

WIMBLEDON GUILD OF SOCIAL WELFARE

ANNUAL REPORT

AND

ACCOUNTS

2010-2011

Company No. 383330
Registered Charity No. 200424

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS

The Wimbledon Guild of Social Welfare is also known as the Wimbledon Guild and is often referred to as the Guild.

The Board presents its report with the accounts and the auditors' report for the financial year ended 31 March 2011.

THE ORGANISATIONAL AND DECISION MAKING STRUCTURE

THE BOARD OF TRUSTEES

Honorary Officers

Chairman	Sheila Dunman (until April 2010) Susan Cooke (from April 2010)
Vice Chairmen	Peter Mitchell (from April 2010) Tom (R A) Steele (from April 2010)
Treasurer	Simon Leathes FCA

Other Members

Anthony Clark FCA	Susan Cooke (until April 2010)
Sheila Dunman (from April 2010)	Eileen Grace
Clive Handford FRICS	Charles Lucas
Peter Mitchell (until April 2010)	Amir Siddiqui
Tom (R A) Steele (until April 2010)	John Strover FCA

In Attendance

Ron Brown FRICS ⁺

Directors

Apart from the non-voting member⁺, the remaining members of the Board are the Directors of the company.

Life Vice-President

Sheila Dunman (from October 2010)

Other Committee Membership (*=Chairman)

Welfare Committee

Sheila Dunman*
Susan Batley (from July 2010)
Dahlia Berlin (until November 2010)
Kathy Coyle
John Gunn
Laura Johnson
Alex Roney
Brigid Russell
Amir Siddiqui
Judith Williams

Casework Committee

Sheila Dunman*
Susan Batley (from July 2010)
Dahlia Berlin (until November 2010)
Kathy Coyle
John Gunn
Laura Johnson
Alex Roney
Brigid Russell
Yvonne Wilkins

Counselling Committee

Sheila Dunman*
Deborah Gautier
Shahrazad Khamoush
Sarah McQuittie
Gabrielle Oliver (from
September 2010)
Victoria Wilding
Charlotte Wynn Parry

(Note: the Casework and Counselling Committees are sub-committees of the Welfare Committee.)

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Housing & Property Committee

Eileen Grace*
Ron Brown
Anthony Clark
Susan Cooke
Clive Handford (from April 2010)
John Strover

HR Committee

Charles Lucas *
Amir Siddiqui

Investment Committee

Eric Hunt *
Susan Cooke
Eileen Grace
Simon Leathes
John Strover

Management Committee

Sheila Dunman* (until April 2010)
Susan Cooke* (from April 2010)
Peter Mitchell (from April 2010)
Tom (R A) Steele (from April 2010)
Simon Leathes
Russell Humphreys
Jane Platts
John Priestley
Margaret Redway
Sarah Wilson

Marketing & Fundraising Committee

Peter Mitchell *
Susan Cooke
Clive Handford (from October 2010)
Tom (R A) Steele

Rosemary Lodge

Eileen Grace*
Charles Lucas
Tom (R A) Steele
Amir Siddiqui
Sadie Smith
Marian Stewart (until May 2010)
Representatives from the Relatives'
Support Group

Treasury Committee

Simon Leathes *
John Strover

REGISTERED OFFICE AND SENIOR MANAGEMENT

Registered Office and Principal Address
Guild House
30-32 Worple Rd
London SW19 4EF

Chief Executive Officer and General Secretary

Russell Humphreys

Senior Managers

Sarah Wilson CA
Jane Platts
John Priestley
Margaret Redway
Ron Brown

Finance and Administration Manager and Deputy to CEO
Head of Social Work
Head of Counselling
Home Manager, Rosemary Lodge
External Manager, Housing Division

Website

Rosemary Lodge Website

www.wimbledonguild.co.uk

www.rosemarylodge.co.uk

COMPANY STATUS

The company is a company limited by guarantee and not having a share capital.
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ADVISERS

Auditors	Crowe Clark Whitehill LLP, St Bride's House, 10 Salisbury Square, London EC4Y 8EH
Bankers	Barclays Bank plc, Wimbledon Business Centre, Alexandra Road, Wimbledon, London SW19 7LA
Employment	Roger Vincent Associates, 19 Claremont Road, Claygate, Surrey KT10 0PL NorthgateArinso, Hurstwood House, Station Court, Newhallhey Road, Rawtenstall, Lancashire BB4 6AJ
Investment Managers	Brewin Dolphin, Commercial Union House, 39 Pilgrim Street, Newcastle upon Tyne, NE1 6RQ
Solicitors	Gregsons Solicitors, St Christopher's House, Tabor Grove, Wimbledon, London SW19 4EX Russell-Cooke LLP, 2 Putney Hill, Putney, London SW15 6AB TWM Solicitors LLP, 7&9 Queens Road, London SW19 8NG

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Wimbledon Guild is a Company Limited by Guarantee and a Registered Charity.

The governing body of the Charity is the Board of Trustees, which comprises of 11 members and meets at least four times a year. Trustees are elected for three-year terms and are eligible to stand for re-election for further three-year terms up to a maximum of nine years. Thereafter, Trustees may be re-elected for additional one year terms if 75% of the Board of Trustees present at a meeting of the Board have voted in favour of a Board resolution recommending their re-election.

As the Charity is of a very local nature, Trustees have traditionally been recruited through personal contact, though two Trustees were originally nominations from the Local Authority. Each new Trustee is given a personal induction programme and all Trustees are given the opportunity to receive additional training. A register is kept of the interests and the identified skills of the Trustees.

The main responsibility of the Board is to formulate, review and update the strategic plans of the Charity along with approving the budget and financial monitoring. Trustees and senior staff meet at a series of focus evenings to consider individual areas of work. Each area of need is thoroughly discussed, with emphasis on who will benefit from our help, and how. The strategic plan of the Guild is developed out of these individual focus evenings. An away day was held this year to discuss the future direction of the Guild. It formed the basis of a new strategic plan.

The Board has established formally constituted sub-committees, each with specific terms of reference and functions delegated by the Board, with Trustees representing the Board's interest on each committee. The Chief Executive Officer and/or Finance and Administration Manager attend all the major committee meetings, as do the appropriate senior managers.

During the year, Sheila Dunman stepped down as Chairman. In recognition of her years of dedicated service to the Guild she was appointed a Life Vice President at the Annual General Meeting.

Risk and Internal Control

The Trustees have overall responsibility for ensuring that the Charity has an appropriate system of controls, financial and otherwise. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities and to provide reassurance that:

- its assets are safeguarded against unauthorised use or disposition;
- accurate records are maintained and financial information used within the Charity or for publication is reliable; and
- the Charity complies with relevant laws and regulations.

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A Charity risk register and individual divisional registers are updated and reviewed regularly by the Trustees and management. As part of this process the Trustees acknowledge their responsibility for the Charity's system of internal control and reviewing its effectiveness. It is also recognised by the Trustees that such a system is designed to manage rather than eliminate the risk of failure to achieve the Charity's objectives and can only provide reasonable, not absolute, reassurance against material misstatement or loss.

The Trustees, through the honorary officers, have set policies on risk and internal controls, which cover the following:

- the responsibility of management to implement the Trustees' policies and identify and evaluate risks for their consideration on an ongoing basis;
- consideration of the type of risks the Charity faces;
- the level of risks which they regard as acceptable;
- the likelihood of the risks concerned materialising;
- the Charity's ability to reduce the incidence and impact on the business of risks that do materialise;
- the costs of operating particular controls relative to the benefit obtained;
- arrangements for monitoring and reporting on risk and control matters of importance, together with details of corrective action being undertaken.

During the year the Trustees have received reports from the Chief Executive Officer and Senior Managers relating to risk and control. These include an overall report on the status of the risk management process and the system of internal control at the end of the year. The reports have satisfied the Trustees that the above policies are being implemented and that significant weaknesses of control identified are being promptly addressed. At the year end, the Charity's system of internal control was deemed adequate and effective.

Governance and Administration

The Trustees delegate the day to day running of the Guild to the Management Committee, which meets on a monthly basis. The committee consists of the Senior Managers, together with the Chairman, Vice Chairmen and the Treasurer. This continues to improve the decision making process within the organisation. The Trustees receive regular reports from all departments.

OBJECTIVES

The primary object of the Guild is to promote all or any charitable purpose for the benefit of Wimbledon and District and the communities thereof by Caring for People in Need. Today as in 1907, it still operates at the heart of the local community. Effective relationships with other organisations enable the Wimbledon Guild to make a real difference to the lives of local people in need.

The aims of the Guild are reviewed each year as part of the strategic planning process whilst the outcomes and outputs are reviewed regularly for each department.

THE BENEFICIARIES

Local people experiencing financial, material or emotional hardship come to the Guild because it offers its clients the skills, knowledge, help and support to get through the issues they face. The Guild supports its clients' desire for independence, well-being, dignity and respect.

The Guild's many longstanding partnerships with the local health authority, health professionals, charities, voluntary sector groups, churches and local residents across Merton have helped it to find local people who would benefit from the services it offers.

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What difference does the Guild make to the local community?

The Guild responds quickly to the needs of local people of all ages and provides them with good value services and practical, independent, meaningful advice and support. Local people can access a 'continuum of care' from the Guild. In the past year the youngest person the Guild helped was a new born baby and the oldest a 102 year old resident at Rosemary Lodge, its care home with nursing.

ACTIVITIES

Introduction

The main aims during 2010/11

- To maintain the present level and quality of the services
- To monitor the economic climate closely, ensure contingency plans exist to deal with any reductions in funding for the Guild, as well as monitor the effects on the sector as a whole

The 'Big Society' has dominated the voluntary sector's thinking over the past year. The Wimbledon Guild has always embodied the principles of the 'Big Society' as the Guild aims to support the most vulnerable people in our society. The role of the State in supporting local people who need help is changing. Initiatives such as Self Directed Support are affecting the ways in which adult social care is provided at a local and national level. This year the first in a series of local government cutbacks took place.

Robust financial information, contingency planning and the on-going review of assets and reserves levels, established some time ago, have stood the Guild in good stead for the current economic climate.

This year the Guild's Senior Management were involved in an award winning London Borough of Merton partnership agreement called the 'Merton Compact'.

The Guild has achieved its aims in this area during 2010/2011 and will continue to monitor the economic climate and investigate ways in which the Guild might respond innovatively to changing economic conditions.

SOCIAL WELFARE

The main aims during 2010/11

- Develop services that enable local people to be as active as they wish
- Promote the work and activities of the Social Welfare Department

The Social Welfare Department comprises the

- Activity and Social Centre
 - Social Centre
 - Lunch Club
 - Clubs and Classes Programme
- Advice Services (through the CAB advisor and Social Welfare staff)
- Befriending Service
- Second Time Around Project
- Harvest Festival
- Christmas Gift Collection
- A Place to Meet
- Small Grants Programme
- Volunteering Programme

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This year the services the Social Welfare team provided were maintained at the 2009/2010 levels. Partnerships with the local authority, GP's surgeries, the local branch of Sainsbury's and Elys Department Store were used to greater effect for distributing information about the Guild's services. Other services, offered to all clients this year, included chiropody, hairdressing and alternative therapies.

From a strategic point of view all the main aims for 2010/2011 were achieved. During 2011/2012 the Social Welfare team will continue to monitor the social and economic environment to ensure that relevant services are being provided for all its clients. Staff will continue to deal with issues which come to light during clients' visits. This has led to many small, but worrying issues being sorted out for clients week in week out.

Local people who benefitted from the services of the Social Welfare team during 2010/2011 came to the Guild for a variety of reasons. Some were unable to find help elsewhere and others knew their referrals would be dealt with quickly. The Social Welfare team helped them to sort out the issues they faced while making them aware of the full range of services on offer to them at the Guild.

The Activity and Social Centre

The main aims during 2010/11

- To maintain the quality of the existing service and improve the ambience
- Develop the Lunch Club experience
- Identify opportunities for working with young people

Local people over 50 came to the Activity and Social Centre and enjoyed the activities it offered: Social Centre, Lunch Club or Clubs and Classes Programme

Social Centre

Up to 26 local people came to the Guild's Social Centre each weekday with around another 14 attending the Lunch Club. This year the oldest Social Centre customer was 93 years old and the average age was 83. The majority of visitors were female and most lived on their own. These local people suffer from a variety of medical conditions. Some have suffered heart attacks and strokes in the past and others currently have Parkinson's disease, impaired vision or cancer.

Customers enjoyed a range of interesting activities each week which were carefully selected by the Guild's staff. New activities added this year included a scrabble club. Tai chi, book clubs and art classes took place regularly. Local schools, drama, dance and music groups performed for customers throughout the year. Guest speakers, visits to museums and places such as Kew Gardens made it a busy and exciting year at the Social Centre. 80 clients and volunteers got together in September for the Guild's annual musical extravaganza 'Around the World in 80 minutes'. Bishop Gilpin School paid for the lunch at this event with the proceeds from a series of fundraising activities.

During the worst of the winter weather, the Guild had to close the Social Centre because pavements were treacherous. Customers were contacted every day to make sure they had everything they needed and staff took shopping to several people.

This year the Social Centre team sent information on the services they provide to local GP's practices in both print and online formats.

The Social Centre is the only activity supported by the London Borough of Merton, though it is still heavily subsidised by the Guild. The Social Centre grant from the local authority has been cut by 23% for the year 2011/2012. The Guild will manage this loss this year through increased charges, but if further cuts are made in 2011-2012 a full review of this service will be undertaken. The Guild will aim to increase the numbers attending the Social Centre during 2011/2012 and will continue to support independent, healthy living and social interaction among older people in the community.

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Lunch Club

Customers to the relaxed informal Lunch Club each weekday enjoyed a freshly prepared, nutritious two course lunch at a reasonable price. Lunch Club customers are welcome to come as often as they wish during the week, and with many it becomes a social occasion as well as a mealtime.

Clubs and Classes Programme

In 2010/2011, the Clubs and Classes Programme which includes Drake House Club and the Guild House Wednesday Club expanded again offering just over 2,000 activity sessions. Local people over 50 learned new skills, rekindled old hobbies and met other likeminded people. Most classes carried a small fee but some were offered free of charge. The programme supports "active" lifestyles among the over 50's. Activities were available for local people no matter what their mobility levels or mental health issues.

Activities on offer this year included pilates, art classes, book groups, tai chi, live music, films and talks. The knitting group attracted its first male knitter this year and now run a class in-store in a local department store. The Wednesday Club has created a new programme of events this year which have proved popular and numbers are growing. A range of support groups such as the Stroke Club offered specialist activities.

A comprehensive activities directory for the over 50's across Merton was revamped by Guild staff and distributed throughout the borough.

During 2011/2012 the Activity and Social Centre will focus on encouraging as many local people as possible to come and enjoy everything on offer at the Activity and Social Centre. The Guild will develop the activities and make them self-funding, wherever possible. A two session system on some days will be looked at for the Social Centre along with developing services to support carers in the local community. The Guild wants to support independent living in the local community and will aim to maintain existing service levels. The involvement of young people this year was enjoyed by everyone and the Guild hopes to increase this next year.

Advice Services (through the CAB advisor and Social Welfare staff)

Main aims for 2010/2011

- Maintain information and advice service
- Assist in the implementation of Self Directed Support to all internal groups and service users

Local people came to the Guild throughout the year for free, independent, professional, confidential advice and support. They had questions on a wide range of issues including redundancy, changes in benefits entitlements, care provision, wills and money management and some needed debt counselling advice. The Advice Services team helped clients to find many of the answers they needed, and was able to advocate on their behalf.

The Guild's Advice Services are aimed at helping to alleviate poverty and improve living standards for people in the local community. A tougher economic climate has increased the number of people seeking advice from the Guild's CAB worker and from the Social Welfare department. The aims of the Social Welfare department and its CAB advisor have been met during 2010/2011.

Befriending Service

Fifty older local people who find it difficult to leave their homes were visited by trained and vetted volunteers, at least once a month, as part the Guild's Befriending Service this year. This service has over the years led to long lasting and warm friendships. These visits also offer peace of mind to family members who do not live locally. During the bad weather this winter, many befrienders made contact with their clients to see if they needed anything.

Service levels have been maintained this year, and remain at an optimum level for the current staff complement. The Guild expanded its working area this year to ensure the clients of a neighbouring befriending service could continue to benefit from these vital links despite the scheme's closure. This will continue to be a priority for 2011/2012.

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Second Time Around Project

Main aims for 2010/2011

- Increase the potential of Second Time Around
- Reduce the carbon footprint of the Guild

The Second Time Around Project continued to provide a good service to the community during the year. 677 items of furniture were donated by local people and 610 items given to local people who needed them. The majority of collections this year were in the north and south of the borough and the majority of deliveries were in Mitcham and the east of the borough. The Second Time Around Project team has also worked closely with the Guild's Small Grants Programme team to offer furniture to people applying for cash grants, instead of money.

The quality of items given to Second Time Around clients improved over 2010/2011 and better selection systems reduced the number of goods ending up in landfill sites. In addition, the Aviary Society offered additional storage space, which was gratefully accepted.

The improved quality of the items being received and effective working relationships of the Second Time Around Project team have meant that all aims for this area have been realised.

For 2011/2012 the focus on reducing wastage will continue, helping to reduce the Guild's carbon footprint. Requests for help will continue to come through the many partnerships of the Social Welfare team.

Harvest Festival

The Wimbledon Guild has supported the tradition of the Harvest Festival for many years. 2010/2011 was another excellent year. Schools and churches across the borough, with whom the Guild has built strong links, donated hampers of goods which were distributed during the last few weeks in October to just under 20 organisations, charities, help centres and clients of the Wimbledon Guild.

Christmas Gift Collection

In December 2010 the Guild ran its annual Christmas Gift Collection with local schools, broadening the items being collected to include gifts for older people. Hampers for parents as well as children were delivered to local families living in Merton Women's Refuge, Mother and Baby Units and Family Centres. Other recipients of the Christmas collection were Commonsense Community Development Trust, Merton Social Services, Jigsaw 4U, Homestart Merton. Despite the difficult economic times the hampers donated were enough to fill two double decker buses.

A Place to Meet

Guild House provides a dual purpose: one being a place to socialise and the other being a centre for groups to meet.

The Guild considers its premises and facilities to be a local community asset and uses them to support groups' right across the community. This year more than 27 new and returning groups used our premises and facilities. Throughout the year, the local MP held regular surgeries at Guild House to help his constituents.

The Guild also provides administrative space to Faith in Action (Merton's charity for the homeless) and to the Merton Home Tutoring Service.

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Organisations that used the Guild's facilities on a regular basis this year included:

<i>Alcoholics Anonymous</i>	<i>The National Osteoporosis Society</i>
<i>Diabetes UK</i>	<i>Pelvic Radiation Disease Association</i>
<i>Faith in Action, the Merton Homelessness Project</i>	<i>Relate</i>
<i>The Guild Wednesday Club</i>	<i>Rethink</i>
<i>The Guild Knitting Club</i>	<i>Merton Unity Network</i>
<i>Grenfell Housing Association</i>	<i>SSAFA (Soldiers, Sailors, Airmen and Families Association)</i>
<i>Headway</i>	<i>The Stroke Club</i>
<i>Dance for people with Parkinsons'</i>	<i>South London Lymphoma Support Group</i>
<i>Dual Diagnosis Anonymous</i>	<i>University of the Third Age groups</i>
<i>Mencap</i>	<i>Volunteer Centre Merton</i>
<i>Merton Hard of Hearing</i>	<i>Wimbledon Bookfest Committee</i>
<i>Merton Home Tutoring Service</i>	<i>Wimbledon Chinese Cultural Group</i>
<i>Merton Scientific Society</i>	<i>Wimbledon Cancer Friendship Group</i>
<i>Narcotics Anonymous</i>	

During 2010/2011 the Guild was approached for support by a few charities who found themselves in difficulty. Wherever possible the needs of these organisations were met. The Guild will continue to support organisations in the local community in whatever way possible next year.

Small Grants Programme

Main aims for 2010/2011

- Ensure cash grants are used appropriately
- Review criteria for making grants

Since 1907 the Guild has given small grants to 'people in need' in the local community. These grants come from the Guild's own Welfare Fund and a number of restricted funds which have been entrusted to the Guild over the years.

The Casework Committee, which meets 6 times a year, administers the Small Grants Programme. The committee is made up of staff from the Guild, a number of health professionals, voluntary organisations and local authority representatives who consider up to 30 applications each time they meet.

During 2010/2011 the committee granted local people money; provided items such as furniture, bedding, clothing, food for young children, heating appliances, washing machines and fridges. The Small Grants Programme also paid for emergency house repairs, emergency food shopping, re-glazing a front door, mobility scooter batteries and utility bills. In every case these local people could not have paid for these things themselves but desperately needed them. There has been a continuing rise in the number of requests for school uniforms and trips. The lack of uniform and the inability to be included on educational trips has been strongly linked to bullying in schools, and the Small Grants Programme has been able to help several children in this way.

The Small Grants Programme uses furniture from Second Time Around instead of a small cash grant wherever possible enabling the Guild to use the programme even more effectively. An illustration of this occurred in September when a family was supplied with donated furniture worth £800 and a small cash grant was used to buy a cooker.

Finding local people in need was facilitated by the Social Welfare team's effective working partnerships with organisations such as SSAFA, Commonsense Community Development Trust, Merton Social Services, Jigsaw 4U, Grenfell Housing, school nurses, Homestart Merton, Merton Women's Refuge, CAB, Rethink, Carer Support Merton, Christian Care and CDSSL drug rehabilitation service. These relationships helped us to meet all targets for this area.

In 2010/2011 the process of awarding grants was revised to ensure those in most need could be identified even more swiftly. Some clients were also referred on to the Guild's Advice Services team for help. This year just over £19,000 was given to clients from the Guild's Welfare Funds. The receipt of better quality furniture through the Second Time Around Project also meant the Guild was able to use cash grants more effectively.

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All aims for the Small Grants Programme were met this year and 2011/2012 is likely to see increased demand for small grants as the economic climate remains difficult.

Volunteering Programme

Main aims for 2010/2011

- Increase the number of volunteers
- Achieve the Investing in Volunteers status
- Establish departmental volunteering requirements

The Wimbledon Guild's volunteer base continued to grow in 2010/2011, and it attracted new volunteers with a host of skills. Around 250 people volunteer for the Guild on a regular basis as compared with an equivalent of 55 full time staff. They play a crucial role in supporting the services the Guild delivers. Men, women and young people of all ages spend as much time as they can give, helping with things like assisted meal times at the Guild's care home, working with Social Centre customers, counselling or working in the charity shop and supporting the Guild's marketing and fundraising team. All volunteers are supported by the Guild's volunteer co-ordinator.

This year the Guild went through the demanding process of applying for the Investing in Volunteers Award. This was overseen by the volunteer co-ordinator. A lengthy series of in-depth interviews with volunteers and staff lead ultimately to the Guild being given this prestigious award in Spring 2011.

The Guild will continue to recruit volunteers in line with its requirements during the coming year. The economic downturn means it is likely the volunteering programme will offer people currently unemployed the opportunity to keep up their skills whilst looking for a job.

COUNSELLING

The Counselling Service

Main Aims for 2010/11

- To maintain quality of existing service
- Increase services in line with client needs
- Increase counselling income, efficiency and accessibility

The value of talking therapies is now well established and the NHS has recognised that this form of intervention is effective in dealing with depression, anxiety and a host of other forms of distress. Psychological support has always been part of providing help to others and in some cases this may be the main kind of help needed.

The Guild has been providing professional, confidential, affordable counselling for individuals and groups in central Wimbledon since 1988. The service aims for a high standard of professionalism and has sought and gained accreditation with the British Association of Counselling and Psychotherapy. Counsellors are carefully selected and they are either fully trained, or in the final years of training. They are all professionally supervised.

The Counselling Service comprises

- One-to-one Counselling for Adults
- Group Psychotherapy
- Youth Counselling (Ages 15-24)
- Family and Couples Therapy
- A training department

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One-to-one Counselling for Adults

During the year financial constraints forced the closure of two important local services providing psychological support to people in Merton. This has left the Wimbledon Guild Counselling Service as the only local voluntary organisation providing affordable and accessible counselling, including counselling to those who are bereaved. As in previous years the counselling service has concentrated its efforts on providing medium to longer term counselling, as very little of this is provided in the NHS, despite the widespread recognition of the need for it. The median counselling contract length is 26 weeks. A new partnership with Merton Vision, this year, means that one of our counsellors offers counselling on their premises, to clients who are struggling with the consequences of vision impairment or loss. During the year the department was also approached by the Metropolitan Police, and the counselling leaflet is now included in the domestic violence victim packs handed out at Wimbledon police station.

This year more than three and a half thousand one-to-one counselling sessions for adults were provided. Sixty per cent of clients who contacted the service were seen for an assessment within a week. About a third of clients who attend were in full time paid employment, indicating that the service is successful in providing a service to those in need. About a quarter of clients take some form of medication to help them cope and about ten per cent of clients have suicidal thoughts or feelings. In younger clients this percentage is considerably higher.

This year the service continued to meet its targets including increasing efficiency through greater use of information technology.

Group Psychotherapy

Group Psychotherapy is helpful to many who find it difficult to cope in smaller group settings, such as a workplace. During this year the Group Psychotherapy service extended the assistance it provided to the 'Continuity of Concern Group' which is a long term self-help support group that was initially set up by the late Dr Lomax-Simpson. This entailed the appointment of a part time group facilitator who attends their meetings and who is supervised by Vicky Wilding, the head of the group programme. Ms Wilding has, during the year, provided 446 sessions in a group format.

Youth Counselling (Ages 15-24)

During this year the age limit for Youth Counselling was lowered from sixteen to fifteen. In making this decision the service was partly constrained by legislation covering confidentiality and minors, but was also keen to offer help to pupils who may be struggling with exam pressure. One hundred and ninety-six sessions were provided the Youth Counselling service. It has been recognised that this part of the service needs to be well known by young people and steps were taken to improve the Youth Counselling team's internet presence, revamping the Youth Counselling web page and setting up a Facebook page. Counselling is free to under18s and 18-24 year olds pay a negotiated fee, according to what they can afford. There is little provision for young people generally, and counselling provision in South London was drastically reduced this year due to funding related agency closures. This is therefore an important service where the Guild foresees an increasing need.

Family and Couples Therapy

Family and Couples Therapy is helpful where a problem affects several members of the same family. This can be the parental couple, a parent and a child, groups of grown up siblings or any combination of the foregoing.

Across the year the service worked with more than fifty families, (38 of which presented for the first time during the year) and a total of 301 sessions were provided. There is a higher level of ethnic diversity in this part of the service, than in the rest, showing that psychological help aiming at the whole family may be more acceptable to minority ethnic and cultural groups than One-to-One Counselling. Since the funding related closure, this year, of the Kensington Consultation Centre, this service is one of the few surviving, non-statutory, family therapy services in South London.

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Training events and lectures

The Wimbledon Guild Counselling Service has gained an enviable reputation as a provider of training for counsellors. This brings in useful income for the Guild and makes new contacts among high-calibre volunteer counsellors. Across the year a total of 37 training days were provided, some with more than a hundred participants.

Main aims for 2011-12

The Guild's counselling services are heavily subsidised, so the department is looking at ways to increase the overall income, without compromising the integrity of the service. Training has been one way of generating income and this will continue. The possibility of it being linked to a university is being explored. There may also be a possibility of tendering for external contracts, if appropriate.

ROSEMARY LODGE CARE HOME WITH NURSING

Main aims for 2010/2011

- To provide quality care at all times to all residents and further develop good working practices
- To provide support and information to the families of residents

Rosemary Lodge is wholly owned and managed by the Guild and run on a not for profit basis. It can accommodate up to 39 residents. The dignity of each individual resident is a priority and this is underlined in the recruitment and on-going training of staff. Wherever possible every effort is made to support residents in living as active a life as their individual circumstances will allow.

During 2010/2011 it continued to provide a good standard of care for its residents and a recent customer satisfaction survey conducted suggested this was a real strength. Occupancy in the last year has been high.

This year the Guild increased the number of stimulating activities in which the residents can participate and the Activities Co-ordinators and staff delivered a more consistent programme of events including outings to local places of interest, suitable for residents.

The number of residents who are suffering from Dementia continues to rise. Rosemary Lodge continues to develop its expertise in this area as demand increases.

There is a good relationship with the Relatives Support Group, and representatives meet regularly with the Rosemary Lodge Committee.

During 2010/2011 students from the London College of Garden Design submitted ideas for improvements to the garden at Rosemary Lodge which would benefit residents and their family, friends and carers. Once final designs have been agreed with all of these groups, work on enhancing the garden should commence in 2011/2012.

Main aims for 2011-2012

From an economic point of view, the main target for 2011/2012 will be to maintain occupancy rates at a cost effective level. Effective communication with referring agencies, health professionals and relatives of the residents will play an important part in achieving this target. The team at Rosemary Lodge will aim to improve its independent rating for the care home sector and a comprehensive options analysis review of the future use of Rosemary Lodge is planned. The standard of care is constantly being improved and residents, relatives and staff will be consulted on a regular basis as to changes in practice.

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(a company limited by guarantee)
REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
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HOUSING

The Guild owns 64 dwellings in the Wimbledon area, and one in Mitcham, all managed externally by Bells Commercial. In appropriate cases, the Housing Division is able to offer accommodation to people in need. The Housing Division also provides important income which helps to finance the welfare work of the Guild. Maintaining the fabric of the properties is one of the ongoing priorities for the Guild, as is keeping the number of voids as low as possible. Often one prevents the other.

The Guild was fortunate this year in that voids were lower and less had to be spent on repairs and maintenance. However, since the policy of the Guild is to refurbish flats as they become vacant, the number of properties becoming vacant in any one year is difficult to determine.

Main Aims for 2011-12

The continuing aim is to maximise the income from the Housing Division. However, it is important that the fabric of the properties is well maintained and that unnecessary voids are avoided where possible.

DRAKE HOUSE

The Guild regards Drake House as a community asset. It contains a large community hall, a medium-sized meeting room and a servery and is easy to get to for many local people. Community groups are using Drake House more and more and the Guild wants to expand its role as a hub for the community. Commercial lettings will continue to support the subsidised lettings to the voluntary sector.

Revenue targets for Drake House will be maintained during 2011/2012 to reflect the increasing community activity.

MITCHAM CHARITY SHOP

The shop has continued to flourish and once again ended the year ahead of budget. The shop manager and her team of volunteers provided a revenue stream which helps fund the Guild's work. The presence of the Guild in Mitcham is important, as it continues to make local people aware of the range of services provided by the Guild. Within Mitcham there are some of the poorest areas in the country, and the Guild actively supports people in these areas.

Some more selective items, which had been donated to the Guild, have been sold on eBay, and in so doing have produced a higher return. In addition, The Aviary Society has been able to sell larger goods on the Guild's behalf, which were too big to sell in the shop.

During 2010/2011 the charity shop has been generously supported by people across Merton who donated goods via Guild House or directly to the shop in Mitcham.

SUPPORT SERVICES

Marketing and Fundraising

Main aims for 2010/2011

- To raise the profile of the Wimbledon Guild through appropriate marketing materials and campaigns
- To increase the fundraising potential of the Wimbledon Guild

WIMBLEDON GUILD OF SOCIAL WELFARE
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REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

Marketing

Developing the public profile of the Guild has again been a priority during the year. The Guild has formed a very productive partnership with Haygarth, a marketing agency based in Wimbledon Village, who worked with the department on the positioning of the Guild with all target audiences.

During 2010/2011 the department played a key role in the completion of two surveys, one for Rosemary Lodge and the other for the Social Centre. Both generated important information on how service users feel about these areas.

This year the aims for marketing have been met. Focus for 2011/2012 will be on new technologies as a means of delivering better awareness of the Guild's work and the implementation of the Haygarth findings will be key aims. The department will continue to support all areas of the Guild.

Legacies

During 2010/2011, £189,000 was received in legacy donations. The newly appointed Fundraising Manager will focus on increasing legacies revenue in the future.

Fundraising and Donations

Maintaining the level of sponsorship of Wimbledon Village Fair, the main fundraiser for the Guild, was difficult this year. It was estimated that over 20,000 people attended the 2010 Fair. The event continues to be well supported by the whole community. This year has seen a change in the team managing the fair. The Guild would like to thank Jane Bretton, who for many years has been instrumental in managing and developing the Fair into the successful event that it has become.

New partnerships this year were developed with the Wimbledon Windmilers, a local running club who raised just under £2,000 for the Guild this year. The participation of a 9 strong team, made up of staff from Knight Frank's Wimbledon office, Guild staff and a 15 year old volunteer, in another local 10k run raised just under £3,000. Both of these fundraising events offered new opportunities to market the Guild and the running club will be holding the event in aid of the Guild again in 2011/2012.

Local schools and churches continued to be an important part of the fundraising activities of the Guild generating over £1,000 through various events. The Guild's Knitting Group raised over £1,000 this year, through the sale of their work, at events such as the Wimbledon Village Fair, a Christmas shopping event and in-house events.

Main aims for 2011/2012

The economic climate will continue to present difficulties for fundraising this year. The Guild has separated the functions of marketing and fundraising and a specialist fundraising team has been recruited. Focus on profile-raising will continue, along with increased fundraising activities. Competitor analysis will remain an on-going responsibility for the team.

PUBLIC BENEFIT

The charity trustees have complied with the duty in section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Charities Commission. All aspects of the Guild's work are open to the people of Wimbledon and the surrounding London Borough of Merton and over the years many have benefitted from its services. The Guild has many resources and acts as a hub for many community organisations in the local area. This has been part of its tradition and is seen as a very important part of its role in the locality.

WIMBLEDON GUILD OF SOCIAL WELFARE
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REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

FINANCIAL REVIEW

The Guild has had a good year from a financial point of view, though this is mainly due to the receipt of certain legacies and an upturn in the stock market. In addition, Rosemary Lodge occupancy has been high and the Housing Division have had fewer voids and less major expenditure than normal. Legacies cannot be budgeted for, but when received, they do enable the Guild to look at developing its work within the community, by introducing new projects or expanding existing ones. The financial outlook is pressured by the effect of inflation on costs and the uncertainty of income.

Reserves

The Trustees have adopted a reserves policy, which they consider appropriate to ensure the continued ability of the Charity to meet its objectives.

Reserves are defined as that part of the Charity's funds that are freely available for its general purposes. Reserves are therefore the resources that the Guild has available to spend for any or all of the charities purposes once all commitments and planned expenditure has been met.

The Guild has always been largely financially independent of local and national government. The Charity's expenditure is relatively predictable while its income is of a more variable and uncertain nature. To this end a significant level of free reserves is required to maintain a level of readily realisable assets:

- to sustain its operations within Wimbledon and District through periods of economic downturn and uncertainty for long enough to take remedial action.
- to exercise the option to develop new services or expand current ones in line with the changing needs of the community, whilst supporting existing clients and staff during periods of change.
- to ensure that delays in the receipt of expected income do not interrupt services or cause serious financial difficulties for the Guild.
- to survive unexpected setbacks and problems arising from internal or external causes.

As a result, over the medium term, the Charity aims to maintain free reserves to a level which will provide a minimum of one year's total unrestricted resources expended. The Charity considers that its free reserves are at an acceptable level.

Reserves are also required to enable the Guild to invest in assets that will generate a substantial proportion of the income which the Guild requires to maintain its level of charitable services (see note 8). The Charity considers that the current level of investments is necessary to provide this level of income and to preserve it in real terms in the future.

The Trustees will continue to monitor reserves stringently.

Principal Funding Sources

The Guild is in the main financially independent. A grant of £125,430 (3.9% of the total income of the Guild) from the London Borough of Merton is put toward the work of the Activity and Social Centre. Of this amount £56,470 is the notional grant reflecting the cost of the transport provided by the Borough. This grant has been reduced for the coming year and it is expected that this trend will continue. The Guild is considering its options in light of the increasing subsidy of this service.

One of the main priorities is to maintain the income levels needed to finance the charitable services. Every effort is being made to ensure this continues in the future.

WIMBLEDON GUILD OF SOCIAL WELFARE
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REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

Investment Policies and Performance

The policy is to invest in bonds, equities and other investments that are readily saleable, with a view to maintaining income and also if possible to increase the capital value. No share should be purchased that does not pay a dividend.

The portfolio of investments includes funds specifically for charities, managed by CCLA Investment Management Limited, M&G Investments, BlackRock and Cazenove Capital Management.

The portfolio also includes equity shares which are managed by Brewin Dolphin, and the Board has given them discretionary powers. Though the Guild does not have an ethical investment policy as such, the Investment Committee meet with Brewin Dolphin twice a year to discuss the portfolio, and to determine future policy.

Management of cash deposits is delegated to Senior Management within set limits.

Property

The Guild has a considerable residential property portfolio used to support charitable activities. The overall maintenance of the buildings is overseen by the Properties Committee. The Guild is further developing an overall strategic property policy with the merging of the housing and properties committees.

The Board considers that no useful purpose would be served by obtaining a professional valuation of the total freehold properties, which are fully utilised for the Guild's activities. However it accepts that property values have risen and that this is not truly reflected in the financial statements.

The Guild's properties are insured at rebuilding costs of £ 12.5 million (this relates to the book value of land and buildings of £ 3.2 million).

Conclusion

The past year has been an unusually good one economically for the organisation and has been particularly boosted by legacies, which allow expansion of existing service, or new work to be considered. The Wimbledon Guild remains at the forefront of service provision in Merton. As a result of the economic downturn, both locally and nationally, there is an ever increasing demand for its services. The Guild has for many years subsidised all aspects of its work with the community, and this subsidy is rising in line with the demand and price inflation. This means that maintenance of income levels is paramount in order to continue to provide the level of benefit to the people in the borough.



Russell Humphreys
Chief Executive Officer

11 July 2011

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
REPORT OF THE BOARD OF TRUSTEES AND ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

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 Generally Accepted Accounting Practice.

Company and charity law require the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Guild and of the surplus or deficit for that period. In preparing those statements, the Board of Trustees have:

- selected suitable accounting policies and then applied them consistently
- made judgements and estimates that are reasonable and prudent
- stated where applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepared the financial statements on the going concern basis.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Guild and 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 Guild and hence 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 corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements may differ from legislation in other jurisdictions.

STATEMENT OF DISCLOSURES TO THE AUDITORS

So far as the Trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the Guild's auditors are unaware, and each Trustee has taken all the steps that they ought to have taken as a Trustee in order to make them aware of any audit information and to establish that the Guild's auditors are aware of that information.

AUDITORS

Crowe Clark Whitehill LLP has expressed its willingness to continue as Auditor for the next financial year.

Signed on behalf of the Board of Trustees



Susan Cooke - Chairman



Simon Leathes FCA – Honorary Treasurer

11 July 2011

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
THE WIMBLEDON GUILD OF SOCIAL WELFARE
(A company limited by guarantee)**

We have audited the financial statements of Wimbledon Guild of Social Welfare for the year ended 31 March 2011 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes numbered 1 to 26.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (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 the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purpose of company 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 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 2011 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 Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees 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:

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
THE WIMBLEDON GUILD OF SOCIAL WELFARE
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- adequate accounting records have not been kept; 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.



Pesh Framjee

Senior Statutory Auditor

For and on behalf of

Crowe Clark Whitehill LLP

Statutory Auditor

London

17 August 2011

WIMBLEDON GUILD OF SOCIAL WELFARE
(A company limited by guarantee)
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2011

INCOME AND EXPENDITURE

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2011 £	Total 2010 £
INCOMING RESOURCES					
Incoming Resources from Generated Funds					
Voluntary Income	2	273,336	10,706	284,042	138,095
Activities for Generating Funds	3	265,860	-	265,860	270,493
Investment Income	4	86,902	256	87,158	104,228
		<u>626,098</u>	<u>10,962</u>	<u>637,060</u>	<u>512,816</u>
Incoming Resources from Charitable Activities					
Income from Charitable Activities	5	2,381,926	17	2,381,943	2,168,110
Grants	6	-	125,430	125,430	119,473
		<u>2,381,926</u>	<u>125,447</u>	<u>2,507,373</u>	<u>2,287,583</u>
TOTAL INCOMING RESOURCES		<u>3,008,024</u>	<u>136,409</u>	<u>3,144,433</u>	<u>2,800,399</u>
RESOURCES EXPENDED					
Costs of Generating Funds	7	276,137	-	276,137	285,285
Charitable Expenditure	8	2,394,675	142,240	2,536,915	2,558,120
Governance Costs	9	42,854	-	42,854	51,462
TOTAL RESOURCES EXPENDED		<u>2,713,666</u>	<u>142,240</u>	<u>2,855,906</u>	<u>2,894,867</u>
NET INCOMING RESOURCES		294,358	(5,831)	288,527	(94,468)
Unrealised Gains on investment assets	13	125,009	169	125,178	619,684
Realised Gains (Losses) on investment assets		<u>(7,382)</u>	-	<u>(7,382)</u>	<u>50,684</u>
NET MOVEMENT IN FUNDS		<u>411,985</u>	<u>(5,662)</u>	<u>406,323</u>	<u>575,900</u>
FUND BALANCES BROUGHT FORWARD 1 APRIL 2010		6,058,338	56,579	6,114,917	5,539,017
FUND BALANCES CARRIED FORWARD 31 MARCH 2011	16/17	<u>6,470,323</u>	<u>50,917</u>	<u>6,521,240</u>	<u>6,114,917</u>

TOTAL RECOGNISED SURPLUS AND DEFICITS

The company has no recognised surpluses or deficits other than the deficit or surplus shown above

CONTINUING OPERATIONS

None of the company's activities was acquired or discontinued during the accounting period.

WIMBLEDON GUILD OF SOCIAL WELFARE
(A company limited by guarantee)
BALANCE SHEET
AS AT 31 MARCH 2011

	Notes	2011 £	2011 £	2010 £	2010 £
FIXED ASSETS					
Tangible assets	12		3,273,236		3,384,173
Investments	13		3,052,782		2,634,644
CURRENT ASSETS					
Debtors	14	211,478		259,547	
Cash at bank and in hand		60,706		83,996	
Cash at COIF Charities Deposit Fund		156,887		56,887	
		<u>429,071</u>		<u>400,430</u>	
CREDITORS - amounts falling due within one year	15	<u>233,849</u>		<u>304,330</u>	
NET CURRENT ASSETS			195,222		96,100
NET ASSETS			<u>6,521,240</u>		<u>6,114,917</u>
Financed by:					
FUNDS					
Restricted funds	16		50,917		56,579
Unrestricted funds	17				
Free Reserves		3,196,737		2,675,687	
Fixed Asset Reserves		3,273,236		3,382,427	
Designated Welfare Funds		<u>350</u>	6,470,323	<u>224</u>	6,058,338
			<u>6,521,240</u>		<u>6,114,917</u>

Approved by the Board of Trustees on 11 July 2011



Mrs S Cooke - Chairman



S W deM Leathes FCA - Honorary Treasurer

Company No. 383330

WIMBLEDON GUILD OF SOCIAL WELFARE
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CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2011

	Notes	2011 £	2011 £	2010 £	2010 £
Net cash inflow from operating activities	19		398,784		120,039
Capital expenditure and financial investment					
Purchase of tangible fixed assets		(21,732)		(61,716)	
Write off of tangible fixed assets		-		-	
Proceeds on sale of fixed assets		-		-	
Proceeds on sale of investments		294,978		298,415	
Purchase of investments		(295,320)		(298,254)	
Cash held for investment		(300,000)		-	
			<u>(322,074)</u>		<u>(61,555)</u>
Cash Inflow before use of liquid resources and financing			76,710		58,484
			<u>76,710</u>		<u>58,484</u>
Increase in cash in the period			76,710		58,484

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

(a) Basis of Accounting

The financial statements have been prepared in accordance with the Statement of Recommended Practice, 'Accounting and Reporting by Charities' (Revised 2005) and the Companies Act 2006.

(b) Accounting conventions

The financial statements are prepared under the historical cost convention, as modified by the revaluation of certain assets and in accordance with applicable Accounting Standards.

(c) Incoming resources

Income represents rent and accommodation charges, the sale of meals, shop sales, grants, donations and other voluntary income.

Voluntary income from legacies is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Grant income is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability

The sale of meals and income from grants, shop sales, donations and other voluntary sources are dealt with on a cash basis.

Gifts in kind include furniture and clothing donated by the public and distributed to families and individuals in need, the property portion of any legacies and other donated goods and services. These contributions are included in the financial statements at an estimate based on the value of the contribution to the charity.

(d) Charitable expenditure

Expenditure on the provision of accommodation and care is analysed into its main cost components of staffing costs, provision of food and other supplies and the cost of premises.

(e) Support costs

Support costs are allocated to charitable expenditure based on square footage for premises costs, time spent for salaries and related expenses and approximate usage for other expenses.

(f) Voluntary help

A significant amount of time is expended on the company's activities which is donated free of charge. It is not possible to quantify the value of time given and accordingly it is neither recorded as donated income nor as an expense in the financial statements.

(g) Depreciation of fixed assets

Depreciation is provided on all fixed assets, including freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset over its expected useful life as follows:-

Freehold land and buildings	-	2% per annum on cost/valuation
Motor vehicles	-	20% per annum on cost
Furniture and equipment	-	10% per annum on cost
Computer equipment	-	33% per annum on cost

Items are capitalised when the total cost or market value of the whole project exceeds £2,000.

Gains and losses on fixed assets disposed of are shown as realised gains and losses in the Statement of Financial Activities

(h) Investment assets

Investments are stated at market value. The income arising on the investments is shown under investment income in the Statement of Financial Activities.

Gains and losses on investment assets disposed of are shown as gains and losses in the Statement of Financial Activities

Gains and losses on investment assets held at the year-end are unrealised and are also shown as gains and losses in the Statement of Financial Activities.

(i) Stocks

No account is taken of the stock of food and provisions at the year-end as this is considered to be immaterial.

(j) Pension Costs and other post retirement benefits

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

(k) Lease commitments

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 MARCH 2011

	Unrestricted Funds £	Restricted Funds £	Total 2011 £	Total 2010 £
2. VOLUNTARY INCOME				
Legacy income - gifts in kind	342	-	342	10,628
- other	189,141	-	189,141	-
Donations and covenants	27,553	10,706	38,259	57,467
Second Time Around	56,300	-	56,300	70,000
	<u>273,336</u>	<u>10,706</u>	<u>284,042</u>	<u>138,095</u>
Second Time Around Project represents donated goods to be given directly to social welfare clients				
3. ACTIVITIES FOR GENERATING FUNDS				
Rental Income	24,570	-	24,570	23,622
Drake House	59,230	-	59,230	65,683
Wimbledon Village Fair	114,574	-	114,574	111,774
Charity Shop	60,028	-	60,028	60,191
Other	7,458	-	7,458	9,223
	<u>265,860</u>	<u>-</u>	<u>265,860</u>	<u>270,493</u>
4. INVESTMENT INCOME				
Bank and Building Society accounts	515	-	515	661
Dividends receivable from in the UK	77,969	256	78,225	98,494
Dividends receivable from outside the UK	8,418	-	8,418	5,073
	<u>86,902</u>	<u>256</u>	<u>87,158</u>	<u>104,228</u>
5. INCOME FROM CHARITABLE ACTIVITIES				
Activity & Social Centre	42,692	-	42,692	46,161
Counselling	173,759	-	173,759	201,757
Housing Rents	580,152	-	580,152	499,875
Rosemary Lodge	1,583,187	-	1,583,187	1,418,079
Social Work	2,136	17	2,153	2,238
	<u>2,381,926</u>	<u>17</u>	<u>2,381,943</u>	<u>2,168,110</u>
6. GRANTS				
London Borough of Merton	-	68,960	68,960	68,930
London Borough of Merton Notional Transport	-	56,470	56,470	50,543
	<u>-</u>	<u>125,430</u>	<u>125,430</u>	<u>119,473</u>
	Direct Costs £	Support Costs £	Total 2011 £	Total 2010 £
7. COSTS OF GENERATING FUNDS				
Costs of Generating Voluntary Income	31,787	26,100	57,887	64,464
Charity Shop	34,439	7,300	41,739	47,905
Wimbledon Village Fair and other fundraising events	79,078	23,000	102,078	97,693
Building Management and Maintenance (including Drake House)	43,033	31,400	74,433	75,223
	<u>188,337</u>	<u>87,800</u>	<u>276,137</u>	<u>285,285</u>

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 MARCH 2011

	Direct Costs £	Support Costs £	Total 2011 £	Total 2010 £
8. CHARITABLE EXPENDITURE				
Activity & Social Centre	215,094	56,800	271,894	269,181
Befriending	12,958	17,300	30,258	39,833
Counselling	197,972	76,100	274,072	288,959
Housing	179,408	34,800	214,208	237,008
Rosemary Lodge	1,407,998	72,400	1,480,398	1,437,531
Second Time Around	93,394	17,300	110,694	113,823
Social Work	120,191	35,200	155,391	171,785
	<u>2,227,015</u>	<u>309,900</u>	<u>2,536,915</u>	<u>2,558,120</u>

In the year the Guild used its unrestricted funds to meet the shortfall in funding for the following projects:

	2011 £	2010 £
Activity & Social Centre	103,772	103,547
Befriending	30,258	39,833
Counselling	100,313	87,202
Rosemary Lodge	33,424	30,638
Second Time Around	54,394	43,823
Social Work	155,391	171,785
	<u>477,552</u>	<u>476,828</u>

	2011 £	2010 £
9. GOVERNANCE COSTS		
Auditors - audit fees	12,713	7,443
Annual General Meeting & Report	1,866	2,093
Trustee Liability Insurance	3,418	3,483
Trustee Costs	1,533	424
Support Costs	23,324	38,019
	<u>42,854</u>	<u>51,462</u>

The charity has taken out trustee liability insurance for £3,000,000. No trustee had expenses reimbursed during the year. (2010: £nil).

	Staff Costs £	General Office Costs £	Facilities Costs £	2011 Total £	2010 Total £
10. SUPPORT COSTS BY ACTIVITY (Notes 7,8 and 9)					
Activity & Social Centre	22,300	20,400	14,100	56,800	54,830
Befriending	9,100	5,500	2,700	17,300	15,030
Counselling	25,300	27,600	23,200	76,100	76,900
Housing	14,700	2,100	18,000	34,800	48,180
Rosemary Lodge	61,900	9,000	1,500	72,400	62,340
Second Time Around	9,100	5,500	2,700	17,300	15,900
Social Work	7,200	16,500	11,500	35,200	35,680
	<u>149,600</u>	<u>86,600</u>	<u>73,700</u>	<u>309,900</u>	<u>308,860</u>
Costs of Generating Funds	60,600	21,200	6,000	87,800	104,990
Governance	19,042	3,994	288	23,324	38,019
	<u>229,242</u>	<u>111,794</u>	<u>79,988</u>	<u>421,024</u>	<u>451,869</u>

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
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FOR THE YEAR ENDED 31 MARCH 2011

11. STAFF COSTS

	Total 2011 £	Total 2010 £
Wages and salaries	1,291,317	1,339,996
Social security costs	112,445	121,513
Pensions	21,775	22,505
Agency staff	217,342	188,117
Other	35,048	54,614
	<u>1,677,927</u>	<u>1,726,745</u>

Due to the continuing national problem in recruiting trained care staff it has been necessary to use agency personnel to meet our statutory obligations. These staff are mostly at Rosemary Lodge.

The average number of full-time equivalent staff analysed by function was:

	2011 No.	2010 No.
Direct charitable	48	47
Generation of Funds	3	2
Governance and Support	4	4
	<u>55</u>	<u>53</u>

No remuneration was paid during the year to any member of the Board of Trustees for services rendered in that capacity. One employee had emoluments, including pension contributions, exceeding £60,000 in the year.

12. TANGIBLE FIXED ASSETS

	Land and Buildings £	Plant and Equipment £	Motor Vehicles £	Total £
Cost/valuation				
At 1 April 2010	4,514,978	350,380	33,690	4,899,048
Additions	6,004	15,728	-	21,732
Write Offs	-	(41,080)	-	(41,080)
As at 31 March 2011	<u>4,520,982</u>	<u>325,028</u>	<u>33,690</u>	<u>4,879,700</u>
Accumulated Depreciation				
At 1 April 2010	(1,258,397)	(231,519)	(24,959)	(1,514,875)
Charge for the year	(90,664)	(34,947)	(2,495)	(128,106)
Write Offs	-	36,517	-	36,517
As at 31 March 2011	<u>(1,349,061)</u>	<u>(229,949)</u>	<u>(27,454)</u>	<u>(1,606,464)</u>
Net Book Values				
As at 31 March 2011	<u>3,171,921</u>	<u>95,079</u>	<u>6,236</u>	<u>3,273,236</u>
As at 31 March 2010	<u>3,256,581</u>	<u>118,861</u>	<u>8,731</u>	<u>3,384,173</u>

All of the land and buildings are freehold properties.

Depreciation is taken on the cost/valuation of the freehold buildings. Without a complete valuation it is not possible to separate the cost of the land and the Board of Trustees consider that the depreciation charged of 2% per annum on the total cost is reasonable.

Analysis of costs and valuation of land and buildings:

	2011 £	2010 £
Historical cost	4,072,982	4,066,978
Valuation	448,000	448,000
	<u>4,520,982</u>	<u>4,514,978</u>

WIMBLEDON GUILD OF SOCIAL WELFARE
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FOR THE YEAR ENDED 31 MARCH 2011

13. INVESTMENTS

	2011 In the UK £	2011 Outside the UK £	2011 Total £	2010 Total £
Quoted Investments				
Market value at 1 April 2010	2,277,545	350,663	2,628,208	1,953,662
Additions	264,186	31,134	295,320	298,254
Disposals	(306,704)	-	(306,704)	(243,391)
Net unrealised investment gain	98,291	26,887	125,178	619,683
Market value at 31 March 2011	<u>2,333,318</u>	<u>408,684</u>	<u>2,742,002</u>	2,628,208
Cash Held for Investment	<u>310,780</u>	-	<u>310,780</u>	6,436
Investments at 31 March 2011	<u><u>2,644,098</u></u>	<u><u>408,684</u></u>	<u><u>3,052,782</u></u>	<u><u>2,634,644</u></u>
Historical cost at 31 March 2011	<u><u>1,925,758</u></u>	<u><u>345,403</u></u>	<u><u>2,271,161</u></u>	<u><u>2,450,223</u></u>

Included in quoted investments are the following investments, which represents over 5% of the investment portfolio:

	£
Charishare Common Investment Fund	145,761
M&G Equities Investment Fund for Charities (Charifund)	145,332

14. DEBTORS

	2011 £	2010 £
Trade Debtors	123,843	178,642
Other Debtors	80,325	66,843
Prepayments	7,310	14,062
	<u><u>211,478</u></u>	<u><u>259,547</u></u>

15. CREDITORS - amounts falling due within one year

	2011 £	2010 £
Trade Creditors	30,191	46,807
Other Creditors	51,632	40,000
Accruals and deferred income	152,026	217,523
	<u><u>233,849</u></u>	<u><u>304,330</u></u>

16. RESTRICTED FUNDS

	Balances 1 April 2010 £	Incoming resources £	Resources expended £	Gain on Investment Assets £	Balances 31 March 2011 £
Welfare funds	9,975	17	(1,335)	-	8,657
Activity and Social Centre (notes 5, 6 and 8)	110	125,430	(125,430)	-	110
Breathing Disorder Fund	27,674	-	(2,294)	-	25,380
Still Water Fund	4,977	-	(445)	-	4,532
Taylor Family Foundation Fund	-	5,000	(3,782)	-	1,218
Wimbledon Convalescent Home Fund	9,288	256	(1,546)	169	8,167
Wimbledon & District Nurses & Midwifery Benevolent Society	-	5,163	(5,163)	-	-
Family Therapy Fund	1,746	-	(1,746)	-	-
Amenity fund	2,809	544	(500)	-	2,853
	<u><u>56,579</u></u>	<u><u>136,410</u></u>	<u><u>(142,241)</u></u>	<u><u>169</u></u>	<u><u>50,917</u></u>

WIMBLEDON GUILD OF SOCIAL WELFARE
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FOR THE YEAR ENDED 31 MARCH 2011

16. RESTRICTED FUNDS (continued)

The Welfare Fund is made up of donations earmarked for welfare use. Small grants are given out to individuals, in line with the objects of the charity.

The Activity and Social Centre Fund represents money received from the local authority and the related expenditure.

The Breathing Disorder Fund is for grants to individuals with breathing disorders and/or for their carers.

The Still Water Fund is for grants to individuals for young people and others in serious need with a particular interest in homelessness.

The Taylor Family Foundation Fund represents a restricted donation to be used for children and family's needs.

The Wimbledon Convalescent Home Fund is the merger of two smaller charities and is used for small welfare grants.

The Wimbledon & District Nurses & Midwifery Benevolent Society Fund represents donations made towards the purchase of equipment at Rosemary Lodge.

The Family Therapy Fund represents a grant from Awards for All (The Big Lottery) for the building of a family therapy suite. This is now fully depreciated.

The Amenity Fund is made up from donations and fundraising activities to be used specifically for the residents of Rosemary Lodge.

17. UNRESTRICTED FUNDS

	Balance 1 April 2010 £	Incoming resources £	Transfer of funds £	Resources expended £	Gain on Assets £	Balance 31 March 2011 £
Free Reserves	2,675,687	3,008,024	(32,732)	(2,571,869)	117,627	3,196,737
Fixed Asset Reserves	3,382,427	-	21,732	(126,360)	(4,563)	3,273,236
Designated Welfare Funds	224	-	11,000	(10,874)	-	350
Total	<u>6,058,338</u>	<u>3,008,024</u>	<u>-</u>	<u>(2,709,103)</u>	<u>113,064</u>	<u>6,470,323</u>

The Fixed Assets Reserves are represented by tangible fixed assets and are not readily convertible into cash

The Designated Welfare Fund represents assets designated to maintain the small grants programme

18. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Tangible assets	6,320,168	5,850	6,326,018	6,018,817
Net current assets	<u>150,155</u>	<u>45,067</u>	<u>195,222</u>	96,100
Total	<u>6,470,323</u>	<u>50,917</u>	<u>6,521,240</u>	<u>6,114,917</u>

19. CASH FLOW INFORMATION

RECONCILIATION OF OPERATING SURPLUS TO NET CASH FLOWS FROM OPERATING ACTIVITIES

	2011 £	2010 £
Net Incoming (outgoing) resources	293,090	(90,358)
Depreciation charges	128,106	133,597
Decrease(increase) in debtors	48,069	(66,221)
(Decrease) increase in short term creditors	<u>(70,481)</u>	<u>143,021</u>
NET CASH INFLOW FROM OPERATING ACTIVITIES	<u>398,784</u>	<u>120,039</u>

WIMBLEDON GUILD OF SOCIAL WELFARE
(a company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 MARCH 2011

19. CASH FLOW INFORMATION (continued)

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN CASH

	2011
Increase in cash in the period	£
Net funds at 1 April 2010	140,883
Increase in cash in the period	126,710
Net funds at 31 March 2011	<u>267,593</u>

ANALYSIS OF CHANGES IN CASH

	At 1 April 2010	Cash Flows	At 31 March 2011
	£	£	£
Cash in hand and at bank	83,996	(23,290)	60,706
Cash at COIF Charities Deposit Fund	56,887	100,000	156,887
TOTAL	<u>140,883</u>	<u>76,710</u>	<u>217,593</u>

20. HISTORICAL COSTS OF NET MOVEMENT IN FUNDS

	2011	2010
	£	£
Net movement in funds	406,323	575,900
Unrealised gain on investments	(125,178)	(619,684)
Net movement of funds on a historical cost basis	<u>281,145</u>	<u>(43,784)</u>

21. SHARE CAPITAL

The company has no share capital, but in terms of clause 7 of the Articles of Association every member is liable to contribute a sum not exceeding £1 in the event of the company being wound up during the time they are a member or within one year thereafter.

22. TAXATION

The Guild is a registered charity and is exempt from taxation on income arising from and expended on its charitable activities

23. OPERATING LEASES

	2011	2010
	£	£
Obligations under operating leases expiring in less than one year	-	-
Obligations under operating leases expiring in one to five years	20,177	19,929
	<u>20,177</u>	<u>19,929</u>

24. PENSION COSTS

The company has a group personal pension plan which all employees are entitled to join. The company matches contributions made by employees up to 7%.

During the year ended 31 March 2011, the company's total contributions amounted to £21,775 (2010: £22,505).

25. CAPITAL COMMITMENTS

The company has authorised and contracted for expenditure of £50,000. The company has authorised but not contracted for expenditure of £121,000 in its capital budget for the upcoming year.