growth and futures of girls and young women, we know the importance of being environmental stewards, and in 2024, thanks to the Youth Investment Fund, we were able to take steps to reduce our environmental impact.

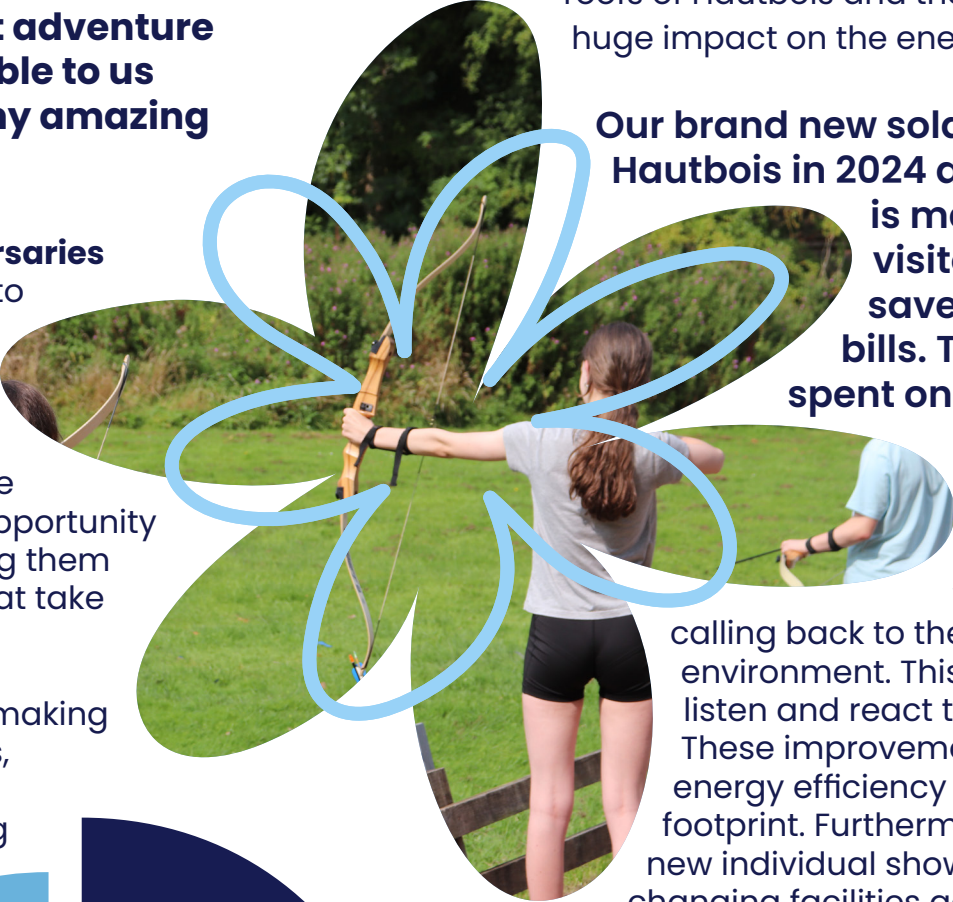
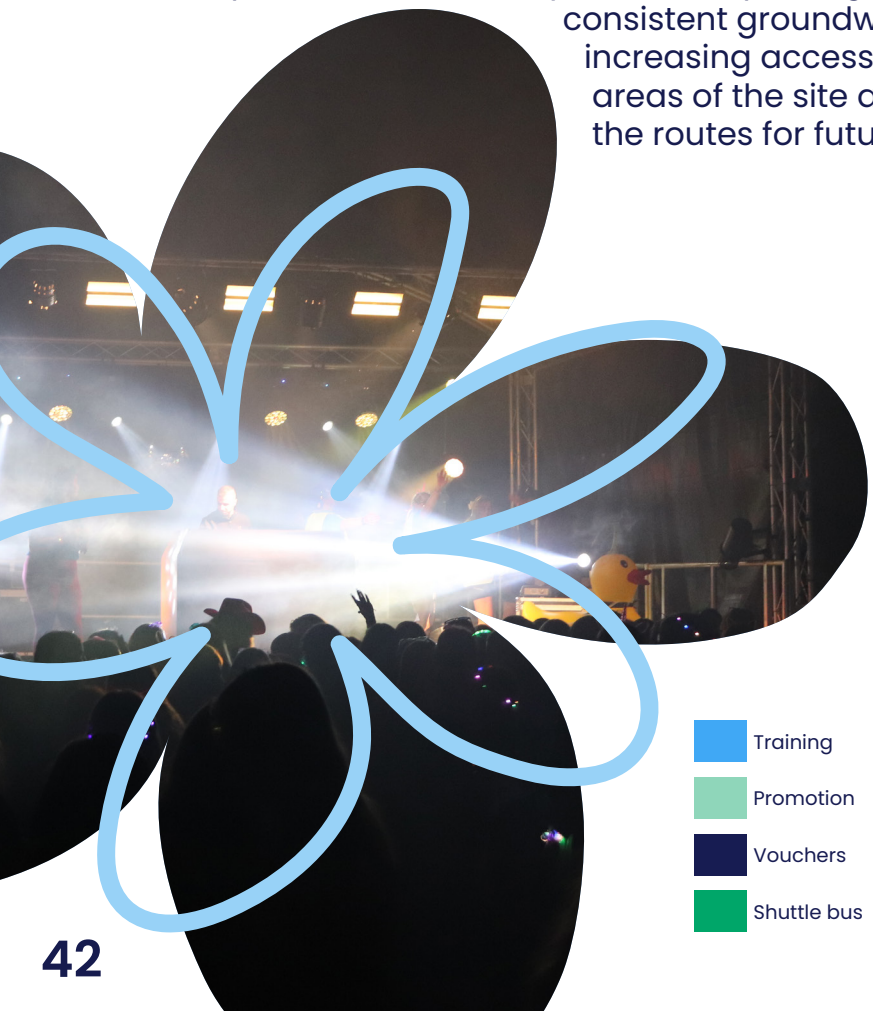
This external grant, from the Department of Culture, Media and Sport, facilitated a wave of very exciting changes at Hautbois Activity Centre and the Anglia region office. The roofs of Hautbois and the office are now adorned with solar panels which have had a huge impact on the energy usage of both buildings.

Our brand new solar panels generated 17% of all the electricity used at Hautbois in 2024 and almost a third of the region office's usage. This is made even more impressive given that Hautbois' visitor numbers went up by 5% and subsequently saved the organisation money in times of rising energy bills. This money was then able to be reallocated to be spent on furthering our charitable purposes.

In addition to the solar panels, the fund also allowed for the installation of new secondary double glazing and improved roof and wall insulation at Hautbois, again calling back to the girl's voice key theme of the environment. This demonstrates our ability to listen and react to the voice of our members. These improvements have further increased energy efficiency and reduced our carbon footprint. Furthermore, the funding paid for new individual shower cubicles and disabled changing facilities goes a further step to increasing Hautbois' inclusivity and accessibility for those with additional access needs and different gender identities.



- Training
- Promotion
- Vouchers
- Shuttle bus
- Remaining
- Travel bursaries
- Improved site access



Subscriptions

How subs money is spent

Subscriptions are a vital part of how we fund guiding across Anglia. Every year, they help us support thousands of volunteers and create more opportunities for girls to grow, have fun and feel proud of who they are.

What subscriptions support

In 2024, the regional element of the annual subscription helped us:

- run events and training for volunteers across the region
- develop new resources and programmes to support unit leaders
- provide compliance support and guidance when it's needed most
- offer grants to help units grow, stay open or reach more girls
- support counties and divisions with tools, advice and connections
- invest in digital systems to make admin simpler and smoother
- fund our skilled staff team who help keep things running behind the scenes
- deliver communications and marketing campaigns to raise awareness and grow guiding in our region

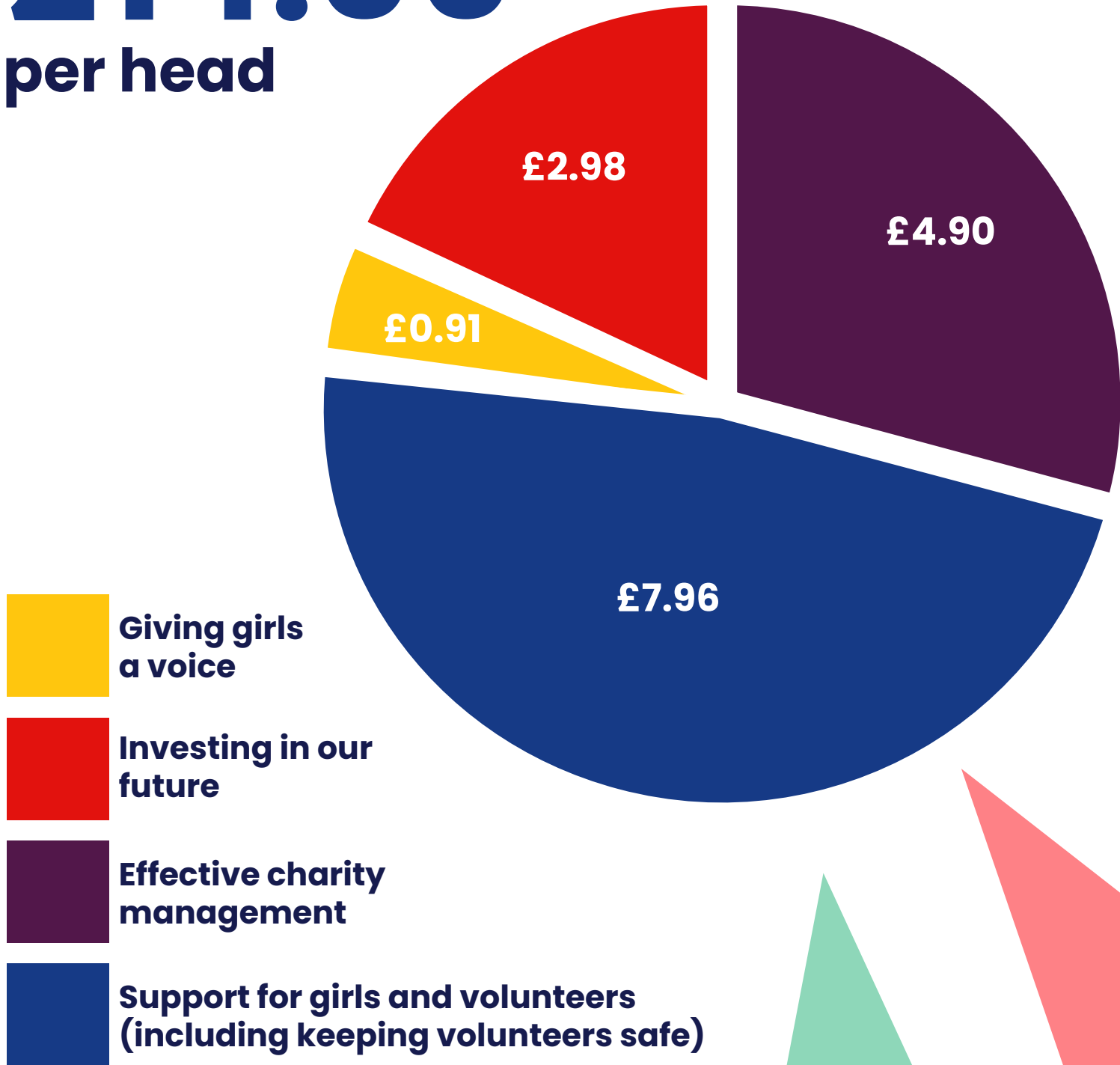
Everything we do with subscriptions is designed to help volunteers feel supported and confident, and to give girls the best possible guiding experience.

Keeping it fair

We know how important it is to keep guiding affordable for everyone. That's why we work hard to make sure our part of the subscription offers good value and supports things that directly benefit our members.

We're always looking at how we can do more with less – from sharing resources to streamlining processes – so that more of your time and energy can go to what matters most: your girls.

£14.00
per head



Charity reference & administrative details

Registered charity name	The Guide Association Anglia region	
Operating as	Girlguiding Anglia	
Charity number	278508	
Auditor	Lovewell Blake LLP	
	Bankside 300,	
	Peachman Way,	
	Broadland Business Park	
Bankers	Norwich NR7 0LB	
	Barclays Bank PLC	Lloyds Bank PLC
	St George House	16 Gentleman’s Walk
	1 Guildhall Street	Norwich, NR2 1LZ
Chief Commissioner	Cambridge, CB2 3NH	
	Karen Johnson	
Management Team	Amanda Bayfield	Executive manager (to 30 June 2025)
	Stephanie Arnold	Deputy executive manager (from 12/04/2024)
	Louise Copley	Retail manager
	Bonnie Dillaway	Communications & opportunities manager (to 18/10/2024)
	Fiona Hunter	Centre and estate manager (to 17/12/2024)
		Deputy executive manager (from 17/12/2024 to 04/04/25)
		Interim executive manager (from 04/04/25 to 02/06/25)
		Executive manager (from 02/06/25)
	David Maidstone	Finance manager (to 20/06/2024)
	Thiago Vianna	Finance manager (from 1/07/2024 to 30/06/25)
	Lucy Martin	Membership support manager
Principal Office & Registered Address	Girlguiding Anglia	
	7 Great Hautbois Road	
	Coltishall, Norwich	
	Norfolk, NR12 7JN	

Trustees

The trustees are the voting members of the Girlguiding Anglia executive committee. The trustees who have served the charity since 1 January 2024 are as follows:		
Karen Johnson	Chief commissioner for Anglia	
Claire Course	Deputy chief commissioner	
Emma Etherington	Treasurer	Until 15 October 2024
Laura Kennard	region appointment / treasurer	From 19 August 2024
Pat Pinington	region appointment	Until 31 December 2024
Fiona Joines	region appointment	Until 30 April 2024
Gill Lake	Chair of finance committee trustee	From 27 July 2024
Bethany Sim	Grassroots trustee	Until 16 March 2024
Ruth Vaughan	External trustee	
Rosemary Jeffery	County commissioner trustee	
Carole Davies	County commissioner trustee	
Katherine West	County commissioner trustee	Until 14 August 2024
Sarah Cheetham	County commissioner trustee	From 27 July 2024
Angela Ellis	Grassroots trustee	From 27 January 2025
Heather Lee	Grassroots trustee	From 27 January 2025
Carolyn Hare	Region appointment	From 15 March 2025
Ally Warren	Region appointment	From 15 March 2025
Hannah Jeans	Girls Advocate Panel (GAP) chair	From 17 May 2025

Trustees' report

The trustees are pleased to present their report and the financial statements of the charity for the year ended 31 December 2024.

Statement of trustees' responsibilities

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 charity and of the incoming resources and application of resources of the charity 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 of the Charities SORP 2019 (FRS102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable 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 charity will continue in operation.

The trustees are responsible for keeping proper accounting records explain the charity's transactions that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial may differ from legislation in other jurisdictions.

Structure, governance and management

Girlguiding Anglia comprises twelve guiding counties. It is one of the nine countries and regions of Girlguiding (the operating name of The Guide Association), which is the leading youth organisation for girls and young women in the UK.

Girlguiding Anglia was established by The Guide Association (registered charity number: 306016) ('**Girlguiding**') board of trustees in line with the powers delegated to them as described in Bye Law 8.2.c in the Royal Charter. 'The Guide Association Anglia region' has the operating name '**Girlguiding Anglia**'

Girlguiding Anglia's executive committee is responsible to the Girlguiding executive committee for the direction of the general development of the principles, aims, policy, organisation and rules of The Guide Association, as set out in the current issue of The Royal Charter and Bye-Laws and including Girlguiding policies and procedures. The day-to-day management of Girlguiding Anglia is delegated to the senior management team with oversight from the chief commissioner.

Girlguiding Anglia will undertake periodic benchmarking of the salary scale and gradings of senior management salaries when they see a need to do so, or at least every 3 years.

- The human resources committee will consider a variety of factors when setting any annual increases and reviewing salaries including:
- Inflationary pressures (as measured by the government's Consumer Price Index, Retail Price Index, and any other relevant measures)
 - The need to meet legal minimum wage requirements (e.g.) National Living Wage and National Minimum Wage
 - Affordability, including the need to build reserves for future investment.
 - What is happening to salaries externally in the public, private and third sectors (benchmarking) and the need to address any recruitment or retention difficulties.
 - Service and dedication of staff

Recruitment, appointment and training of trustees

- Girlguiding Anglia's constitution provides for a minimum of 9 and maximum of 15 trustees, as follows:
- Chief commissioner (chair);
 - Deputy chief commissioner (vice chair);
 - Region treasurer;
 - The chair of the finance committee
 - The chair of the Girls' Advocate Panel
 - Two to three Anglia region county commissioners;
 - One to three Anglia region appointment holders;
 - One to two Anglia region grassroots leaders; and
 - Up to two external trustees.

The first four roles above are ex-officio roles; whilst the others are elected roles. The appointment of the trustees is constituted as follows:

- the chief commissioner is appointed by the chief guide of Girlguiding;
- the deputy chief commissioner is appointed by the chief commissioner of Girlguiding Anglia;
- the region treasurer is appointed by the Board of trustees, on the recommendation of the chief commissioner;
- the chair of finance committee is appointed by the chief commissioner
- the chair of the Girls' Advocate Panel is appointed by the board of trustees
- the three county commissioner trustees are elected by all the county commissioners within Girlguiding Anglia;
- the three region appointment holder trustees are elected by the board of trustees;
- the grassroot leader trustees are elected by the board of trustees on the recommendation of their county commissioner;
- the external trustees are appointed by the board of trustees.

Upon appointment, all trustees receive training in their duties and responsibilities to the charity and are offered further on-going training opportunities to ensure good governance as appropriate.

Risk management statement

The major risks facing the charity are reviewed and carefully scrutinised by the trustees on a regular basis. Ownership of each of these risks has been identified and systems have been developed in order to take steps to mitigate them. A full risk register, detailing all the risks, owners of the risks and mitigating actions has been compiled and is available at the charity's registered office. Key risk areas (with examples) are:

- Governance, regulatory & compliance (legislative changes, lack of suitable trustees)
- External (safeguarding, international travel restrictions)
- Operational (staff numbers and qualification, equipment malfunction, over subscription to events)
- Financial (insufficient funds, accounting error, fraud)

Mitigating measures that the trustees have introduced include:

- Attending external briefings
- Employing and training competent staff
- Maintenance contracts and equipment insurance for all critical equipment (including IT)
- Specialist committees overseeing each area of the organisation led by experienced people.
- Internal reviews by trustees of areas of the charity
- Tendering for major contracts
- Use of external professionals.

Objectives and activities

The charity's aims and objectives are described in The Royal Charter of The Guide Association 1922. The current statement of purpose and aim of guiding are as follows:

Statement of purpose

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

The aim of guiding

The aim of guiding is to help girls and young women develop emotionally, mentally, physically and spiritually, so that they can make a positive contribution to their community and the wider world.

Girlguiding Anglia, as part of Girlguiding, is responsible for enabling and encouraging the fulfilment of the above statement throughout the region and its twelve counties.

Volunteers

We thank all our volunteers. Without their hard work, Girlguiding wouldn't exist. They manage everything from local units to providing skills advice and serving as trustees. We are proud to be a volunteer-led organisation.

Statement of public benefit

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

The trustees believe that the activities Girlguiding Anglia undertakes throughout the region, such as events and projects for young members and learning and development opportunities for adults, benefit the public by aiding the personal development and wellbeing of girls, young women and adults through the pursuit of Girlguiding's aims.

The chair of trustees and chief commissioner's Report on pages 7 to 8 gives details on what has been achieved in 2024.

Review of financial position

The financial statements annexed to this report are those of Girlguiding Anglia and reflect the activities the region undertakes. Counties, divisions, districts and units are responsible for their own finances.

The statement of financial activities (SOFA)

Income and expenditure for the year are detailed in the SOFA, together with net gains or losses on investments. These are shown separately for the association's unrestricted funds, which may be used at the discretion of the trustees, and the association's restricted trust and special funds, which must be spent in accordance with the donors' wishes.

Net income before other recognised gains and losses for the year amounted to £52,586 compared with net income of £150,770 in 2023. Total gains on investments amounted to £87,020 compared with £188,324 in 2023.

An important feature of the SOFA is the analysis of expenditure between direct charitable expenditure on the charity's activities and support costs. Direct charitable expenditure represents 84% of the total expenditure, compared with 84% in 2023.

The principal funding sources in 2024 are subscriptions and region activities £1,137,340 (2023 : £756,483) Hautbois Activity Centre £894,974 (2023 : £723,270) and retail trading £204,555 (2023 : £198,800).

Risk and going concern

In 2024, Girlguiding Anglia managed a range of risks influenced by global financial instability, natural disasters and conflicts. Operational risks included workforce changes, prompting a staff restructure in January 2025 to align with our strategic goals.

Access to guiding remains a key risk, addressed through the growth and retention strategy and supported by a £2 million national Department for Culture, Media and Sport (DCMS) grant. Girlguiding Anglia's share of £191,908 is being delivered over a two-year project running to March 2025, with a possible one-year extension under discussion. This funding is enabling the region to expand capacity and improve accessibility to local Guiding.

Volunteer support continues to be a priority, with increased investment in flexible learning through online tools and video conferencing.

All risks are actively monitored by the board of trustees, ensuring strong governance and positioning the charity to remain a going concern.

Investment policy

The investment powers of Girlguiding Anglia are set out in The Royal Charter and Byelaws of The Guide Association 1922. There are no restrictions on the charity's power to invest. An investment strategy is set by the trustees every five years, within an overall agreed policy in which investment is in a low- and medium- risk portfolio, with a view to ensuring that capital appreciation of such investments exceeds inflation over a five-year period. This is monitored regularly.

Reserves policy

Girlguiding Anglia has restricted reserves of £56,269 (2023 : £123,305) as detailed in note 19. These are governed by restrictions when they were received.

In addition, out of the unrestricted reserves of £4,385,544 (2023: £4,178,902) a total of £176,763 has been designated for specific purposes by the charity's trustees (2023 : £141,541). See note 19 for details.

Free reserves represent the working capital of the association available to support short and medium term objectives and to safeguard against unexpected decreases in income. It is the policy of Girlguiding Anglia to maintain unrestricted funds, which are the free reserves of the charity, of around six months' forecast expenditure, including any planned projects or capital expenditure. This policy is reviewed by the board of trustees on an annual basis.

For the year ended 31 December 2024 our free reserves are £1,289,398 (£1,199,754 in 2023) after the deduction of unrestricted tangible assets and investments. Six months' expenditure and capital commitments have been calculated at £1,169,565 (£842,858 in 2023). Any surplus will be carried forward to further the aims of the charity.

Fundraising policy

Girlguiding Anglia does not normally undertake any fundraising activities from the public, either directly or using an agency. As such, we do not currently subscribe to a fundraising code or regulation. We are not aware of any failures, during the year ended 31 December 2024 (2023: none), by the charity or any person acting on its behalf, to comply with any fundraising standards, nor did we receive any complaints about fundraising activity.

Our staff have been provided with training on how to protect vulnerable people and other members of the public from behaviour which is an unreasonable intrusion on a person's privacy; or which is unreasonably persistent and places undue pressure on a person to give money or other property.

True and fair override

The financial statements have been prepared to give a ‘true and fair’ view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a ‘true and fair’ view. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) issued on 16 July 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn.

Approval of the annual report

This report was approved on 26 July 2025 and signed on behalf of the board of trustees by Karen Johnson (chief commissioner and chair of trustees)



Independent auditor’s report to the trustees of The Guide Association Anglia region (T/A Girlguiding Anglia)

Independent auditor’s report to the trustees of The Guide Association Anglia region (T/A Girlguiding Anglia)

Opinion

We have audited the financial statements of The Guide Association Anglia region (the ‘charity’) for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including 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 charity’s affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charity 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 trustees’ 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 charity’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 trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees’ annual report², other than the financial statements and our auditor’s report thereon. The trustees are responsible for

Independent auditor's report

the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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 that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 2, 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 the trustees 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 charity'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 charity or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the act and relevant regulations made or having effect thereunder. 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. Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management and those charged with governance;
- Enquiry of entity staff compliance functions to identify any instances of non-compliance with laws and regulations;

- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to 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 charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Lovewell Blake LLP, Statutory Auditor
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

Lovewell Blake LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

Independent auditor's report

Statement of financial activities for the year ended 31 December 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total funds 2023 £
Income					
Donations and legacies	2	37,034	7,185	44,219	63,229
Income from charitable activities	3	2,192,774	44,095	2,236,869	1,678,553
Other income	4	33,200	-	33,200	103,043
Investment income	5	77,429	-	77,429	36,134
		-----	-----	-----	-----
Total income		2,340,437	51,280	2,391,717	1,880,959
		-----	-----	-----	-----
Expenditure					
Charitable activities	6	2,296,251	42,880	2,339,131	1,730,189
		-----	-----	-----	-----
Total expenditure		2,296,251	42,880	2,339,131	1,730,189
		-----	-----	-----	-----
Net income / (expenditure) before gains and losses		44,186	8,400	52,586	150,770
Net gains on investments	11	87,020	-	87,020	188,324
		-----	-----	-----	-----
Net income / (expenditure)		131,206	8,400	139,606	339,094
Transfer between funds		75,436	(75,436)	-	-
		-----	-----	-----	-----
Net movement in funds		206,642	(67,036)	139,606	339,094
Reconciliation of funds					
Total funds brought forward		4,178,902	123,305	4,302,207	3,963,113
		-----	-----	-----	-----
Total funds carried forward	19	4,385,544	56,269	4,441,813	4,302,207
		-----	-----	-----	-----

All income and expenditure derive from continuing activities.

The notes on pages 18 to 35 form an integral part of these financial statements.

Balance sheet as at 31 December 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	10	1,298,425	1,232,947
Investments	11	1,797,721	1,710,701
		-----	-----
		3,096,146	2,943,648
Current assets			
Stocks and work in progress	12	20,227	21,535
Debtors	13	79,126	73,605
Cash at bank and in hand	22	1,604,558	1,523,557
		-----	-----
		1,703,911	1,618,697
Creditors: Amounts falling due within one year			
	14	(358,244)	(260,138)
		-----	-----
Net current assets		1,345,667	1,358,559
		-----	-----
Net assets		4,441,813	4,302,207
		-----	-----
The funds of the charity:			
Restricted funds		56,269	123,305
Unrestricted funds			
Unrestricted income funds		4,208,781	4,037,361
Designated funds		176,763	141,541
		-----	-----
Total unrestricted funds		4,385,544	4,178,902
		-----	-----
Total charity funds	19	4,441,813	4,302,207
		-----	-----

Approved by the board on 26 July 2025 and signed on its behalf by:



Karen Johnson
Chief commissioner



Laura Kennard
Treasurer

The notes on pages 18 to 35 form an integral part of these financial statements

Statement of cash flows for the year ended 31 December 2024

	Note	2024 £	2023 £
Cash flows from operating activities:			
Net cash used by operating activities	22	271,494	236,309
		-----	-----
Cash flows from investing activities:			
Payments to acquire fixed assets	10	(219,442)	(84,011)
Interest received		28,949	26,953
		-----	-----
Net cash used in investing activities		(190,493)	(57,058)
		-----	-----
Change in cash and cash equivalents in the period		81,001	179,251
Cash and cash equivalents brought forward		1,523,557	1,344,306
		-----	-----
Cash and cash equivalents carried forward	23	1,604,558	1,523,557
		-----	-----

The notes on pages 18 to 35 form an integral part of these financial statements.

Notes to the financial statements
for the year ended 31 December 2024

1 Accounting policies

Basis of preparation

The accounts (financial statements) have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared in accordance with the historical cost convention except for the revaluation of certain fixed asset investments.

Girlguiding Anglia constitutes a public benefit entity as defined by FRS102. The charity is unincorporated and is not part of a group. The financial statements are prepared in pounds sterling and are rounded to the nearest pound.

Going concern

The trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern.

The trustees make this assessment in respect of a period of at least one year from the date of authorisation and issue of the financial statements and have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity’s ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

Fund accounting policy

Unrestricted income funds are general funds that are available for the use at the trustees’ discretion in furtherance of the objectives of the charity and which have not been designated for any other purpose.

Restricted funds are those donated for use in particular area or for specific purpose, the use of which is restricted to that area of purpose.

Designated funds are unrestricted funds set aside at the discretion of the trustees for the specific purposes.

Further details of each fund are disclosed in note 19.

Income recognition

Income is recognised where there is entitlement, it is probable that the income will be received, and the amount can be measured with sufficient reliability. Donations are recognised only once received, and any conditions that are attached are recognised through placing in appropriate funds (restricted or designated).

Membership subscriptions are received from Girlguiding in April for the year March to February and recognised for the period they relate to. Shop income and income derived from events is recognised as earned (that is, as the related goods or services provided).

Government grants have been recognised where payment has been approved and may not have been received.

Investment income is recognised on a receivable basis.

Expenditure recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure, it is probable that settlement will be required, and the amount can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Tangible fixed assets

Items of property and equipment costing over £1,000 are capitalised at original cost (or valuation if gifted). Where fees have been incurred these are capitalised with the purchase cost and depreciated as the main asset.

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset category	Annual rate
Land	Not depreciated
Freehold property	2% on cost
Ancillary buildings	5% on cost
Equipment	10% – 20% on cost
Building improvements	2% on cost

Investments

Fixed asset investments are included at cost of acquisition and then market value at the balance sheet date.

Realised gains and losses on investments are calculated as the difference between sales and proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the statement of the financial activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the statement of financial activities based on the market value at the year end. The charity does not acquire, or use put options, derivatives or other complex financial instruments.

Stock

Stock is valued at the lower of actual cost (FIFO) and net realisable value, after due regard for obsolete and slow-moving stocks. Net realisable value is based on selling price less anticipated costs to completion and selling costs. Items donated for resale or distribution are not included in the statements until they are sold or distributed.

Operating leases

Rentals payable under operating leases are charged in the statement of financial activities on a straight-line basis over the lease term.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any trade discounts due.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Deferred income is known future income that has already been invoiced or cash received as deposits.

Cash at bank and in hand

Cash at bank and 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 only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their fair value as at the balance sheet date. All financial instruments of the charity are measured at cost with the exception of fixed assets which are measured at cost less depreciation; and investments in the charity’s portfolio, which are measured at fair value as at the balance sheet date using the closing market value. The value of investments as well as their original cost is stated in note 11.

Financial assets include investments in the portfolio, the bank balances, trade debtors, accrued income and other debtors but exclude prepayments and taxation. Financial liabilities include trade creditors, other creditors, accruals and deferred income but exclude social security and other taxes due.

Employee benefits

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

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

Pensions

The charity operates two defined contribution pension schemes. Contributions are charged in the statement of financial activities as they become payable in accordance with the rules of the scheme.

Grant making

Grants payable are recognised on approval of the grant by the committee with grant making approval as deemed within their terms of reference, and notification to its recipient to have created an obligation to a third party.

Critical accounting estimates and areas of judgement

In the application of the charity’s accounting policies, which are described above, the trustees are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from those estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the year in which the estimate is revised if the revision affects only that year, or in the period of the revision and future periods if the revision affects both current and future periods.

The trustees do not consider that there are any critical judgements in the financial statements.

2. Donations

	Unrestricted funds	Restricted funds	Total funds 2024	Total funds 2023
	£	£	£	£
Donations	37,034	7,185	44,219	63,229

Of the restricted donations £7,185 were monies raised by the Friends of Hautbois House to maintain and improve the property and estate.
£32,069 of the unrestricted donations were by way of legacy.
Of the £63,229 received in 2023, £7,899 was restricted funds and £55,330 unrestricted.

3 Income from charitable activities

	Unrestricted funds	Restricted funds	Total funds 2024	Total funds 2023
	£	£	£	£
Region				
Subscriptions	740,505	-	740,505	650,995
Delivering guiding	352,740	44,095	396,835	105,488
	-----	-----	-----	-----
	1,093,245	44,095	1,137,340	756,483
	-----	-----	-----	-----
Hautbois				
House fees	92,539	-	92,539	99,498
Camp fees	55,727	-	55,727	61,978
Activities	334,614	-	334,614	331,433
Catering	240,629	-	240,629	213,344
Events	171,036	-	171,036	16,882
Other income	429	-	429	135
Guiding grant (from region)	50,440	-	50,440	38,995
Less: Internal regional subsidy	(50,440)	-	(50,440)	(38,995)
	-----	-----	-----	-----
	894,974	-	894,974	723,270
	-----	-----	-----	-----
Retail				
Sales of purchased goods	204,555	-	204,555	198,800
	-----	-----	-----	-----
	2,192,774	44,095	2,236,869	1,678,553
	=====	=====	=====	=====

The £1,678,553 received in 2023, was £1,598,352 of unrestricted funds and £80,201 of restricted funds.

The Guiding grant (from region) is an internal subsidy of £50,440 (2023 : £38,995) and is recognised as both income above and as a grant expense in note 6 as it is provided as a discount for Girlguiding members using the facilities at Hautbois Activity Centre, compared to other organisations.

Events in 2024 included Hautbois Fest and Pleasurewood Hills takeover.

4 Other income

	2024 Unrestricted	2023 Restricted
Government Energy Grant	33,200	92,983
Pathway Return to Work Grant	-	1,950
National Lottery Million Hours Grant	-	8,110
	<u>33,200</u>	<u>103,043</u>

5 Investment income

	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total funds 2023 £
Interest on cash deposits	28,949	-	28,949	26,953
Rental income	48,480	-	48,480	9,181
	<u>77,429</u>	<u>-</u>	<u>77,429</u>	<u>36,134</u>

Interest includes money market gains that are treated as interest by Lloyds Bank in payments to the charity.

Rental income relates to two properties on the estate and an internal charge for the region office.

6 Analysis of expenditure on charitable activities

	Region £	Hautbois £	Retail £	2024 £
Direct costs				
Staff costs	233,001	560,028	77,106	870,135
Direct costs and delivering guiding	238,282	360,698	138,984	737,964
Office and establishment	23,967	16,919	2,658	43,544
Bank charges	1,227	-	3,112	4,339
Marketing	-	6,276	126	6,402
Property maintenance	13,738	27,180	-	40,918
Estate maintenance	12,757	-	-	12,757
Grants (note 20)	54,444	-	-	54,444
Depreciation	32,128	-	-	32,128
Irrecoverable VAT	98,905	-	-	98,905
Loss on disposal of fixed assets	82,507	-	-	82,507
Support costs				
Staff costs	183,071	-	-	183,071
Office and establishment	58,678	-	-	58,678
Governance	31,781	6,596	-	38,377
Professional fees	29,059	6,574	-	35,633
Depreciation	39,329	-	-	39,329
	<u>1,132,874</u>	<u>984,271</u>	<u>221,986</u>	<u>2,339,131</u>

In addition to the region's costs of £1,132,874 detailed above, the region has provided an internal subsidy of £50,440 (2023: £38,995) to support the activities of Hautbois (as reflected in note 3).

During the year a review of the fixed asset register was carried out and all fully written off and/or no longer in use assets were written out of the register, resulting in a charge in the year of £82,507.

A review of the VAT position at the year end has resulted in identifying irrecoverable VAT of £98,905 as shown above.

*Governance includes insurance, accounting fees, and costs incurred to ensure health, safety and fire protection are all maintained. They do not include trustee expenses save where they relate to those matters.

Comparatives (2023) are on page 25.

6 Analysis of expenditure on charitable activities (continued)				
	Region	Hautbois	Retail	2023
	£	£	£	£
Direct costs				
Staff costs	193,270	505,263	75,415	773,948
Direct costs and delivering guiding	154,021	227,363	132,317	513,701
Office and establishment	13,161	13,361	3,815	30,337
Bank charges	786	-	2,979	3,765
Marketing	-	2,013	376	2,389
Property maintenance	17,321	20,379	-	37,700
Estate maintenance	10,301	-	-	10,301
Grants (Note 20)	16,427	-	-	16,427
Depreciation	70,788	-	-	70,788
Support costs				
Staff costs	148,152	-	-	148,152
Office and establishment	31,814	-	-	31,814
*Governance	35,503	9,298	-	44,801
Professional fees	11,187	2,580	-	13,767
Depreciation	32,299	-	-	32,299
	-----	-----	-----	-----
	735,030	780,257	214,902	1,730,189
	-----	-----	-----	-----

*Governance is defined on page 23.

7 Trustees’ remuneration and expenses

No trustees received any remuneration during the current or previous year.

Nine trustees claimed expenses during the year (2023: 9). The expenses paid to the trustees during the year were travelling expenses and administration costs and these amounted to £5,225 (2023 : £5,472).

8 Net income for the year		
	2024	2023
	£	£
This is stated after charging:		
Operating leases – equipment	1,968	1,221
Auditor’s remuneration;		
- statutory audit accrual	13,750	12,000
- other	6,250	-
Depreciation	71,457	101,579
Loss on disposal of fixed assets	82,507	1,504
9 Staff costs		
The aggregate payroll costs of these persons were as follows:	2024	2023
	£	£
Wages and salaries	966,531	853,629
Social security	64,576	51,518
Other pension costs	18,892	16,037
Other staff costs (including temporary cover)	3,207	916
	-----	-----
	1,053,206	922,100
	=====	=====

The average number of employees (headcount) during the year was 62 (2023 : 56). The full time equivalent (FTE) was 46 (2023 : 45)

No employees earned over £60,000 (2023 none)

The 8 (eight) management personnel of the charity (2023 : six) received a total amount of employee benefits (including employer pension and National Insurance contributions, inclusive of levy) for their services to the charity of £285,895 (2023 : £253,224)

10 Tangible fixed assets

	Freehold land and buildings	Equipment and machinery	Office equipment	Total
	£	£	£	£
Cost				
As at 1 January 2024	1,952,699	422,761	60,004	2,435,464
Additions	121,566	94,274	3,602	219,442
Disposals	(226,301)	(275,864)	(11,824)	(513,989)
	-----	-----	-----	-----
As at 31 December 2024	1,847,964	241,171	51,782	2,140,917
	-----	-----	-----	-----
Depreciation				
As at 1 January 2024	828,620	324,514	49,383	1,202,517
Charge for the year	32,128	33,895	5,434	71,457
Eliminated on disposals	(143,794)	(275,864)	(11,824)	(431,482)
	-----	-----	-----	-----
As at 31 December 2024	716,954	82,545	42,993	842,492
	-----	-----	-----	-----
Net book value				
As at 31 December 2024	1,131,010	158,626	8,789	1,298,425
	-----	-----	-----	-----
As at 31 December 2023	1,124,079	98,247	10,621	1,232,947
	=====	=====	=====	=====

11 Investments held as fixed assets

	Listed investments 2024	Listed investments 2023
	£	£
Market value		
As at 1 January	1,710,701	1,522,377
Revaluation	87,020	188,324
	-----	-----
As at 31 December	1,797,721	1,710,701
	-----	-----
Net book value		
As at 31 December	1,797,721	1,710,701

Listed investments consist of 6,897.98 accumulation units held in COIF Charities Investment fund (2023 : 6,897.98), these are shown net of management fees of £14,301 (2023 : £14,549) The original cost of these investments was £690,000 (2023 : £690,000).

12 Stock	2024	2023
	£	£
Shop goods for resale	20,227	21,535
	-----	-----
	20,227	21,535
	=====	=====

13 Debtors	2024	2023
	£	£
Trade debtors	57,241	54,039
Prepayments	21,885	19,566
	-----	-----
	79,126	73,605
	=====	=====

14 Creditors: amounts falling due within one year	2024	2023
	£	£
Trade creditors	27,587	17,992
Taxation and social security	67,529	16,939
Accruals and deferred income	254,033	206,959
Other creditors	9,095	18,248
	-----	-----
	358,244	260,138
	=====	=====

Included in creditors is deferred income as follows:	2024	2023
	£	£
Deferred income at 1 January	133,153	117,291
Released in the year	(133,153)	(117,291)
Received in the year	234,961	133,153
	-----	-----
Deferred income at 31 December	234,961	133,153
	=====	=====

Deferred income relates to member subscriptions, international trips, Hautbois bookings and other events where money has been received relating to future years.

15 Pension scheme

The charity operates two defined contribution pension schemes. The pension cost charge for the period represents contributions payable by the charity to the schemes and amounted to £18,892 (2023 - £16,037).

At the year end contributions for December were outstanding to be paid to the providers of £3,812 (2023 : £3,997)

All pension costs are allocated to unrestricted funds in line with the staffing to which they relate.

The split of pension between direct and support costs depends on the role of the individual within the organisation.

16 Connected charities

The Guide Association, at Buckingham Palace Road, in London, is an umbrella organisation to the region. The region is one of nine separately constituted country/region associations established under the powers of the Royal Charter to administer guiding in each area.

Within Anglia there are twelve county areas of the Guide Association, each further subdivided into divisions, districts and units. Each county, division, district and unit is responsible for their own finances. Girlguiding is an excepted charity but some levels have registered in their own right as a separate charity, mainly because they own property.

The Trefoil Guild is a connected charity established under the powers of the Guide Association Royal Charter. This Guild has a regional association. The Trefoil Guild is a separate charity and manages its own affairs and prepares its own annual report.

17 Lease commitments

At 31 December 2024, the charity’s future minimum lease payments under non-cancellable operating leases were:

	2024	2023
	£	£
Within 1 year	716	299
Expiring in 2-5 years	-	-
	-----	-----
	716	299
	=====	=====

18 Related party transactions

In 2024, Swann Construction, a company controlled by the partner of the activity centre and estate manager, Fiona Hunter, provided services to the charity of £20,094 for building work (2023 - £8,923). This was specifically approved by trustees following competitive quotation.

There was £300 outstanding to Swann Construction at the year end (2023 £863)

No other related party transactions took place in the year (2023 : nil).

19 Analysis of funds

	At 1 January 2024 £	Income £	Expenditure £	Other recognised gains/losses £	Transfers £	At 31 December 2024 £
Designated funds						
GGA training at a training /activity centre	16,542	135	-	-	-	16,677
Buchanan (chief's discretion)	316	270	-	-	-	586
Anne Dunford legacy	-	32,069	-	-	-	32,069
Hautbois maintenance	122,379		(13,303)	-	15,000	124,076
Leadership training grant	2,304	1,051	-	-	-	3,355
	-----	-----	-----	-----	-----	-----
Designated funds	141,541	33,525	(13,303)	-	15,000	176,763
	-----	-----	-----	-----	-----	-----
General funds	4,037,361	2,306,912	(2,282,948)	87,020	60,436	4,208,781
	-----	-----	-----	-----	-----	-----
Restricted funds						
Friends of Hautbois	10,760	7,185	(2,676)	-	-	15,269
Friends of Hautbois – legacies	43,732	1,764	-	-	(45,496)	-
Children in Need	4,658	1,331	(5,989)	-	-	-
Government Energy Grant	29,940	-	-	-	(29,940)	-
Cost of Living Support	34,215	41,000	(34,215)	-	-	41,000
	-----	-----	-----	-----	-----	-----
Restricted funds	123,305	51,280	(42,880)	-	(75,436)	56,269
	-----	-----	-----	-----	-----	-----
Total funds	4,302,207	2,391,717	(2,339,131)	87,020	-	4,441,813
	-----	-----	-----	-----	-----	-----

19 Analysis of funds (continued)

	At 1 January 2023	Income	Expenditure	Other recognised gains/losses	Transfers	At 31 December 2023
	£	£	£	£	£	£
Designated funds						
GGA training at a training/activity centre	16,383	159	-	-	-	16,542
Buchanan (chief's discretion)	-	316	-	-	-	316
Region start up grant	171	-	(7,768)	-	7,597	-
Hautbois maintenance	70,000	59,565	(7,186)	-	-	122,379
Leadership training grant	1,068	1,236	-	-	-	2,304
	-----	-----	-----	-----	-----	-----
Designated funds	87,622	61,276	(14,954)		7,597	141,541
	-----	-----	-----	-----	-----	-----
General funds	3,824,249	1,626,654	(1,594,269)	188,324	(7,597)	4,037,361
	-----	-----	-----	-----	-----	-----
Restricted funds						
Friends of Hautbois	7,510	4,184	(934)	-	-	10,760
Friends of Hautbois – legacies	43,732	-	-	-	-	43,732
Children in Need	-	4,658	-	-	-	4,658
Pathway return to work	-	1,950	(1,950)	-	-	-
Government Energy Grant	-	92,983	(63,043)	-	-	29,940
Uniformed Youth Fund	-	49,254	(49,254)	-	-	-
Cost of Living Support	-	40,000	(5,785)	-	-	34,215
	-----	-----	-----	-----	-----	-----
Restricted funds	51,242	193,029	(120,966)	-	-	123,305
	-----	-----	-----	-----	-----	-----
Total funds	<u>3,963,113</u>	<u>1,880,959</u>	<u>(1,730,189)</u>	<u>188,324</u>	<u>-</u>	<u>4,302,207</u>

Designated funds are as follows

Girlguiding Anglia training at a training & activity centre bursary, set up as the King George VI Fund this provides grants to adult Leaders in the region to attend a guiding-organised training event at one of the training and activity centres owned by Girlguiding or one of its Countries and regions. Funds are received annually from Girlguiding to support this bursary.

Buchanan – funds from Girlguiding HQ that are at the discretion of the chief commissioner to support Girlguiding.

Anne Dunford legacy – a legacy from Anne Dunford which will be used to enable more girls to experience international travel, as this was her passion, and a tree has been planted at Hautbois in memory of the extensive contribution she made to the activity centre.

Friends of Hautbois – the Friends of Hautbois are an Interest group dedicated to the furtherance of Hautbois. Income is generated through subscriptions and fundraising, which primarily is used to support, upkeep and fund new projects at Hautbois.

They have their own committee and consider requests from the activity centre for support with projects.

Friends of Hautbois legacies – proceeds from legacies received by Friends of Hautbois for the benefit of Hautbois. These may contain specific requests which the committee endeavour to honour.

Children in Need – some funds were received towards the end of 2023 and in 2024. These have been fully expended in 2024.

Government Energy Grant – funds were received towards energy saving measures, these included double glazing and solar panels which have been capitalised in 2024.

Cost of Living Support – funds were received from Girlguiding to support units and individuals struggling with the high cost of living. A committee was formed to agree grants and this started in 2023.

Notes to the financial statements

20 Grants made

	2024			2023		
	Institution	Individual	Total	Institution	Individual	Total
Unit start up	3,864	-	3,864	7,770	-	7,770
Property grants	-	-	-	3,000	-	3,000
Cost of Living grant	34,252	-	34,252	5,408	-	5,408
International trips *	-	-	-	-	-	-
Sweetshop	15,599	-	15,599	-	-	-
Outdoor activity	729	-	729	-	45	45
Queens Guide	-	-	-	204	-	204
	54,444	-	54,444	16,382	45	16,427
GG subsidy for Hautbois	50,440	-	50,440	38,995	-	38,995
	104,884	-	104,884	55,377	45	55,422

* In 2024 International trips were restarted, however no grants were made in the year. A full grant process has been agreed by the trustees for 2025 trips and will be reviewed for 2026 and beyond.

Notes to the financial statements

21 Net assets by fund

2024	Unrestricted funds £	Restricted funds £	Total funds £
Tangible assets	1,298,425		1,298,425
Investments	1,797,721	-	1,797,721
Current assets	1,647,642	56,269	1,703,911
Creditors: amounts falling due within one year	(358,244)	-	(358,244)
	-----	-----	-----
Net assets	4,385,544	56,269	4,441,813
	=====	=====	=====
2023	Unrestricted funds £	Restricted funds £	Total funds £
Tangible assets	1,232,947	-	1,232,947
Investments	1,710,701	-	1,710,701
Current assets	1,495,392	123,305	1,618,697
Creditors: amounts falling due within one year	(260,138)	-	(260,138)
	-----	-----	-----
Net assets	4,178,902	123,305	4,302,207
	=====	=====	=====

22 Cash provided by operating activities

	2024	2023
	£	£
Net expenditure for year before capital gains (as per statement of financial activities)	52,586	150,770
Adjusted for		
Depreciation charges	71,457	101,579
Loss on disposal of fixed assets	82,507	1,504
Interest received	(28,949)	(26,953)
Decrease / (increase) in stocks	1,308	(6,203)
(Increase) / decrease in debtors	(5,521)	8,741
Increase in creditors	<u>98,106</u>	<u>6,891</u>
	218,908	85,559
Net cash generated by operating activities	<u>271,494</u>	<u>236,309</u>

Notes to the financial statements

23 Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash in hand	<u>1,604,558</u>	<u>1,523,557</u>

24 Net debt reconciliation

	At 1 January 2024	Cashflows	Non-cash changes	At 31 December 2024
Cash at bank	<u>1,523,557</u>	<u>81,001</u>	=	<u>1,604,558</u>

	At 1 January 2023	Cashflows	Non-cash changes	At 31 December 2023
Cash at bank	<u>1,344,306</u>	<u>179,251</u>	=	<u>1,523,557</u>

25 Capital commitments

	2024	2023
	£	£
Expenditure committed as at 31 December	<u>—</u>	<u>35,500</u>

The project to install solar panels on the two main buildings and install batteries was completed in 2024.

This was funded by a Government Energy Grant within the Youth Investment Fund.



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