SOUTH EAST CANCER HELP CENTRE LIMITED
Registered Company No: 2702689
(A company limited by Guarantee)

ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014

MYRUS SMITH
Chartered Accountants
Norman House
8 Burnell Road
Sutton, Surrey
SM1 4BW
INDEX TO THE FINANCIAL STATEMENTS

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16/19  Notes to Financial Statements
The directors present their report and financial statements for the year ended 31 March 2014.

1. Structure, Governance and Management

The South East Cancer Help Centre ('The Centre') is a Charitable Company limited by guarantee and governed by a Memorandum & Articles of Association dated 1 April 1992 as amended by a Trustees' Resolution of 13 September 2006.

Organisational Structure

The Board of the company meets quarterly but delegates the routine management of the company to an Executive Committee. The Executive Committee normally meets monthly and comprises the four officers of the company, one other director and the Centre Manager.

Two of the officers and one other director form a Finance Sub-Committee, which meets as necessary to monitor financial performance in detail. In addition there is a Marketing Sub-Committee. Other ad-hoc sub-committees are formed as required.

Directors

The current directors and their date of appointment where they have not served throughout the year or have been appointed since the end of the year are shown on page 1 with other data relating to the charity. Joy Perkins retired as a Director on 23rd January 2014.

Directors are encouraged to have such training as is necessary and appropriate to their experience and requirements. This will be provided through Chartris or similar organisations.

Related Parties / Wider networks

We have no direct financial link with other organisations but are involved in a number of networking arrangements as described in sections 2 and 3.

Risk management

The directors consider that the company is exposed to a number of significant risks. The nature of these risks and the method of dealing with them are described below:

1. Donor income

Risk

The Centre's income is largely dependent upon the generosity of donors. Should charitable trusts, local companies or individuals who support the Centre be unable or unwilling to continue to do so, income could fall.

Solution

This risk is countered by putting in place a systematic, professional approach to fundraising, including the employment of an experienced fundraiser with back-up volunteer help. Our funds are raised from a wide variety of sources, which results in our being less exposed to a reduction from any one or even a group of supporters. Also the Centre seeks to maintain sufficient reserves to enable services to be maintained throughout any period of income downturn.
2. **Our staff**

Risk

Should any of our staff decide to leave the Centre would experience a period of difficulty and be exposed to the risk of delay in engaging a suitable replacement.

Solution

This risk is countered by having a substantial team of directors and volunteers who could assist by taking on additional tasks until a replacement is found.

3. **Premises**

Risk

The Centre relies on the generosity of Tesco plc in providing our premises without cost. Should Tesco be unable or unwilling to continue with this arrangement, the Centre would have to seek alternative premises, which might only be achieved at considerable cost and would place a considerable strain on our financial resources.

Solution

A good relationship has been developed and maintained with Tesco who have given every indication that this relationship is a long term one. Furthermore, discussions are underway with Tesco to renew our lease beyond its current termination date in December 2016.

4. **Volunteers**

Risk

The Centre relies on the support of a large number of volunteers who give their time or services at no cost as directors/trustees, volunteer counsellors/therapists or general volunteers covering a wide range of skills. Any sudden reduction in the number of people willing to give their time would constitute a risk to the services the Centre can offer.

Solution

This risk is mitigated by adopting an organised, professional approach to the management of volunteers. One of the key roles of the Centre Manager is to focus on the recruitment, training, development, and job satisfaction of volunteers. We have held the Investing in Volunteers award for several years and are committed to continuing to apply this high standard to the management and development of our volunteers.

5. **Behaviour**

Risk

The Centre provides patient members with counselling, a range of therapies, information and support. There is a risk of inappropriate behaviour or advice by directors, staff, counsellors, therapists or volunteers.

Solution

This risk is mitigated by the adoption of policies and procedural guidelines, training, supervision, the use of qualified professionals and insurance.
6. **Safeguarding vulnerable adults** - (SECHC does not provide services for children)

**Risk**

SECHC provides complementary group and one-to-one therapies for those affected by cancer. These people are vulnerable due to their potential physical and psychological dependence on those providing services to them and due to the involvement of others from whom they might seek advice and comfort.

**Solution**

Our charity maintains and regularly reviews an extensive list of policies and procedures aimed at mitigating and addressing these risks. Important amongst these are employment and volunteer, supervision, confidentiality, health and safety, and complaints and disciplinary policies. An awareness of the vulnerability of our client group is a high priority in the establishment of our policies and procedures.

2. **Objectives and Activities**

**Principal Objectives**

The Centre aims to give any person who is affected by cancer an opportunity to explore a variety of ways which may help them to cope with their situation. We support them in the choices they make and offer individual and group support, together with complementary therapies, a range of therapeutic arts, and information all within a friendly, caring environment. These services have local NHS recognition.

Our policy is to provide time and support in addition to that available from healthcare professionals. Information, but not advice, is given about cancer and its treatment and confidentiality is always maintained.

Our aim is to continue as a leading independent provider of cancer support services in our area, to be resourced predominately by volunteers and to be well known to all new patients diagnosed with cancer. We seek to attract sufficient funds to meet our objectives and our financial reserves target.

**Public benefit**

The activities that we carry out are described below. These activities are undertaken to meet our objectives and aims and to further our charitable purposes for the public benefit.

In setting and reviewing our objectives and aims, and in planning and carrying out our activities, we have due regard to the public benefit guidance published by the Charity Commission.

**Activities**

The Centre provides a range of complementary therapies, counselling and group support to people who are affected by cancer. We are open five full days a week (Monday to Friday) and from 9.00am to 1.00pm on Saturdays; we also extend our opening hours to 8.00pm on Tuesday evenings for people who find it difficult to attend during the day.
Activities/contd...

Working in the Croydon Health Services NHS Trust we now provide therapies on 4 days each week at Croydon University Hospital (CHU). This service is offered free of charge both to CHU and to Macmillan Information Centre from where the services are provided.

At the Centre in Purley, we have a small reference library containing literature on many forms of cancer, the impact of the illness and how to find further help and information.

The value of complementary therapies and counselling in cancer care now receives wide recognition. We believe that, by using our services, people can improve their health and well-being during this difficult time.

Working regularly in the Centre are 5 counsellors and 20 complementary therapists. All our therapists are fully qualified members of their relevant professional association, which ensures that they meet or exceed agreed standards and that they are insured to practice. Therapists are also registered with the Complementary and Natural Healthcare Council, which is a regulatory body endorsed by the NHS. A regulatory body acts in the interest of the public and works with the professions to agree and oversee minimum standards.

All our counsellors receive supervision and as an organisation we work within the guidelines of the British Association of Counsellors and Psychotherapists (BACP). Complementary therapists and Group leaders have support/supervision meetings throughout the year.

Our members are offered one-to-one counselling and/or therapies to suit their individual needs, together with the opportunity to join group activities of their choice. Our weekly programme includes one to one therapies, such as counselling, massage, aromatherapy, reflexology, and facials and group therapies like yoga, tai-chi, drama, choir, art, crafts, and Mindfulness Meditation. Twice a week, we offer a healthy lunch and the opportunity to drop in to our Wellbeing Cafe group for those who simply wish to meet with others. Reiki and Spiritual healing are also offered on an appointment basis.

Way Ahead – This service continues to operate at the Centre, offering practical help and support to anyone losing hair following chemotherapy. This service offers a step-by-step guide through various scarifying techniques and headwear; it also gives advice about treating the scalp and information about helpful contacts.

‘Look Good.....Feel Better’ – LGFB, a national charity, offers free makeup workshops nationally to cancer patients. Following a successful pilot for one year, LGFB have continued offering regular makeup workshops at SECHC.

First Aid Workshop – a regular workshop on basic first aid was provided free of charge to all our Members, Staff and Volunteers funded by British Heart Foundation.

The Centre introduced Nutrition Workshops in the form of a guide to health eating.

Photography Competition – A photography Competition was organised for our Members which attracted a large number of entries. The two categories were ‘The feel good factor’ and ‘The sky’s the limit.’

Therapy Taster Day – The Centre opened its doors to the local community inviting them to experience first-hand a range of available complementary therapies. This was a very popular event and sold out within weeks of being advertised.
Activities/contd...

MI Change Project – In partnership with Croydon Council, the Centre started a new pilot project offering a low level exercise programme.

Cinema Club – A new Cinema Club was started showing popular films every month.

The Centre holds many events during the year. Organised by our Fundraising team, with the help of our Centre Supporters Club, these activities, as well as raising funds and being enjoyable and interesting, play an important role in bringing the Centre’s many activities and services to the attention of the public, local businesses and health care professionals.

Strategy
The Centre Strategy retains the following key elements:

To
- continue as the leading provider of cancer support within the area.
- be known to all new patients diagnosed with cancer in our area.
- continue to increase membership and usage levels.
- remain substantially run by volunteers.

3. Achievements and Performance

Targets
The Centre set a range of strategic and operational objectives to be completed during the 2013/14 financial year. Key targets were set and monitored by the Executive Committee in the following areas to:

a) Increase the number of users of our services.

b) Maximise the utilisation of resources.

c) Attract adequate funding.

d) Review and extend the Three Year Business Plan to 31 March 2017.

e) Secure our long term future

Main Achievements
Target a) The provision of an additional fourth day of therapies at Croydon University Hospital (CUH) continues to attract more people living in the North of Croydon.

Counselling by telephone for those unable to get to our Centre has been introduced during 2013. This required improved telephone facilities and additional training for five counsellors. A promotional campaign was launched in May 2014 to maximise usage.

A planning application was submitted to the council in January 2014 for two large external signs to be located on the front elevation of the building. These will promote awareness of the Centre and alert the public to its location. Installation was completed by May 2014.
Main Achievements/contd...

Target b) Presentations have been made to staff at the Psychological Services Unit, Children and Young People's Department and the Out Patients Department at the Royal Marsden Hospital in Sutton. This initiative forms part of our policy to increase people's awareness of the Centre and to encourage greater usage of our resources. We therefore look forward to an increase in the number of referrals from the Royal Marsden.

Representatives of East Surrey Hospital, Redhill and twenty Trainee GPs from Croydon University Hospital visited the Centre during 2013. All the visitors were given demonstrations of the services we provide and encouraged to ensure that their patients were aware of the resources available from the Centre.

Target c) The Centre was nominated as one of the Croydon Mayor's charities for 2013/14 and much of our fundraising was associated with the Centre's 30th anniversary celebrations.

In December 2013 an independent fundraising review was conducted to improve income. This identified various areas for improvement together with associated recommendations. Following this a plan was developed to reorganise fundraising into two main target groups and to recruit additional fundraisers, both staff and volunteers. This will be implemented in the second half of 2014 with the benefits becoming visible during 2015.

Target d) The three Year Business Plan was reviewed and extended to 31 March 2017.

Target e) An application was made to Tesco in February 2014 to extend our current lease, which expires in December 2016, by a further 20 years to 2036. This will take some time to be processed and the outcome will be known probably around October 2014.

Performance

We constantly aim to increase our range and availability of services by listening to our members needs and evaluating all groups and therapies.

During the year ending 31 March 2014 we experienced the following activity levels; comparable figures for the year ending 31 March 2013 are in brackets. Note: improved recording of data has allowed for more accurate analysis of the following activity levels, hence comparisons with last year are less meaningful.

- 3973 (4237) individual counselling and therapy sessions representing a decrease of 6%. These figures include both our Purley and Croydon University Hospital site sessions.
- 442 (510) group sessions show a decrease of 13%.
- 25 (24) different services including various therapies and groups.
- There were 465 (444) members at 31 March 2014. This is a 4.7% increase in the total membership.
- 179 (141) new members joined the Centre during the last 12 months to 31 March 2014. This represents a significant increase of 27% from last year.

The membership mix is constantly changing and reflects the Centre policy to encourage members to move on with their lives once they are in remission.
Therapeutic Arts

The growing Arts in Health movement fully endorses the provision of the therapeutic Arts in organisations providing health care, thus validating the provision of such activities at the SECHC.

Traditional Art and Craft sessions are held at our Centre on Thursdays. Workshops have included Jewellery-making, Stamping, Marzipan Fruit, Christmas Table Decorations and a four-week painting course. Throughout 2013, the Craft group were kept busy with various projects, including colourful cotton drainage bag holders for the Royal Marsden Hospital, and creating craft items to stock the Easter, Christmas and Summer Fairs.

An Art Exhibition, ‘String of Pearls’ was held at Fairfield Halls, Croydon, to showcase some of the work produced at the Centre. The Centre organised visits to a Sculptor’s studio in Sydenham and to an Art Exhibition at Wimbledon College of Art to inspire our budding artists. In Collaboration with Wimbledon College of Art, our visiting Arts Leader organised an Art Exhibition at the Centre which was very successful.

To celebrate our 30th anniversary, the Centre produced a show called ‘Nostalgia’ which took everyone down memory lane. The show gave everyone a glimpse into the last 30 years of the Centre’s evolution.

Promotions and Community Links

This year the Centre Supporters Club continued to focus on local activities including fundraising events, networking with other organisations, and many visits to local schools, churches and health authorities to publicise our progress and services.

E-bulletins and E-newsletters are now being used wherever possible as an effective communications tool to reach out to the widest audience possible and to save paper resources. A fund-raising newsletter is circulated several times a year.

Our marketing team, including some specialist volunteers, continue to meet on a regular basis to review promotional opportunities, new publicity events and advertising.

The Centre was also represented during the year at the following meetings:

- SE and SW London Cancer Networks’ Complementary Therapies Group
- SW London Cancer Network Information Group
- SW London Cancer Network Survivors Group
- Psychological Support for Cancer Patients in the South West London Cancer Network
- Croydon (East) Locality Cancer Group, which reviews cancer services within the Primary Care Trust
- Croydon University Hospital/St Christopher’s Palliative Care Group
- Royal Marsden Hospital, Sutton

Partnerships.

The SECHC works in partnership with Macmillan and Croydon University Hospital together with close working relationships with St Christopher’s Hospice, the Royal Marsden Hospital and St Georges Hospital.
Staff and Volunteers.
The Centre has three members of staff; a full-time manager, a part-time fundraiser and a part-time IT officer.

Over 70 volunteers (including Trustees) provide a range of skills, including general support, administration and professional expertise, to ensure the Centre maintains the highest standards. The Centre’s commitment to supporting, training, developing and motivating volunteers is continuous and includes ongoing supervision and review.

Policies.
The Centre continues to develop a wide ranging set of policy documents which guide its management and help focus staff and volunteers on relevant legal requirements and best practice. Subjects covered include confidentiality, diversity and equal opportunities, investments and reserves, health and safety, complaints and grievance, and several relating to our volunteers. There are 23 in operation. Each policy is kept under regular review by the Executive Committee and changes are reported to the Trustees.

Health and Safety.
High standards of health and safety are of paramount importance for all attending the Centre. A comprehensive H&S policy statement is reviewed annually by the Executive Committee. All H&S incidents are recorded using an Accident/Incident Form, and this data is filed and kept secure. There was one incident recorded during the year ending 31st March 2014 where paramedics were called in following a suspected heart attack to one of our Members who was attending a session. The member was rushed off to CUH following an ECG at the Centre.

4. Financial Review
The year ended 31 March 2014 showed a net incoming resources surplus of £24,822. Our income totalled £233,664 compared with expenditure totalling £208,842. This compares to a deficit of £8,421 in the previous year.

Income
Our income of £233,664 compares with income last year of £194,063.

Income comes from a number of voluntary funding sources including our members, Charitable Trusts and Foundations, legacies and donations from other individuals and organisations. We also raise money from various events organised by our fundraiser and groups and businesses in the area. Details are shown in the Statement of Financial Activities.

Our income from all sources was higher than the previous year wholly due to the receipt of almost £40,000 in legacies compared to £nil last year. Income from members and Charitable Trusts were was higher than last year but, due to a number of special events which have not been repeated, income from fund raising events organised by the volunteers at the Centre, was lower this year.

Expenditure
Our expenditure of £208,842 was slightly higher than our expenditure last year of £202,484 mainly due to a resumption in the normal level of staff costs.

85% of our expenditure during the year was on the charitable activities covered by our principal objectives. The remaining expenditure was incurred in fundraising activities and essential governance matters. Details are shown in the Statement of Financial Activities, including Note 2.
SOUTH EAST CANCER HELP CENTRE LTD  
(Company No. 2702689)  
(Charity No. 1011509)  

DIRECTORS/TRUSTEES REPORT  
FOR THE YEAR ENDED 31 MARCH 2014  
/contd...

Assets  
At 31 March 2014 our Net Assets amounted to £156,848. This is an increase of £24,710 over the Net Assets held at 31 March 2013, being the surplus for the year of £24,822 less the loss of £112 on redemption of our investments.

Further details on the level of reserves held by the Company are set out below:

Reserves  
The charity has the following reserves:

Restricted Funds  
These are funds which may only be used for purposes specified by the donors. They amounted to £8,905 at 31 March 2014, having increased by £1,510 over the year. There are a number of individual amounts within the total that have been given to the Centre toward specific projects, among which are £2,760 outstanding towards the cost of nutrition workshops and £1,924 outstanding which is to be applied against our Telephone Counselling programme. It is anticipated that the majority of the balance of these funds will have been fully utilised by 31 March 2015.

Unrestricted Funds  
The remaining funds, known as the Accumulated Fund, may be used at the discretion of the directors in furtherance of the general objectives of the Centre. The Accumulated Fund acts as a reserve fund to cover future expenditure. The Accumulated Fund at 31 March 2014 was £147,943 compared to an amount of £124,743 at 31 March 2013. The revaluation reserve fund of £112 at 31 March 2013, relating to our British Government investment was eliminated during the year.

Reserves Policy  
The Centre's Policy is to maintain the Accumulated Fund at no less than six months' budgeted unrestricted core expenditure for the following year. Unrestricted core expenditure is total expenditure less that which is covered by restricted funds or other specific identifiable income. This allows for the members, staff and volunteers to be assured of reasonable continuity of employment and services despite the unpredictable flow and scale of donations, legacies and monies raised through fundraising activities.

If the Accumulated Fund falls below the targeted minimum, the Trustees will take corrective action.

The Reserves Policy is reviewed annually after the end of the financial year and may be changed if appropriate. The current Policy was agreed by the Board at its meeting on 24th June 2014 and remains the same policy in place as for the previous year.

Level of reserves held.

The Accumulated Fund at 31 March 2014 amounted to £147,943. Budgeted unrestricted core expenditure for the year ending 31 March 2015 is £208,267. The Accumulated Fund was therefore above the target limit of six months cover set in our Reserves Policy.

The Trustees are monitoring the level of reserves carefully and are prepared to take appropriate action if the situation necessitates.
Investment Policy
The Centre's Investment Policy is to maintain a balance between:

a) Availability of funds to meet immediate needs during the year, avoiding overdraft interest and minimising bank charges and

b) Earning the maximum return on available balances consistent with Charity Commission guidelines without exposing funds to unacceptable risk.

Accordingly:

1. Sufficient funds will be maintained on bank current account to cover immediate needs.

2. Up to 50% of unrestricted funds can be invested in such investments as the Trustees shall, from time to time, decide is appropriate in accordance with the terms of the Memorandum of Association and having regard to the content of the Charity Commission document CC 14 entitled “Investment of Charitable Funds: Basic Principles”

3. The remaining cash assets will be held, short-term, in the COIF interest bearing deposit account or such other suitable interest bearing account (e.g. Lloyds deposit account) as the Trustees shall decide to be appropriate.

4. The Trustees will consider the investments to be made under 2. above and review this Policy on an annual basis after the end of each financial year and otherwise during the financial year if and when circumstances require them to do so.

The Policy was reviewed by the Board at its meeting on 24th June 2014 and it was agreed that it should remain in force without change.

Investments and cash deposits held
The fixed interest Government stock, valued at £5,035 at 31 March 2013 was redeemed, at par, on maturity in September 2013.

Cash deposits held at 31 March 2014 include a one year fixed rate deposit with United Trust Bank, amounting to £53,986. This deposit was made in July 2013 as a re-investment of an initial one year deposit of £50,000 in July 2010. The remaining cash deposits comprise deposits, at call, with COIF and Lloyds Bank. These arrangements were re-confirmed by the Board at its meeting on 11 December 2013.

Interest is accrued on this deposit in the Accounts on a daily basis.

Statement of directors' responsibilities for producing financial statements
The directors (who are also trustees of South East Cancer Help Centre Limited for the purposes of charity law) are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).
Statement of directors' responsibilities for producing financial statements/contd...

The directors prepare accounts which give a true and fair view of the state of affairs of SECHC and of its income and expenditure for that period. In preparing these accounts, the directors are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonably prudent;
- State whether applicable accounting standards and the Statement of Recommended Practice of Accounting by Charities have been followed, subject to any material departures disclosed and explained in the accounts; and
- Prepare accounts on a going concern basis unless it is appropriate to assume that the Charity will not continue in operation.

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

- In so far as the directors are aware: there is no relevant audit information of which the charitable company's auditor is unaware; and
- the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

5. Plans for the future

The core long term objectives remain to identify opportunities for increasing membership, maximising Centre usage and attracting adequate funding. This will require ongoing promotional and marketing efforts to sustain and improve awareness of the services available.

We will continue to develop our services in line with the needs of our new and existing members.

Short term objectives will focus on concluding our lease extension, new fundraising initiatives and the prioritisation of the actions defined within the revised Three Year Business Plan.

6. Thanks

The Centre is most grateful for the continuing support of our President, June Whitfield CBE and of our Patron, Sir Richard Ottaway.

Our special thanks are extended to Joy Perkins who retired as a Trustee and Director in January this year. Joy became a Trustee in October 1997 and has always been extremely active in developing the creative art activities for the Centre in various roles including those of Creative Arts Director and Development Director.

Joy's most recent performance held last October was directing an evening of Nostalgia for the 30th Anniversary celebrations that attracted over 200 people to celebrate SECHC's activities during the last 30 years.
6. Thanks/contd...

Our thanks are also extended to the many individuals who have supported the work of the Centre during the past year and to the local organisations that organise fundraising events on our behalf. Their generosity enables us to maintain the services we offer.

We are most grateful to Tesco for generously providing, free of charge, the Centre's excellent premises and for its continued efforts to support our activities in every way possible.

We wish to express our appreciation to all our volunteers who kindly provide their services free of charge. They give their time and talents in many different ways to make the Centre the friendly, informed and caring community it is. The time and effort given to ensure that the Centre continues to raise funds are also greatly appreciated.

The Centre is managed by a small team of paid staff. We are extremely grateful for their vital contribution to the running of the Centre over the year and acknowledge, with much appreciation, the generous commitment of their own time on so many occasions.

Our ability to offer a selection of services to members according to their personal needs and preferences is made possible only through the co-operation of the therapists and group leaders who bring dedication and expertise to the treatment of those people affected by cancer. We are most grateful to them for their contribution.

This report which has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 applicable to small companies was approved by the Board on 23 September 2014.

J Mollett
Chairman

J Mollett
INDEPENDENT AUDITOR’S REPORT TO THE MEMBERS OF
SOUTH EAST CANCER HELP CENTRE LIMITED

We have audited the financial statements of South East Cancer Help Centre Ltd for the year ended 31 March 2014 on pages 14 to 19. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company’s members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company’s members 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 charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor
As explained more fully in the Directors’ Responsibilities Statement on pages 11 and 12, the directors (who are also the Trustees of the charitable company for the purposes of charity law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board’s Ethical Standards for Auditors.

Scope of the audit of the financial statements
An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company’s circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees’ Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements
In our opinion the financial statements:

- give a true and fair view of the state of the charitable company’s affairs as at 31 March 2014, 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 (applicable to smaller entities); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006
In our opinion the information given in the Directors’ Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees’ remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Directors’ Annual Report.

S.A. Jones (Senior Statutory Auditor)
For and on behalf of Myrus Smith
Chartered Accountants
and Statutory Auditor
23 September 2014

Norman House
8 Burnell Road
Sutton, Surrey
SM1 4BW
SOUTH EAST CANCER HELP CENTRE LIMITED

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating Income and Expenditure Account)

FOR THE YEAR ENDED 31 MARCH 2014

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<th>Notes</th>
<th>Unrestricted Funds</th>
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INCOMING RESOURCES
Incoming resources from generated funds

Voluntary income
- Gifts and donations: 98,606, 9,003, 107,609, 105,606
- Legacies: 39,704, -39,704, -
- Membership subscriptions: 14,020, -14,020, 13,480
- Donated facilities: 20,000, -20,000, 20,000

Activities for generating funds
- Fund raising events: 30,095, -30,095, 35,182
- Investment income: 2,015, -2,015, 2,978

Incoming resources from Charitable activities
- Social events and other income: 5,475, -5,475, 7,241
- Therapy contributions: 14,746, -14,746, 9,576

Total incoming resources: 224,661, 9,003, 233,664, £194,063

RESOURCES EXPENDED
Cost of generating funds
- Cost of generating voluntary income: 2, 27,896, -27,896, 25,042

Charitable activities: 2, 168,913, 7,493, 176,406, 173,860

Governance costs: 2, 4,540, -4,540, 3,582

Total resources expended: 201,349, 7,493, 208,842, £202,484

NET INCOMING/(OUTGOING) RESOURCES
- Net loss from revaluation of investment: 5, -173, 24,822, (8,421)

Realised loss: (112), - (112), -

NET MOVEMENT IN FUNDS
Balance at 1 April 2013: 23,200, 1,510, 24,710, (8,780)

Balance at 31 March 2014: £147,943, £8,905, £156,848, £132,138
SOUTH EAST CANCER HELP CENTRE LIMITED

BALANCE SHEET

AS AT 31 MARCH 2014

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<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>6</td>
<td>5,564</td>
</tr>
<tr>
<td>Cash on Deposit</td>
<td>120,013</td>
<td>118,194</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>49,214</td>
<td>17,996</td>
</tr>
<tr>
<td></td>
<td></td>
<td>174,791</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creditors – amounts falling due within one year</td>
<td>7</td>
<td>17,943</td>
</tr>
<tr>
<td></td>
<td></td>
<td>156,848</td>
</tr>
<tr>
<td>NET ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£156,848</td>
<td>£132,138</td>
</tr>
<tr>
<td>CHARITY FUNDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Funds</td>
<td>9</td>
<td>8,905</td>
</tr>
<tr>
<td>Unrestricted Funds</td>
<td>9</td>
<td>147,943</td>
</tr>
<tr>
<td>TOTAL FUNDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£156,848</td>
<td>£132,138</td>
</tr>
</tbody>
</table>

The financial statements, which have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and Financial Reporting Standards for Smaller Entities (effective April 2008), were approved by the Board on 23 September 2014 and signed on its behalf.

J. Mollett
Chairman

P W J Mills
Treasurer
1. ACCOUNTING POLICIES

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2005), the Financial Reporting Standard for Smaller Entities (effective April 2008) and the Companies Act 2006.

Fund accounting

Unrestricted funds are available for use at the general discretion of the Trustees in furtherance of the general objectives of the charity. Designated funds are unrestricted funds which have been allocated for a particular purpose by the Trustees.

Restricted funds are subjected to restrictions on their expenditure by their donors.

Incoming Resources

Incoming resources represents income received by the organisation via fees, fundraising, subscriptions, donations, bequests, lunches and sundry items.

Income is taken into account on an accruals basis.

Donated facilities are included at an estimated value to the charity where it is practicable to do so.

Resources Expended

Expenditure is included on an accruals basis as a liability is incurred.

Costs of generating funds include costs associated with attracting voluntary income and fundraising.

Charitable activities comprise those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to charitable activities and those costs of an indirect nature necessary to support them.

Governance costs are those costs incurred in meeting the constitutional and statutory requirements of the charity and include audit fees.

Costs relating to a particular activity are allocated directly to that activity. Other costs are apportioned on a basis appropriate to the circumstances.

Tangible fixed assets are written off in the year in which the expenditure is incurred.
### SOUTH EAST CANCER HELP CENTRE LIMITED

**NOTES TO THE FINANCIAL STATEMENTS**

**31 MARCH 2014**

2. **TOTAL RESOURCES EXPENDED**

<table>
<thead>
<tr>
<th></th>
<th>Fund Raising</th>
<th>Patient Support</th>
<th>Governance</th>
<th>2014 Total</th>
<th>2013 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs directly allocated to activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff and other office costs</td>
<td>19,081</td>
<td>48,505</td>
<td>1,250</td>
<td>68,836</td>
<td>61,166</td>
</tr>
<tr>
<td>Therapists and counsellors expenses</td>
<td>-</td>
<td>71,887</td>
<td>-</td>
<td>71,887</td>
<td>77,803</td>
</tr>
<tr>
<td>Other patient support costs</td>
<td>-</td>
<td>4,671</td>
<td>-</td>
<td>4,671</td>
<td>4,322</td>
</tr>
<tr>
<td>Drama, outings and other events costs</td>
<td>-</td>
<td>1,268</td>
<td>-</td>
<td>1,268</td>
<td>680</td>
</tr>
<tr>
<td>Publicity and newsletter costs</td>
<td>-</td>
<td>2,534</td>
<td>-</td>
<td>2,534</td>
<td>1,407</td>
</tr>
<tr>
<td>Other fund raising costs</td>
<td>8,035</td>
<td>-</td>
<td>-</td>
<td>8,035</td>
<td>5,774</td>
</tr>
<tr>
<td>Audit fee</td>
<td>-</td>
<td>-</td>
<td>1,850</td>
<td>1,850</td>
<td>1,830</td>
</tr>
<tr>
<td>Annual review</td>
<td>-</td>
<td>-</td>
<td>575</td>
<td>575</td>
<td>538</td>
</tr>
<tr>
<td>Professional fees</td>
<td>-</td>
<td>-</td>
<td>865</td>
<td>865</td>
<td>14</td>
</tr>
<tr>
<td><strong>Support costs allocated to activities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donated rent free premises</td>
<td>500</td>
<td>19,500</td>
<td>-</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Other premises costs</td>
<td>280</td>
<td>16,644</td>
<td>-</td>
<td>16,924</td>
<td>19,534</td>
</tr>
<tr>
<td>Improvements to offices</td>
<td>-</td>
<td>2,699</td>
<td>-</td>
<td>2,699</td>
<td>-</td>
</tr>
<tr>
<td>Office refurbishment and equipment</td>
<td>-</td>
<td>779</td>
<td>-</td>
<td>779</td>
<td>1,378</td>
</tr>
<tr>
<td>Office costs</td>
<td>-</td>
<td>7,919</td>
<td>-</td>
<td>7,919</td>
<td>8,038</td>
</tr>
<tr>
<td><strong>Total resources expended</strong></td>
<td><strong>£27,896</strong></td>
<td><strong>£176,406</strong></td>
<td><strong>£4,540</strong></td>
<td><strong>£208,842</strong></td>
<td><strong>£202,484</strong></td>
</tr>
</tbody>
</table>

3. **NET OUTGOING RESOURCES**

This is stated after charging:

- **Auditor's remuneration**: £1,850 (2013: £1,830)

4. **STAFF COSTS**

- **Staff salaries**: £63,010 (2013: £56,040)
- **Social Security costs**: £5,511 (2013: £4,634)

**£68,521 (2013: £60,674)**

1 full-time and 2 part-time (2013: 1 full-time and 2 part-time) staff were employed by the Charity on average during the year. No employee received emoluments of more than £60,000.

5. **FIXED ASSET INVESTMENTS**

- **Quoted Investment**
  - **As at 1 April 2013**: £5,035 (2013: £5,394)
  - **Unrealised loss on investment**: - (359)
  - **Disposal in year**: (5,035) -

**Market value as at 31 March 2014**: £Nil (2013: £5,035)

6. **DEBTORS**

- **Payments in advance**: £2,003 (2013: £1,652)
- **Other debtors**: £3,561 (2013: £1,085)

**£5,564 (2013: £2,737)**
7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxation and Social Security</td>
<td>1,889</td>
<td>1,473</td>
</tr>
<tr>
<td>Other Creditors and Accruals</td>
<td>16,054</td>
<td>10,351</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£17,943</strong></td>
<td><strong>£11,824</strong></td>
</tr>
</tbody>
</table>

8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Total Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>Designated</td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>£165,886</td>
<td>-</td>
<td>£174,791</td>
</tr>
<tr>
<td>Current liabilities</td>
<td>(£17,943)</td>
<td>-</td>
<td>(£17,943)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£147,943</strong></td>
<td><strong>£Nil</strong></td>
<td><strong>£156,848</strong></td>
</tr>
</tbody>
</table>

9. RESERVES

<table>
<thead>
<tr>
<th>Description</th>
<th>1 April 2013</th>
<th>Incoming Resources (incl. Gains)</th>
<th>Resources Expended</th>
<th>Transfer Of Funds</th>
<th>31 March 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specific Donations Funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refurbishment</td>
<td>1,763</td>
<td>-</td>
<td>(611)</td>
<td>-</td>
<td>1,152</td>
</tr>
<tr>
<td>Caron Keating Foundation - telephone counselling</td>
<td>4,012</td>
<td>-</td>
<td>(2,088)</td>
<td>-</td>
<td>1,924</td>
</tr>
<tr>
<td>Prostate cancer support</td>
<td>67</td>
<td>4,420</td>
<td>(4,420)</td>
<td>-</td>
<td>67</td>
</tr>
<tr>
<td>Nutrition workshop</td>
<td>-</td>
<td>3,000</td>
<td>(240)</td>
<td>-</td>
<td>2,760</td>
</tr>
<tr>
<td>Other funds</td>
<td>1,553</td>
<td>1,583</td>
<td>(134)</td>
<td>-</td>
<td>3,002</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>7,395</td>
<td>9,003</td>
<td>(7,493)</td>
<td>-</td>
<td>8,905</td>
</tr>
</tbody>
</table>

| Unrestricted Funds - Undesignated         |              |                                  |                    |                  |               |
| Accumulated Fund                         | 124,631      | 224,661                         | (201,349)          | -                | 147,943       |
| Revaluation Reserve Fund                 | 112          | -                               | (112)              | -                | -             |
| **Total Reserves**                       | **£132,138** | **£233,664**                    | (£208,954)         | **£Nil**         | **£156,848**  |

A full description of the Reserves and their usage is given in the Directors’ Report.

The Revaluation Reserve Fund represents the amount by which investments exceed their historical cost.
10. **TRUSTEE REMUNERATION AND RELATED PARTY TRANSACTIONS**

   No Trustee received any remuneration or expenses during the year.

   There were no related party transactions during the year.

11. **TAXATION**

   The company is registered with the Charity Commissioners No: 1011509 and as such is exempt from taxation on its charitable activities.

12. **LEASE COMMITMENTS**

   The company has a long term lease commitment with Tesco Stores Limited which terminates in December 2016 and provides for the rent free use of its premises in Purley, Surrey.