the Pink Place

Your Local Cancer Charity

Trustees Annual Report 2025

The Pink Place
The Orchard, White Hart Lane, Basingstoke RG21 4AF
Charity Reg. No. 1153494
Company No: 08326594

CONTENTS

Contents

Introduction 2

Chair Report 3

The Charity 4

Our Team 4

Our Volunteers 4

Complementary Therapy Provision 4

Impact & Achievement 5

Our Guests 6

Principal Funding Sources 7

Financial Summary 8

Trustees' responsibilities in relation to the financial statements 9

Public Benefit 9

Summary 9

Introduction

An estimated one-in-two of us will be diagnosed with some form of Cancer in our lifetime. That's why it's so important for us to continue offering wellbeing services to people in our community going through treatment.

Emotional support is essential during such a difficult time and our aim is to be there for as many people as possible, with one eye on a sustainable long-term outlook for the running of the charity.

It costs us around £129,000 each year to deliver our free, high-quality support for women living with cancer. Funding is provided by grants, donations and fundraising, and it is only through the generosity of our community, volunteers and other supporters that we are able to continue this work into our 15th year.

Our services provide benefits that can help people (particularly following medical treatments) to develop emotional resilience, a sense of well-being, and personal belief and we review these annually to understand the need and demand. We reflect on what has been achieved and the difference we are making to the women we support in Basingstoke and the neighbouring areas. We accomplish this by regularly monitoring management data and, more importantly, seeking feedback from service users, volunteers, and partners.

The Trustees, who are Directors for the purposes of company law, present their annual report with the financial statements for the year ended 31st March 2025.

Chair Report

The charity has encountered various challenges during 2024 and the first half of 2025, which have put pressure on the running of the organisation and the services it offers. Total income was down significantly from 23-24, mainly due to the increased competition for grants and a reduction in available grant funding in the Health and Wellbeing sector.

We also saw changes in our board of trustees with two long-term trustees, Wendy Lee and Richard Birkin, retiring after 14 years of dedicated service, and we would like to take this opportunity to acknowledge and thank them for their many years of valued support. Thanks also to Elspeth Mackeggie Gurney and Lesley Murphy, both of whom made significant contributions and will be sorely missed.

These changes to the board of trustees highlighted a specific issue with our governance, which in turn hampered a grant opportunity. This was rectified at an EGM during the year to change our articles to establish a minimum of three trustees instead of five, which was deemed more relevant for a charity of this size.

During the first quarter of 2025, the board of trustees took the difficult decision to close our Alton Wellbeing sessions and our provision for men - The Blue Space. Making these tough choices has allowed us the opportunity to step back and focus on our core competencies to ensure we offer maximum value to those who need it most for many years to come.

Although I am personally relatively new to the charity, having joined as a trustee in October 2023, and after having been through quite a challenging year, I am still incredibly positive about where we now find ourselves as a charity with a much clearer vision of the future.

During Q2 of 2025, we welcomed three new trustees to the board to broaden our expertise across business, fundraising and cancer support services, with the appointment of Kevin Croombs, Gary Livingstone and Eileen Stonock. I am pleased to report that they are already having an impact on the way we run as a charity, helping us to identify opportunities to ensure the relevance and longevity of The Pink Place.

Despite the challenge of increased costs for the financial year, which are up 12% on last year and 43% from two years ago, our ability to fundraise has improved with a wider profile for the charity and a focus on maximising income, specifically with a growth in business connections.

Therefore, I am positive for the future, if not excited. We have already introduced a new, more relevant brand, which was 100% funded by local businesses through donations, expertise and time. So, with a clearer outlook, the trustees are now focused on three core objectives for the coming year:

- **Establish a stable structure for our staff. They work tirelessly to deliver a lot with a little and we are committed to offering maximum support that is relevant to the work they do.**
- **To better understand our service offering in collaboration with our stakeholders (especially the ladies who rely on our support), with a view to developing further what we offer and how we deliver it.**
- **Continue to develop the new brand with increased promotion and profile building for fundraising and growing connections, and also to become more visible to those who need our services.**

Craig Killick
Chair of Trustees

The Charity

Throughout the year, we have continued to deliver our core range of services, including complementary therapies, counselling, hair, skin and nail advice, and a variety of social and wellbeing sessions. These support services are offered primarily from our central office and therapy base, with additional wellbeing sessions held at a community venue in Basingstoke. (We refer to our service users as guests.)

Our Team

We have a small but dedicated team of three skilled staff members who work closely together to ensure the smooth operation and delivery of our services. Together, this team not only manages the day-to-day activities of The Pink Place but also actively engages with our guests, volunteers, healthcare organisations, and the wider community.

Kay Alsop
Operations Manager

Nicola Middleton
Therapist Manager

Christine Griffiths
Business & Fundraising Manager

On average 38 volunteer hours were donated each week.

This is additional to the many volunteer hours given to fundraising and events.

Our Volunteers

We recognise that the backbone of The Pink Place lies in our incredible volunteers whose commitment, time and expertise are essential to the delivery of our core services, including:

- Counselling and complementary therapy sessions
- Mindfulness, yoga and wellbeing activities
- Hair, skin, and nail advice
- Events and fundraising activities
- Serving refreshments and baking cakes, and providing a welcoming environment at all our wellbeing sessions
- Bookkeeping and admin support

Complementary Therapy Provision

Our Complementary Therapy provision has grown with the addition of further treatments, including Aromatherapy and Holistic Facials. This means we have a wider variety of services available to our guests, supporting them to manage a range of side effects of cancer treatments as well as some much-needed pampering and care.

We have introduced a series of wellbeing workshops giving advice, and self-care tips – topics have included facial skincare, aromatherapy, hand and nail care and managing hair loss. These are offered to small groups and also provide another opportunity for guests to share experiences and support each other.

We have a team of volunteer therapists who generously give their time to support our guests, as well as a growing network of trusted partners that we are able to signpost our guests to. These include wig services, permanent makeup and post-surgery underwear.

Impact & Achievement

Demand for Support

New guests using The Pink Place services are up 21.6% for the first half of 2025 compared to the same period in 2024.

Initial enquiry to guest take-up has also improved by 10.6%, which would suggest our messaging is clearer and our processes more effective.

Wellbeing Sessions

Users of the wellbeing sessions in Basingstoke were up 9.25% for the first half of 2025 compared to the same period in 2024.

Due to a range of factors, specifically resource limitations, the trustees decided in Q1 of 2025 that the twice-monthly Alton coffee-morning sessions would cease in May 2025. Current Alton Pink Place Guests are still able to utilise the full range of Pink Place services that are delivered online or from one of our Basingstoke locations.

Despite our best efforts to engage with men with cancer, and due to minimal take up over its lifespan, it was also decided to cease support for men in May 2025 and stop promoting The Blue Space.

These two difficult decisions will allow the charity to focus on improving and developing its core services within the strict financial and staff time limitations we find ourselves imposed by.

Other Core Services

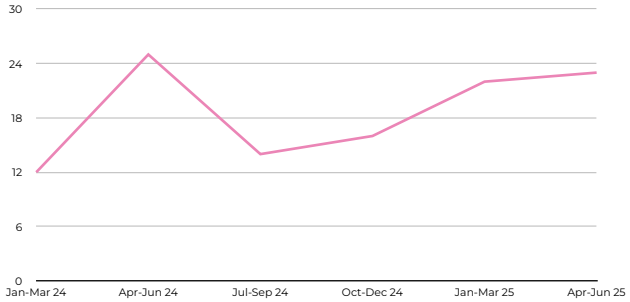
Other core services delivered by the charity have also been measured, demonstrating the versatility of our offering. This will help us to understand more about the demand and value for each of our services to develop our overall offering.

Service Development

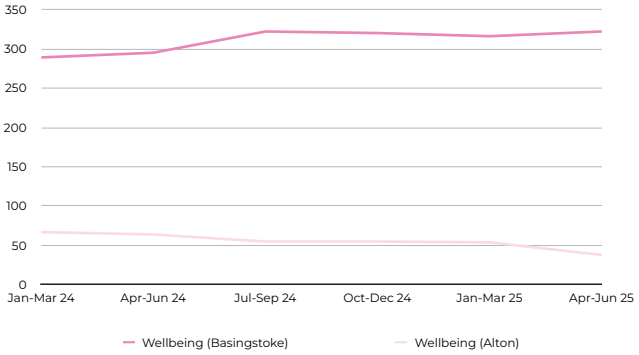
One of the major projects that has been identified for Q1 of 2026 is to engage with our users/guests and other stakeholders to better understand the impact of the services we offer and to help establish a clearer path as to how these services should be developed.

This will be focused on the wellbeing impact of the services and will be developed in a transparent collaboration with all stakeholders, especially guests of each service.

New Guests Utilising Pink Place Services (by quarter)



Number of Guests Attending Wellbeing Sessions (by quarter)



Our Guests

Behind everything we do as a charity is a person whose life we are looking to add value to at a very difficult time with our range of services.

We rely on feedback from our guests to understand if we are having the impact we strive for.
Here are just two examples from ladies who have just finished using our services:

I can't believe it's three years since I first walked into your group. Joining this group was the best thing I could ever have done.

From the moment I walked in the welcome and warmth I felt from everyone was overwhelming, being surrounded by people who truly understood how I felt was such a help, my family and friends are very supportive but couldn't begin to understand how I felt. Emotional support, shared stories and practical advise made a huge difference in my life.

To anyone considering joining the Pink Place I would say do, these ladies know what you're going through and will give you so much support. I for one am deeply grateful for the support I have received

Saying thank you just doesn't seem to be enough, I don't know how I would have coped. I wish the Pink Place well and hope you can continue the brilliant work you do. Thank you so much.

I can't begin to express how deeply grateful I am for the incredible support you've provided me during my breast cancer journey. Your kindness, compassion, and unwavering encouragement from my first meeting when I was at my lowest, have been a beacon of light during some of my toughest moments.

You have given me the help and support I really didn't think I needed. (I definitely needed it!!)

Through this experience, I've not only found strength and hope but also something truly special too ... friendships that will last a lifetime. and I owe so much of that to the incredible community you've built.

Thank you for the extraordinary Bingo , quizzes , trips, massages, yoga and countless other activities. Also for being a safe haven, a source of inspiration, and a huge reminder that I'm never alone From the bottom of my heart, I am forever thankful.

Principal Funding Sources

The Pink Place relies on fundraising to provide its services, requiring a dedicated staff resource to help achieve this. Like other organisations, the Pink Place continues to operate in a climate of limited funding with ever-increasing demand for major and small grant schemes as well as corporate and individual giving. This can make it difficult to plan or significantly develop services confidently.

Despite this challenging funding environment, The Pink Place continues to identify and apply for relevant grants to help fund our services and projects.

Grants aside, our income is up 28.84% on 23-24 through donations, corporate support, lotteries, sales and fundraising events.

We have also identified a need to utilise our reserves more effectively by changing banking providers and opening a savings account with CAF Bank, thereby making the most of the money we hold without incurring any unnecessary risk.

Regular and diverse fundraising events, including a Golf Day supported by local companies and individuals, numerous Skydives, and a wonderful fashion show involving our guests and supported by Basingstoke Firefighters, have been crucial in generating community support.

Strategic initiatives reflect a multi-pronged approach to secure necessary resources and expand awareness amidst ongoing funding challenges. Particular effort has been focused on further developing corporate partnerships, which has yielded positive outcomes, especially a charity of the year partnership with Philips Law and local support for our rebranding project.

The Pink Place continues to actively collaborate with other health and cancer-related providers, including Hampshire Hospitals NHS Foundation Trust and Macmillan Cancer Support, to ensure coordinated support for those in our community living with cancer.

Financial Summary

The income of the charity fell by £22,772 to £94,590 for the year to 31st March 2025 , compared to year ended 31st March 2024, owing mainly to a failure to secure any significant grants. Expenditure at £128,659 was £13,946 higher than in the previous year, mainly as a result of increased cost of fundraising activity and staff costs. The charity's expenditure exceeded its income by £34,069 in the year.

The forecast for year ended 31st March 2026 looks much improved and the trustees expect to achieve a net increase in funds during the year, having already received a sizeable grant and a significant legacy gift.

Reserves

Reserves are £94,873 at the balance sheet date, including unrestricted reserves of £82,164 and restricted reserves of £12,709, down as a total by 26.42% on the previous year. – Reserves are expected to return in line with previous levels during the year to 31st March 2026.

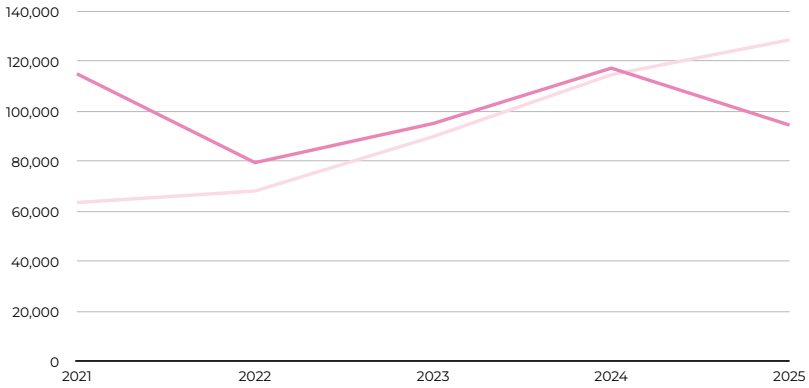
The Trustees have reviewed the charity's need for reserves in line with the guidance of the Charity Commission and have set a policy that reserves should not fall below £70,000, to safeguard the commitment to provision of services to beneficiaries for at least a six-month period.

income down 19.4%

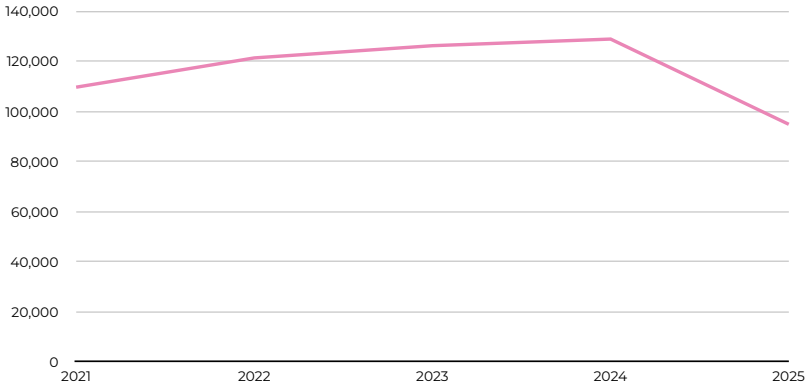
costs up 12.2%

reserves down 26.4%

Income v Expenditure



Reserves



Trustees' responsibilities in relation to the financial statements

The Trustees (who are also directors of The Pink Place for the purposes of company law) are responsible for preparing the financial statements and trustees' report in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company Law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements the trustees are required to:

- **Select suitable accounting policies and apply them consistently;**
- **Observe the methods and principles in the Charities SORP;**
- **Make judgements and estimates that are reasonable and prudent:**
- **State whether applicable UK Accounting Standards have been followed, subject to any material departures;**
- **Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business**
- **The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and ensure that the financial statements comply with the Companies Act 2006.**
- **They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.**

Public Benefit

In setting its plans and priorities for areas of work, the Trustees of The Pink Place have regard to the guidance of the Charity Commission on public benefit and confirm they have complied with section 17 of the Charities Act 2011. A principle of equity of access to the charity's services is upheld for any member of the public who needs them, irrespective of capacity, ethnicity, faith or socioeconomic status.

Summary

The Trustees believe the charity will continue as a going concern for a period of at least 12 months from the date of signing off the 2024-2025 accounts. These can be found on the **Charity Commission Website**.

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory financial arrangements.

the Pink Place

Your Local Cancer Charity

thepinkplace.org.uk

This annual report was kindly produced free of charge by Click 71, a company owned and managed by one of our trustees.