



SQUARE PEG
Activities

WHERE SQUARE PEGS FIT IN

2024/25 Annual Report



Chair of Trustees *report*

“

It's the family you didn't know you needed, the village you can't do without, it's support, understanding, judgement free and a safe and secure place for the whole family. We genuinely wouldn't be where we are now without them (and the other families who attend
Clare A

Like many charities, we have experienced another challenging year. Our operational team has managed staffing fluctuations due to departures and periods of long-term sickness, while continuing to deliver high-quality support to the children, young people and families who rely on our services. The Board remains committed to supporting our colleagues so they can continue this vital work effectively.

Over the past year, demand for our services has grown again, with more children accessing support on a regular basis. Although the funding environment has remained difficult, we have maintained a strong pipeline and benefited from repeat awards. More structured recording and reporting have strengthened our planning and forecasting, helping us target time and effort effectively to sustain and grow income.

We have reshaped our Management Team to better support delivery. In particular, we created a new Business Improvement Manager role to oversee day-to-day operations, increasing our capacity to develop funding opportunities and organise services efficiently. We have also clarified operational roles and responsibilities to strengthen accountability and underpin effective governance.

We also welcomed new Trustees, bringing a wide range of experience and expertise to guide, support and scrutinise our work. This strengthens our governance and helps us build the specialist capability needed to support future growth and long-term stability.

Our mission and vision remain clear: to improve outcomes for children and young people by providing timely, compassionate and effective support to them and their families, and by working collaboratively with partners across our community.

Looking ahead, we will continue to strengthen our operational capability and ways of working, and we will develop our succession planning to support sustainable growth.



PROFILE OF COMPANY

The Trustees present their Annual Report for the year ending 31 August 2025

STRUCTURE, GOVERNMENT & MANAGEMENT

Governing Document

The charity is controlled by its governing document, a deed of trust and constitutes a limited company, limited by guarantee as defined by the Companies Act 2006.

Mission

To deliver safe accessible and appropriate leisure activities and facilities that are designed for disabled people's needs

Vision

To become the "go to" organisation in North Birmingham for families with disabled children for leisure advice and community



Square Peg Activities is a lifeline for my daughter and myself. A safe space where I know she isn't going to be treated differently. I'm made to feel welcome and safe. A place where I can get help and support from both the staff/volunteers but also the other parent/carers if I need it.

We access very little apart from what Square Peg Activities offers as most of the time activities aren't suitable or accessible for my daughter. We would spend most of our time in the 4 walls of our house during holidays if it wasn't for the amazing activities put on by Square Peg Activities. Sara M



1595

Total attendances during the school holidays

37

Total Disabled Adults attending specific session

1063

Total term time attendances



173

Individual children attending during the summer

99

Children attending our Sensory Santa sessions

11

Parent/Carer sessions meet ups organised



Projects

Details

Outcome

Gaming Room

New media wall, slimline chairs and bespoke desks all funded by local Rotary Clubs

- There is now room for more children to use the space
- The kids love the room even more now it looks "professional."

Trips

Our annual trip to the Panto funded partly by Happy Days and partly by our fundraising

- We managed took 221 people to the theatre and allowed families to go in a safe space as a group.

Clubs

Tuesday Club 37 individual children attended our after school lego club with 40 sessions over the year. After amalgamating the lego club with gaming club we saw a big increase in members overall. They like having the option of both activities as well as still being able to use the gardens, den and sensory room

Home Education Clubs The number of children accessing these clubs has increased to 63. Both sessions are now consistently busy each week, with new families joining us regularly. As a result, we have increased capacity at the two weekly clubs, which take place on Tuesday and Friday afternoons during term time. Although the clubs are primarily for socialising and reducing social isolation, we provide some activities that are more interactive with staff and volunteers such as cooking, gardening and textiles.

Youth Club Is our only parent free activity for ages 11-18 and is still at capacity, we now have 14 members who enjoy a range of activities such as escape rooms, board games, meals out, cooking etc.

Adults Session Our weekly adult sessions are continuing to thrive, we have members coming from all areas of Birmingham and of all ages. The activities are mainly arts and crafts but we provide a variety and try to keep them topical. The adults tend to use the time to make friends and socialise indoors or in the gardens and sensory room

2

After school clubs

2

Clubs for children out of school

109

Term time sessions were available

Projects

Details

Outcome

Youth Club

Create a group for over 11's where children attend without parents and they can have their own space.

- The group is thriving and we've already had to expand
- The young people choose all their activities and bring tuck money in which promotes independence

Second Home Ed Club

The group has expanded so it was time to start a second session

- A new Friday Storytime session has been set up which is a great addition to the Tuesday free play group.

The year in review



The year has continued to see all our staple activities with a couple of additions. We have increased numbers of attendees to a maximum of 30 during school holiday activities as we have more staff to cover the sessions meaning we can support more children than ever before.

We have increased our visibility with other charitable organisations in the area and regularly host the local charity networking event. We have also partnered with other organisations on projects such as the apprentice program with Mencap

One of our two play workers finished her university degree and found work in a school, we recruited her replacement and added two additional play workers to better support the increase in participants. The children enjoy the familiarity of having regular staff members and so felt adding a third regular play worker worked best for the children. We continue to recruit volunteers from local colleges and school 6th forms which is great for the children to have younger people to support them

The play staff have been taking BSL lessons throughout the year to be better equipped to communicate with deaf participants

FUTURE PLANS

The improvements made to the business last year have enabled us to work more effectively. It will allow staff to widen their roles which means we can reach more people in the community. It also means we can solidify our offer and make improvements moving forward.

Summer Highlight

Summer holidays are always our biggest undertaking. It is looked forward to by children, parents and staff. It's a mammoth planning and implementing exercise but is so worth the effort.

Disappointingly funding from the local council was cut by almost half this year so we had to amend our schedule of activities but still managed to arrange a trip to Weston Super Mare.

Summer 2024 saw a host of new families attend alongside our regulars creating new friendships and community.

Winter Highlight

This Christmas our theme was Narnia, this was one of the loveliest themes we have done and was resplendent with fur coats and snow, both fake obviously. The children thought it was magical and was very much appreciated by parents as well as the children.

We saw 99 children this year who got to take part in the Narnia themed arts and crafts, play in the "snow" visit Santa in the grotto then choose their own gift in the workshop. Although the preparation is huge and takes around a week, this remains one of our most loved activities by parents, children, staff and volunteers.



Finances

2023/2024

Total Income

£175,079

Donations

£12,884

Trusts & Foundation
Funding

£162,195

Total Expenditure

£213,240

Activity costs

£21,379

Rent costs

£24,856



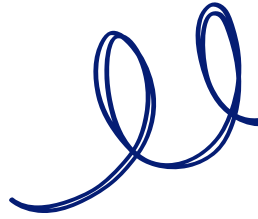
RESERVES POLICY:

We aim to hold unrestricted free reserves sufficient to cover 6 months operating costs which are currently £105,000

The Charity and Trustees are currently investigating further ways to develop sustainable funding streams. It is the duty of the Trustees to monitor reserves available to be able to fund the activities of the charity and they regularly review the reserves required to meet known and estimated expenditure in furtherance of the charity's objectives and for its administration



Risk management



The trustees have a duty to identify and review the risks that the charity is exposed to and to ensure appropriate controls are in place to provide reasonable assurance against fraud or error. Key risks to Square Peg Activities have been identified and recorded on the Risk Register, alongside appropriate mitigation plans. The charity will report back to the trustees at all board meetings and keep them informed of any new risks identified. Based on the register, the top three principal risks to the charity have been identified as being:

Issue – Recognising risks

Solution – to work with the chair of trustees who is experienced in risk management to better identify risks ahead of time and to put solutions in to mitigate them.

–This has been achieved by trustees spending time with senior management setting up a new robust risk register.

Issue – Income

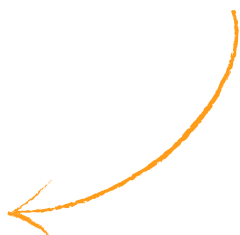
Solution – Continue to widen funding opportunities and increase funds from donations, corporate sector and monthly giving.

–This has been a difficult financial year with the loss of a key staff member and a director having to take an extended sick leave which created a gap in funding.

Issue – Reduction in donations

Solution – to work with local parent/carers to develop a sense of ownership for them to support the charity's local fundraising.

–The cost of living crisis has had an impact on the charities service users which led to a reduction in donations, we are mitigating this with the launch of the Parent Carer Association, who are taking responsibility fundraising locally.



Statement of Public Benefit



Under the Charities Act 2011, charities are required to demonstrate that their aims are for the public benefit. The two key principles which must be met in this context are, first, that there must be an identifiable benefit or benefits; and, secondly, that the benefit must be to the public, or a section of the public. Charity trustees must ensure that they carry out their charity's aims for the public benefit, must have regard to the Charity Commission's guidance, and must report on public benefit in their Annual Report. Square Peg Activities Limited Board of Trustees regularly monitors and reviews the success of the organisation in meeting its key objective of providing appropriate leisure activities for children with disabilities and their families. The trustees confirm, in the light of the guidance, that these aims fully meet the public benefit test and that all the activities of the charity, described in the Trustees' annual report, are undertaken in pursuit of these aims

Registered England & Wales charity number: 1185040
Registered Office: 37-41 Gate Lane Sutton Coldfield B73 5TR
Creative Director: Lauren Baker
Fundraising Director: Sharon Needham



The Board of Trustees



Acknowledgements

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. These accounts have been prepared in accordance with the provisions applicable to companies' subject to the small companies' regime

Board of Trustees

Mrs Ramandeep Kaur Chair

Mrs Claire Greaves

Ms Crystal Merrill Resigned in 2024-25

Ms Sarah Clamp Joined 2024-25



Trustee statement of Responsibility

The trustees (who are also directors of Square Peg Activities Limited for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

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

- Select suitable accounting policies and then apply them consistently
 - Observe the methods and principles in the Charities SORP
 - Make judgments and estimates that are reasonable and prudent
 - State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
 - Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation
- The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware

- Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

We'd like to thank all our donors for their *generous support*



Thank You

We would like to extend a huge thank you to all the families who have donated, local businesses who have donated money as well as offered time, funders and everyone else who have supported us through the last financial year. We appreciate your support and hope this continues in the future.



Our volunteers

Our colleagues

Our Funders





LORD MAYOR OF BIRMINGHAM £2,000
THE PERCY BILTON CHARITY £2,341
DUMBRECK CHARITY £500
THE PATRICK TRUST £800
THE SIR JOHN MIDDLEMORE FUND £2,000
THE HOPKINS/SAYER CHARITY £1,000
CHILDRENS QUARTER £10,624
PEDDIMORE - IM PROPERTIES £2,831
NATIONAL NEIGHBOURHOOD SCHEME (NNS) £2,900
FORWARD CARERS £500
MATTHEW WRIGHTSON CHARITABLE TRUST £550
FREE MASONS CHARITY £5,000
SUTTON COLDFIELD CHARITABLE TRUST £36,141
THE DULVERTON TRUST £4,800
WILLIAM A CADBURY £530
THE GRIMMITT TRUST £1,200
BBC CHILDREN IN NEED £15,000
THE EDWARD CADBURY CHARITABLE TRUST £3,000
THE BOSHIER-HINTON FOUNDATION £1,794
THE NATIONAL LOTTERY COMMUNITY FUND-AWARDS FOR ALL £20,000
THE CLOTHWORKERS FOUNDATION £6,500
THE BARBARA WARD CHILDREN'S FOUNDATION £5,000
GARFIELD WESTON FOUNDATION £10,000
GEORGE FENTHAM TRUST £2,000
ASDA FOUNDATION £800
GROUNDWORK UK £1,000
THE GEORGE HENRY COLLINS CHARITY £1,000
THE COLE CHARITABLE TRUST £1,200
THE GREENHALL FOUNDATION £3,000
MARSH CHARITABLE TRUST £600
THE 29TH MAY 1961 CHARITABLE TRUST £7000
THE HOBSON CHARITY LIMITED £2000
THE HARRY PAYNE FUND £1,000
SCREWFIX FOUNDATION £4924
ST JAMES PLACE £2160

