THE LUCY FAITHFULL FOUNDATION

England & Wales · Charity number 1013025

Details

Other names	FAITHFULL FOUNDATION, LFF
Status	Registered
Legal form	Charitable company
Company number	02729957
Registered	1992-07-20
Register	View on the Charity Commission register

Contact

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Website	www.lucyfaithfull.org

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Activities

Objects: THE OBJECTS OF LFF ARE1. TO FURTHER THE ASSESSMENT, PSYCHOLOGICAL REHABILITATION, TREATMENT, EDUCATION AND CARE OF PERSONS WHO HAVE COMMITTED OR ARE LIKELY TO COMMIT SEXUAL OFFENCES AGAINST OTHERS, ESPECIALLY CHILDREN2. TO FURTHER THE ASSESSMENT, CARE AND TREATMENT OF THE VICTIMS (AND THEIR FAMILIES) OF THE AFORESAID OFFENDERS AND TO FURTHER THE HEALTH AND WELFARE OF CHILDREN CONSIDERED TO BE AT RISK OF SEXUAL ABUSE3. TO ASSIST IN THE PREVENTION OF SEXUAL OFFENCES (ESPECIALLY THOSE INVOLVING CHILDREN)4. TO FURTHER STUDY AND RESEARCH INTO THE NATURE, EXTENT AND PROBABLE CAUSES OF SEXUAL OFFENDING, THE EFFECTS ON VICTIMS AND THEIR FAMILIES, THE EFFECTIVE PREVENTION OF SUCH OFFENDING AND THE ASSESSMENT, TREATMENT AND REHABILITATION OF OFFENDERS OR LIKELY OFFENDERS AND DISSEMINATE THE USEFUL RESULTS OF SUCH RESEARCH, AND,5. TO PROVIDE EDUCATION AND TRAINING TO PROFESSIONALS, SCHOOL GOVERNORS, PARENTS AND THE GENERAL PUBLIC IN ISSUES RELATING TO SEXUAL OFFENCES (ESPECIALLY THOSE INVOLVING CHILDREN), THE PREVENTION OF SUCH OFFENCES, THE REHABILITATION AND TREATMENT OF OFFENDERS OR POTENTIAL OFFENDERS, AND THE CARE AND TREATMENT OF VICTIMS

Activities: LFF provides a unique set of services which enhance community protection against child sexual abuse. Our preventative work includes awareness raising and education. Our specialist staff assess risk, advise on case management and provide evidence based intervention programmes. LFF is the only UK-wide child protection charity dedicated solely to reducing the risk of children being sexually abused.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Other Charitable Purposes
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£5,169,183	£4,597,397	£2,747,595	89
2024-03-31	£4,827,719	£4,467,642	£2,175,809	138
2023-03-31	£4,472,771	£4,037,685	£1,815,732	137
2022-03-31	£3,701,103	£3,484,720	£1,380,646	119
2021-03-31	£3,015,615	£3,008,978	£1,164,263	110

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Trustees

Name	Role	Appointed
JANE LEACH	Chair	2013-12-05
DAVID AIDEN LUNDHOLM		2017-11-21
Dr FREDERICK LANGFORD		2023-12-08
Dr LYNN CAROLINE SAUNDERS MA CQSW		2018-06-18
Dr MICHAEL HARRIS		2006-08-31
Dr MICHAEL ROBERT MARETT-CROSBY		2020-03-13
JILL MASON		2021-03-19
JOHN O'BRIEN CBE		2023-03-24
LESLEY JOY CHAMBERLAIN		2019-09-16
MARTIN KERSEY		2023-09-15
PAUL WEST		2011-12-12
PROFFESSOR ALEC SPENCER BA HONS MA		2008-12-10

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THE LUCY FAITHFULL FOUNDATION

England & Wales - Charity number 1013025

Accounts

LUCY FAITHFULL FOUNDATION

Annual report and financial statements

2024/25

We listen.
We research. We innovate.
We intervene.
We talk, we share, we support.
We do everything we can to
stop child sexual abuse.

BEFORE IT HAPPENS.

LUCY FAITHFULL FOUNDATION

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Welcome from our chair



Jane Leach, Lucy Faithfull Foundation chair

This year marked the final year of our 2020–2025 strategy, as well as the development of our next five-year plan. Reflecting on the last five years has been an opportunity to celebrate all we've achieved across our strategic pillars of reach, research, and advocacy. From launching new projects and services, to establishing a dedicated research team and expanding our policy and advocacy work - there is much to be proud of.

Since 2020, our income has grown by 75%, increasing by £2.2 million. Alongside that financial growth, we've also seen a significant impact across our strategic areas:

- **Reach:** We dramatically increased activities to make sure people know help is available when they need it. This led to increased website visits and calls to the Stop It Now helpline, and greater use of our online self-help resources. We also developed new services. For example, our education project to address harmful sexual behaviour in schools and Shore, a unique service supporting young people who are worried about their own sexual thoughts or feelings, or those of a friend.
- **Research:** We marked a major milestone with the creation of our in-house research function, producing insights and evidence that shape better interventions and support for those who need it most.
- **Advocacy:** Our policy and influencing work deepened and widened, giving voice to our expertise in more decision-making spaces and helping to shape responses that protect children at scale.

This year, we continued to strengthen and evolve our clinical services, delivering hundreds of expert assessments and interventions to local authorities and partners - ensuring our work drives real-world impact where it's needed most. Our projects remained focused on preventing child sexual abuse across England, Wales, and Scotland, while our efforts to make the internet a safer space continued. We worked directly with individuals who have caused harm online and collaborated with tech companies to push for better interventions to prevent online child sexual abuse.

Our Stop It Now helpline provided vital support to more than 8,000 people, and we marked a key milestone: the first anniversary of Shore, our online resource and live chat service for young people concerned about their own sexual thoughts or those of a friend. The impact has been clear - 72% of the young people we supported had never previously spoken to a professional or anyone else about their concerns. For many, Shore represented a crucial first step toward getting help.

Of course, none of this would be possible without our incredible funders and supporters. To each and every one of you – thank you. Your commitment enables us to reach more people, deliver life-changing services, and push for the changes that keep children safe.

Our staff are among the most committed I've had the privilege to work with. They face challenging and often distressing issues with compassion, professionalism, and determination - always driven by our shared mission. On behalf of the board, I offer heartfelt thanks to every staff member.

I also want to thank my fellow trustees, who give their time, insight, and leadership so generously. Each brings unique expertise and perspective. This year, we said farewell to three exceptional trustees - Derek Perkins, who served the Foundation for 18 years, Gopi Krishnan, and Paul Monks, our safeguarding lead. We thank them all for their invaluable contributions.

This year, we were deeply saddened by the loss of our Patron, Baroness Valerie Howarth of Breckland OBE, who passed away from cancer. Valerie was admired and loved by so many. Her wisdom, compassion, and tireless advocacy for children leave a lasting legacy. She profoundly influenced our work and the wider sector, and we will honour her memory by continuing to work with the same determination she embodied.

Jane Leach

Welcome from our chief executive officer



Deborah Denis, Lucy Faithfull Foundation chief executive officer

Thank you for reading our 2024/25 Annual Report. It's packed with insights, stories, and evidence that reflect the breadth of our work and the impact we're having.

I'm deeply grateful to our incredible team, dedicated trustees, generous supporters, committed funders, and inspiring partners - your contributions make everything we do possible.

Over the past year, we've continued to make a meaningful difference in keeping children safe, driving progress across our strategic priorities: reach, research, and advocacy. We supported more than 16,000 people across the UK through direct work - in person, online, and via our Stop It Now helpline. We delivered on our major digital project, launching new websites with a refreshed look and improved navigation that make it easier for people to find the help they need, when they need it. As a result, website users grew from 1.3 million to 1.8 million, with improved engagement. We also focused on expanding our public presence, contributing to media discussions on child sexual abuse, and publishing blogs and thought leadership pieces to help shift public understanding and support prevention.

We grew our research team and introduced a new structure for our research activity. Highlights include the start of the evaluation of our Stop It Now helpline under the Prevention Global initiative, and a collaboration with Professor Michael Seto, at the University of Ottawa, to advance knowledge on preventing intrafamilial child sexual abuse.

In advocacy, we welcomed a new policy officer and continued to influence meaningful change. Our submission to Ofcom helped improve guidance for large search services, where we argued that warning messages for illegal child sexual abuse searches should be developed with expert input. The Pornography Review final report featured several of our contributions, including our deterrence chatbot with IWF and Aylo, the 'What's porn got to do with it?' Faithfull Paper, and helpline data from adults self-reporting concerns related to pornography.

Yet, alongside our achievements, we also faced some challenges – many of which are shared by others in the sector. This year, the National Safeguarding Panel's review into child sexual abuse within families highlighted "significant and long-standing issues," including a lack of skills and guidance for child protection professionals. Despite this, we saw reductions in commissions for our professional services – assessments, interventions, training and consultancy. We took action to raise awareness of our services, and by year-end, referrals began to recover. But these dips in activity levels are deeply worrying - not least because they come at a time when the need for services is so urgent. We know many sector partners are experiencing financial strain, leading to reduced training budgets, so we are committed to campaigning for sustained investment in child protection systems and services.

Day in, day out, we deliver meaningful work that makes a real difference - but our journey is far from over. We've identified five key objectives that will help us deliver on our 2025-2030 strategic aims. Each contributes something different to our ability to prevent sexual abuse, but they are connected, and when applied together will have a powerful impact on our ability to deliver the change we want to make.

- **Practice:** We will run and develop inclusive, innovative and flexible clinical services grounded in evidence, responsive to our beneficiaries and those with lived experience, and we will reach more people in more ways.
- **Places:** We will focus on making places safer for children and young people wherever they are.
- **Partnerships:** We will build broader partnerships, collaborate with more people and organisations, and harness the power of strength in numbers to develop and deliver prevention.
- **People:** We will ensure we attract a diverse group of people into the LFF family and create an organisational culture where everyone can grow and thrive, driven by the shared passion to keep children safe.
- **Performance:** We will embed excellence, efficiency and sustainability across the charity.

Together, we're laying the foundations for a stronger, more responsive, and more inclusive future. Thank you for your support – and I hope you'll continue to be part of our journey.

Deborah Denis

Overview

Why our work matters

- One in ten children experiences some form of sexual abuse before the age of 16. This breaks down to 15% of girls and 5% of boys.[1]
- Only 1 in 8 victims of child sexual abuse are estimated to come to the attention of authorities.[2]
- Online child sexual abuse remains a significant and growing challenge. According to published Home Office data, police forces across England and Wales recorded 38,685 child sexual abuse image offences in the year 2023/24, averaging more than 100 offences per day.[3]
- According to police, 52% of reported child sexual abuse offences in 2023 were carried out by someone under 18, rising from around a third in previous years.[4]
- There is a recognised lack of confidence among professionals in addressing child sexual abuse – both observed in our own practice and highlighted in the National Safeguarding Panel Review, which stated that "practitioners working with children and families have not been equipped with the knowledge, skills and practical guidance to identify and respond confidently when there are concerns of child sexual abuse in the family environment".[5]

Given the hidden nature of child sexual abuse, a criminal justice response that relies on discovery or disclosure, law enforcement action and punishment is necessary, but nowhere near enough. It also only reacts after abuse has taken place and a child has been harmed. Leaving it to the criminal justice system to arrest and prosecute everyone who causes harm is never going to be sufficient, nor indeed possible. This is why we must all work harder to prevent harm from happening in the first place, while also enhancing the criminal justice response.

1 "The scale and nature of child sexual abuse: Review of evidence", Kairika Karsna and Liz Kelly www.csacentre.org.uk/research-resources/research-evidence/scale-nature-of-abuse/the-scale-and-nature-of-child-sexual-abuse/
2 Children's Commissioner for England, 2015
3 https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/policeforceareadatatables
4 https://www.vkpp.org.uk/assets/Files/Publications/Totality-year-2-report-National-Analysis-of-Police-Recorded-CSAE-Crimes-Report-2023-compressed_1.pdf
5 https://www.gov.uk/government/publications/national-review-into-child-sexual-abuse-within-the-family-environment



Jess Phillips
Minister for safeguarding and violence against women and girls

"Child sexual abuse and exploitation are the most vile and horrific of crimes - an abuse of power against those who are most vulnerable, leaving lifelong trauma and scars. It is therefore critical that we tackle these heinous crimes and safeguard children from all forms of sexual abuse. Or even better, we stop this abuse from occurring in the first place. It is essential that we prioritise tackling child sexual abuse and exploitation at the highest level by continuing to root out and bring perpetrators to justice, prioritise prevention, support victims and survivors, and drive forward leadership and cooperation at an international level.

Over the last thirty years, the Lucy Faithfull Foundation has been invaluable in their contributions to tackling child sexual abuse through their work with people who might cause harm. Their continued commitment to creating a world where children live free from the threat of child sexual abuse is invaluable and deeply appreciated.

It is a real pleasure to see the launch of LFF's Annual Report 2024/25 to mark all of the excellent work that has taken place over the last twelve months."

What we do

Everything we do protects children from sexual abuse.
We keep children safe by:

Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children.

We help thousands of people each year who call, email or talk to us via live chat.





Helping people achieve positive change and offence-free living.

Our direct delivery services and online self-guided interventions help people make better choices and live a good life.



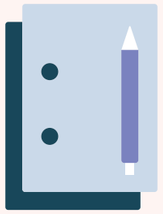
Creating safer environments in families, communities and online.

We work to prevent abuse from happening in the first place, or from happening again if it already has.



Equipping professionals with knowledge and tools to better protect children.

We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse.



Influencing social and political attitudes about how children can best be protected.

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse.

Our values

These guide our work and keep us focused on how to achieve the best possible outcomes for children.

Integrity

We are ethical, open and honest. We follow through on our words and act with professionalism.

Collaboration

We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.

Innovation

We apply practice-based insights and ongoing evaluation to develop pioneering services and innovative interventions.

Ambition

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.

Hope

Child sexual abuse is preventable, not inevitable. So, we have hope that inspires action.

Our strategy: We said, we did

Our 2020-2025 strategic plan set out our key aims to achieve greater impact and protect more children from sexual harm, building on our achievements over more than 30 years. The plan outlined our areas of focus and our key objectives, centred around three pillars - reach, research and advocacy.
In this final year of the plan, we continued to make excellent progress against each of our strategic aims, setting us up well for the future.

Reach

Imagine... if all adults who pose a sexual risk to children get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm from occurring in the first place, and crucially, can access confidential help when they need it.

1 **Aim: To ensure that everyone knows we are here for them – whether they need help for themselves or for someone they know.**

- We worked directly with 16,046 people across our services (2023/24:15,450).
- Over 1.8 million people visited our websites.
- 8,435 people received advice and support from our Stop It Now helpline.
- We completed 218 assessments for local authorities and others and delivered 56 pieces of intervention.
- We worked directly with 373 men arrested for online sexual offences to help prevent future offending.
- We supported 325 family members affected by the arrest of a loved one for online offences and a further 1,019 family members engaged in online peer support.
- We worked with 97 young people who had got into trouble online.
- We delivered 76 training events, reaching 1,043 professionals in England.
- We delivered 27 training events, reaching 914 professionals in Scotland.
- We reached 4,697 people through our education sessions, training sessions, webinars, consultations and newsletters in Wales.
- We supported 35 media engagements, including with the BBC News, Women's Hour, The Guardian, The Mirror and The Sun.

Research

Imagine... if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.

2 **Aim: To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our insights about effective practice with agencies and the broader public.**

- We introduced a new structure for our research activity, allowing us to track our achievements in four key areas: research foundations, understanding our impact, research in partnership, and communicating our research.
- We launched the evaluation of our Stop It Now helpline as part of Prevention Global.
- We collaborated with Professor Michael Seto, of the University of Ottowa, to gather important insights on intrafamilial child sexual abuse prevention.
- Our ongoing collaboration with Professor Pamela Taylor's team at Cardiff University allowed us to further develop our understanding of key aspects of our Stop It Now helpline this year.
- We supervised and completed a project with Leeds Beckett University on how people who have been investigated, arrested, or convicted for child sexual abuse offences experience the criminal justice system.
- Working with the Scottish Graduate School of Social Science and the University of Edinburgh, we recruited a PhD student who will now use a doctoral process to develop a risk assessment tool for under-18s who display harmful sexual behaviour, both offline and online.
- We published three Faithfull Papers, which share data and insights about how best to prevent child sexual abuse based on our work. The Faithfull Papers webpage was visited nearly 5,000 times, alongside a range of interactive presentations and webinars on these themes.
- We published three academic articles: Acceptability of a Self-Help Programme to Address the Use of Indecent Images of Children; Understanding and Deterring Online Child Grooming: A Qualitative Study and Accessing child sexual abuse material: Pathways to offending and online behaviour.

Advocacy

Imagine... if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at their core.

3

Aim: To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

- In its first statement on illegal harms, Ofcom strengthened its guidance for large search services in direct response to our consultation submission. The revised guidance now recommends that service providers develop warning messages for illegal child sexual abuse searches in collaboration with experts in deterring online child sexual abuse.
- We submitted evidence to the Pornography Review. The final report highlighted our deterrence chatbot (in collaboration with IWF and Aylo), our Faithfull Paper 'What's porn got to do with it?', and data from helpline calls in 2023 from adults concerned about themselves who self-reported having problems with pornography.
- We worked with partners to ensure the protection of confidential specialist support services for children in the Crime and Policing Bill in relation to mandatory reporting.
- Collaboration has been a key feature of our advocacy work and with our partners the Centre of expertise on child sexual abuse and the Marie Collins Foundation, we launched the report 'Closer to Home', setting out a series of recommendations for policy makers to prevent and better respond to child sexual abuse
- We continued to serve as joint secretariat for the Saving Futures Cross-Party Group on Preventing Child Sexual Abuse in Wales and played an active part in the development of the Welsh Government's next national action plan which will go out for public consultation in 2025.
- We were invited to participate in the Scottish Government's National Child Sexual Abuse and Exploitation Strategic Group and are members and co-convenors of the Cross-Party Group for Adult Survivors of Child Sexual Abuse.
- We published 25 blog posts, which collectively gained 1,565 page views.
- We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group.
- We worked with the WeProtect Global Alliance as part of their Civil Society Reference Group.
- We are active members of the National Crime Agency-led Prevent, Protect and Prepare Board.



Annual Report 2024/25 at a glance

April 2024

We celebrated the retirement of long-standing director Donald Findlater, honouring his legacy in child sexual abuse prevention. A blog with a podcast featuring chief executive Deborah Denis and an article in Children and Young People Now marked the occasion. Donald reminded us: *"We must never take our eyes off the prize of prevention. Child sexual abuse is not inevitable."*



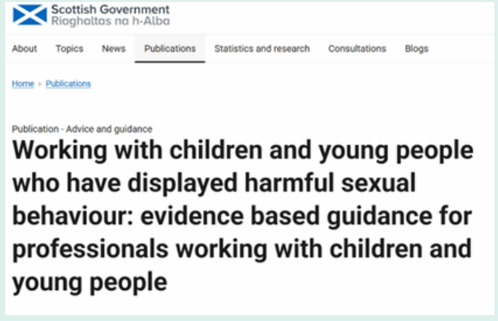
We welcomed Sir Sajid Javid to our HQ to share progress on preventing child sexual abuse, including updates on the Stop It Now helpline and Everyone's Safer schools project. His ongoing support strengthens our mission to protect children.



Our online deterrence campaign was shortlisted for Not For Profit Campaign of the Year at the PRmoment Awards. While we did not win, the recognition affirmed our role as sector leaders and innovators.



The Scottish Government published new guidance to help professionals address harmful sexual behaviour in children and young people. It was developed by the assessment and intervention group, chaired by our Scotland director, Stuart Allardyce.



May 2024

At the 2024 NOTA conference, we presented on topics including assessing individuals without convictions and designing effective online prevention programmes.



Save the Children Denmark visited our offices to meet the children and young people's team and learn about our Shore website for teenagers.



We published our Faithful Paper What's porn got to do with it? The link between viewing adult pornography and online sexual offending against children.

Guardian columnist Sonia Sodha shared it with her 80,000 followers on X and echoed our key messages in her column.



Stop It Now was selected for Prevention Global, a flagship international research initiative and resource hub showcasing effective ways to prevent child sexual abuse.

PREVENTION GLOBAL

June 2024

Our head of clinical engagement, Tom Squire, featured in a Guardian article on AI-generated child sexual abuse imagery, highlighting how some individuals minimise the harm of their actions.

> Child predators are using AI to create sexual images of their favorite 'stars': 'My body will never be mine again'

Deborah Denis and operations director Adrian McNulty visited KPMG to discuss challenges, including AI use in the charity sector.



LFF Wales held its first focus group with Plant Dewi Young Parents (ages 18-26), discussing AI use among children and reviewing our Shore website and SMART rules resources.



Deborah Denis discussed tech solutions and global responsibilities for preventing child sexual abuse on a panel at the Envision 2024 conference in Washington DC, hosted by the Moore Center for the Prevention of Child Sexual Abuse.



July 2024

We increased our Stop It Now chat opening hours to include Mondays from 1-4pm.

We published our Everyone's Safer: Year 2 report. The report summarises key findings from the second year of our three-year action research project to tackle harmful sexual behaviour in schools.



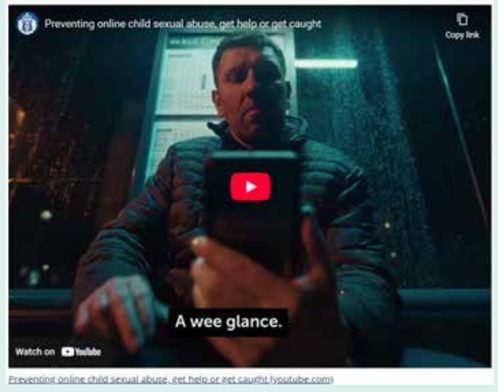
Emily and Matthew, a couple who had been through our Inform and Inform Plus programmes, shared their story with The Guardian. The article featured an in-depth account of "the knock" and subsequent events from the perspectives of both Emily and Matthew. The article prompted at least three people to call the Stop It Now helpline.



Deborah Denis gave a wide-ranging TalkTV interview with Trisha Goddard, covering our Stop It Now services, our deterrence campaign, online pornography's impact on young people, and the Online Safety Act.



LFF Scotland and Police Scotland launched a campaign to deter potential child sexual abuse, directing individuals to Stop It Now for support. A new campaign video was created, and the initiative won the UnAwards for Best Collaboration.



Preventing online child sexual abuse, get help or get caught (youtube.com)

August 2024

We launched our first fundraising appeal to raise funds for the Stop It Now helpline. It invited people to join us in preventing child sexual abuse and generated more than £11,000.



We interviewed our chair Jane Leach, and new trustees Martin Kersey, Fred Langford and John O'Brien CBE about their experience, dedication to preventing child sexual abuse and hopes for LFF's future. Their responses were published in a blog.



We were shortlisted in two categories at the Children & Young People Now Awards 2024: Donald Findlater for Children and Young People's Champion and our Shore website for Digital Innovation.



September 2024

The LFF Scotland team presented at the NOTA Scotland conference, sharing our work and insights on child sexual abuse prevention.



We published our Faithfull Paper: Chatbots and Warning Messages – Innovations in the Fight Against Online Child Sexual Abuse detailing how our innovative chatbot and warning messages tackle online child sexual abuse.



Deborah Denis appeared on BBC Women's Hour following Huw Edwards' sentencing, highlighting the impact on victims and the need for accessible support. She discussed our Stop It Now services and the importance of helping people change their behaviour.



We celebrated a year of making waves through Shore, our website for young people concerned about themselves or others.



October 2024

We published a blog: What's the point – How our specialist programmes reclaim hope and protect children exploring how our work with those who have offended online, and their families, changes lives.



Stuart Allardyce presented at the ATSA conference in Texas on the findings from our pioneering chatbot.



Our regional deterrence campaign kicked off in Plymouth. The press push focused on local statistics showing that more than 13,000 people in Devon and Cornwall visited the Stop It Now online self-help resources or contacted the Stop It Now helpline in 2023.



Our operations director, Adrian McNulty, took part in the Charity Digital AI summit to look at risks and opportunities for artificial intelligence (AI) use within charities. We also created a set of AI guidelines for staff to consider when using AI.



November 2024

Our head of research and evaluation, Erifili Efthymiadou, joined global partners at Safe Online's "Data for Change" workshop at Google London to explore ways to strengthen data on online child sexual abuse.



Our head of clinical services for children & young people, Rachel Haynes, shared insights from the first year of Shore at the Marie Collins Foundation Conference.



We penned a blog in response to the national review into child sexual abuse within the family environment, showcasing how our services equip professionals to work confidently, sensitively, and effectively in this complex area.



During National Safeguarding Week, our LFF Wales team ran public education sessions and engaged with partners across Wales, including Wrexham County Borough Council, TGP Cymru, Hywel Dda Health Board, and Cardiff's fostering team.

December 2024

Deborah Denis presented at the [WeProtect Global Summit](#) 2024 in Abu Dhabi, speaking on the importance of prevention.





LFF Scotland's director Stuart Allardyce appeared on STV's flagship news and current affairs programme [Scotland Tonight](#). He appeared alongside colleagues from Childlight and NSPCC, emphasising our perpetrator-focused prevention work.



January 2025

Deborah Denis wrote a blog responding to media and political focus on grooming gangs, calling for greater attention to the needs of victims and survivors, and stronger efforts to prevent child sexual exploitation and abuse.



We were pleased to welcome the Stop It Now Netherlands team to our offices. It was a valuable opportunity to share insights and exchange ideas on achieving the best outcomes for children.



We hosted The Hydrant Programme team to discuss collaboration and working together towards a future free from child sexual abuse.



Ida Oeverland, project worker for programmes, attended and presented at the Protech Project Conference, Online Sexual Abuse – New Developments and Challenges, in Antwerp, Belgium. She showcased our Inform Plus and Engage Plus programmes, which support people to stop offending online.



February 2025

**We published a blog on [supporting the secondary victims of online child sexual abuse](), ** highlighting our Inform programme for those close to individuals arrested or convicted for such offences.



Together with NSPCC, Barnardo's, Marie Collins Foundation, and the Centre of expertise on child sexual abuse, we wrote to the home secretary and technology secretary, urging them to strengthen the implementation of the Online Safety Act.



We launched our new and improved [family safety plan]() – a proactive, practical guide to help parents, carers and professionals take decisive action to protect children from sexual abuse.

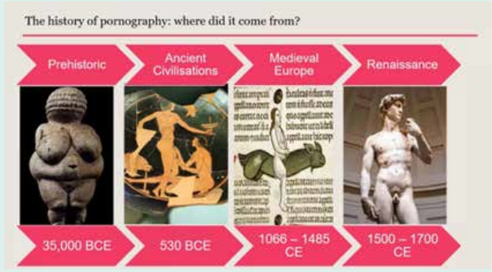


We published our Faithfull Paper: [Trends and insights from a unique helpline preventing child sexual abuse](), which explores how we use our experience to support research, develop effective resources and spot emerging threats.



March 2025

In partnership with NWG Network, we hosted a webinar for 170 attendees on the impact of pornography, pathways to harmful sexual behaviour, and the role of tech companies in creating safer online spaces.



Our website content manager, Jenna Mackay, shared a blog about taking on the 2025 London Marathon to help raise vital funds to keep children safe from sexual abuse.



For over a decade, we've partnered with Google on a vital search intervention to deter people from seeking sexual images of children. Our director of advocacy and communications, Frances Frost, attended Google's 'Growing Up in the Digital Age' conference to continue this important work.



Head of Stop It Now, Vicky Young, attended the STOP-CSAM (Child Sexual Abuse Material) Project conference in Brussels. It was a great opportunity to network with other prevention projects and focus on the findings from the STOP-CSAM Project.

We launched our [2025-2030 strategy]() - focused not just on what we do, but on how we inspire hope, equip others, and mobilise collective action to protect children from sexual abuse.



With heavy hearts, we posted a tribute to Baroness Valerie Howarth of Breckland OBE, who passed away on 23 March 2025, aged 84. But we also celebrated a life well lived. Much loved, admired and respected by so many, her death leaves an enormous void.



Achievements and performance

Anonymous advice and support: Stop It Now UK and Ireland helpline

For more than 20 years, the Stop It Now helpline has provided support and interventions to protect children and prevent child sexual abuse. The helpline is a safe space for callers to talk about their concerns and questions. Our advisors listen to callers and give guidance and advice tailored to what they need. They help people take active steps that protect children and build positive lives.



Alex Davies-Jones, minister for victims and tackling violence against women and girls , said

“Safety and protection from abhorrent sexual abuse and exploitation is the very least a child deserves. Across government, we continue to strive towards a place where no child is the victim of such heinous and life-altering crimes.

For 30 years, the Lucy Faithfull Foundation has been an invaluable partner to survivors, families, and the criminal justice system. From the Stop It Now initiative to the support Shore provides, their research and early intervention techniques to stop sexual abuse at its source are progressive and transformative in equal measure.

I thank them sincerely for their unwavering commitment to the protection of children, and join them in celebrating the legacy of Baroness Valerie Howarth, whose work changed the lives of children past, present and future. We must continue the incredible work she started and give every child the chance at life they deserve.”

The key people we seek to reach

52% of callers



Adults concerned about their own sexual thoughts about, or behaviour towards, children: to encourage them to recognise their behaviour as abusive or potentially abusive and to seek help to change.

26% of callers



Adults concerned about another adult who may be a sexual risk to children: to encourage them to recognise the signs of abusive behaviour in those close to them and to seek advice about what action to take.

7% of callers



Parents, carers or others concerned about the sexual behaviour of a child or young person: to encourage them to recognise the signs of concerning or abusive behaviour and to seek advice about what positive action they can take.

Additional groups we help

9% of callers



Professionals seeking case advice and support.

2% of callers



People concerned that their child has been sexually abused or is at risk.

1% of callers



Survivors of child sexual abuse looking to make sense of what happened to them or discuss present-day risk.

3% of callers fall outside our target groups and include, for example, someone calling about abuse that is not child sexual abuse e.g. domestic abuse, requests for general information, and inappropriate callers.

When our advisors pick up the phone or answer a chat session, they don’t know what type of caller* will be on the other end. Each caller is different, and our experienced and compassionate staff handle every contact with care and professionalism.

** For brevity, ‘callers’ include those who call, email and use live chat*

Our reach in 2024/25

We helped 8,435 people who made 19,161 contacts between them ('contacts' includes calls, chats and emails). This is a small decrease in people (8,774) and contacts (19,349) from the previous year. A range of reasons contributed to these reductions, including tech problems following a phone system upgrade, web chat issues after our new website went live, and the mix of new and repeat callers. We are working hard to ensure those that need us are able to reach us and have implemented a number of actions including conducting an efficiency review, taking additional steps to ensure IT reliability, and increased promotional activity to drive awareness of the helpline.

While our phoneline operating hours remained the same, we again increased our chat opening hours by adding an additional shift on our busiest day (Mondays) resulting in more chats in 2024/25 than 2023/24 year (1,989 vs 1,956).

"Very helpful, I'm so thankful for everyone at Stop It Now - the support and guidance you are providing has helped me through my darkest thoughts and times and encourages me to deal with my issues and look to the future. For the first time in 30 years, I'm feeling hopeful that with this service I can permanently change my behaviour which is what I want."

A chatter who had engaged in online sexual communication with another adult about a child

"My call today with someone who knows about the criminal justice system has been really helpful and put my mind at rest about what might happen to my partner."

A partner of someone arrested for online sexual offending

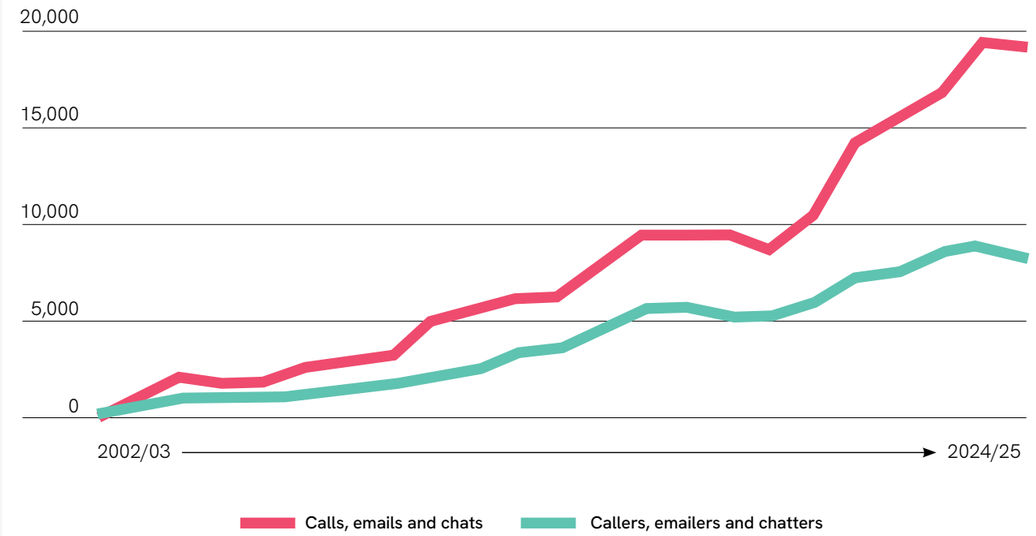
Missed callers

We remain committed to making sure we help as many people as we can, though we are acutely aware that we do not pick up the phone to everyone who needs us. We continuously monitor efficiency, making sure our technology supports effective delivery with an aim to increase advisor hours.

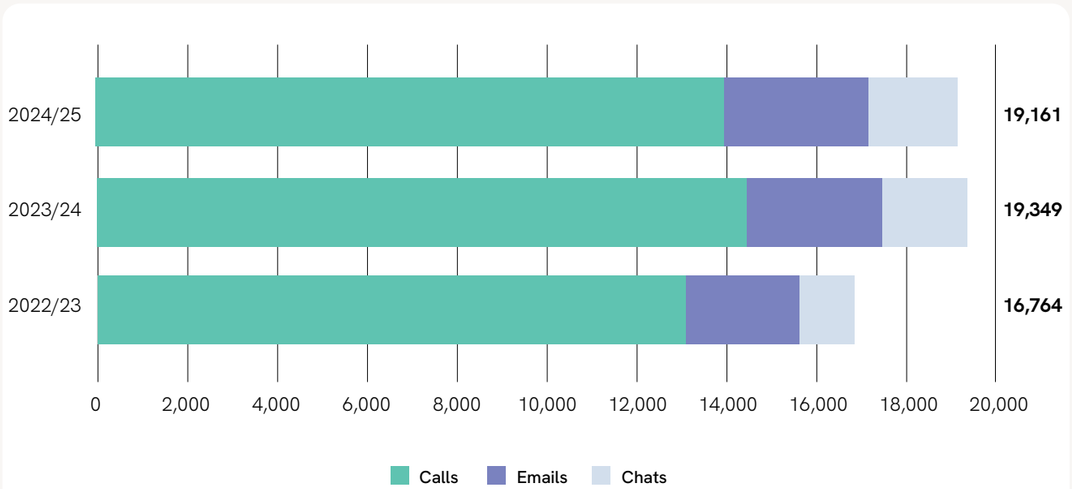
Across 2024/25, 5,135 callers didn't get through on their first attempt to call the helpline, which represents a 5% decrease from 2023/24 (N = 5,410). Missed callers who eventually got through were 55% (we are seeing this slowly increase each year; 53% (2,844 out of 5,402) in 2022/23 and 54% (2,915 out of 5,410) in 2023/24).

In June, we introduced a system to let callers know their position in the queue and feedback has indicated this is a positive feature, as call waits can be lengthy.

Total contacts and callers/emailers/chatters since 2002



How people contacted us



How we help people

We help people protect children by:

- **Understanding the context:** we talk through the issues, helping callers clarify their concerns so we can fully understand the situation and ensure we are giving the best possible advice.
- **Ensuring the immediate safety of children:** we explore any immediate child protection considerations and agree on safeguarding steps needed to minimise risk, such as developing family safety plans, changing online behaviour or stopping unsupervised contact with children, especially during personal care.
- **Supporting better understanding:** we provide information and support to help callers make sense of their situation and think about the next steps, such as explaining the criminal justice process, the role of children's services and what support is available.
- **Helping people identify a way forward:** we discuss available options, including referral to another agency or our own follow-up services, so they can explore the motivations for their behaviour, get support for addictions, learn how to disclose their offending, find therapeutic support and identify risks in their family.
- **Agreeing actions to protect children and increase safety:** we advise callers about actions to consider and use motivational interviewing skills to encourage callers to agree on one or more protective actions they will take, such as placing controls on their internet use, seeing their GP for mental health support or starting the self-help modules to understand and address their behaviour.

"Thank you, I will continue to work through the modules on your website and put them into practice where applicable. I will also give your helpline a call to assist me in applying the learning from modules and book a call-back. Thank you for all the hard work and education that you provide – it is very important and valuable."

Caller, concerned about accessing indecent images

We are an action-orientated service



98%

of people we helped agreed on one or more actions to protect a child – reducing the likelihood of offending or reoffending



96%

of repeat callers tell us they had taken the actions they had previously agreed on

We work with callers who are often contacting us when they are highly distressed. We know that working with them to achieve a more stable state of mind will help them to take more considered actions to prevent harm. For example, if someone calls after being arrested for online sexual offending, they are often highly distressed and in many cases suicidal, so we will focus on their self-care and wellbeing and then help them to start thinking about practical measures, like restricting their internet use, and in the long run, looking at why they were accessing sexual images of under-18s, what their triggers were for engaging in the behaviour, and what they can do to make sure they do not repeat it.

We protect children by preventing offending

There are few places people can go to for help if they are concerned they might sexually harm a child. Just as there are few places people can go to if they have concerns about someone they know. We are one of those places.

In 2024/25:

- **475 people** contacted us saying that they had not harmed a child but were concerned about their sexual thoughts towards children and their risk of committing a contact offence. 264 people contacted us about their risky online behaviour. That is 18% of callers concerned about themselves who are seeking help before they have harmed a child, giving us a unique opportunity to prevent abuse from happening.
- **223 people** contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence and 135 were concerned about someone's online behaviour. That is 17% of callers concerned about another adult.

Evaluating our service

In December 2024, we launched our important external evaluation of the helpline and chat service, as part of Prevention Global, funded by Oak Foundation. This involves our advisor asking a series of questions at the start and end of a client's first interaction with the helpline, recording the answers on our secure system, as well as booking the client in for a 3-week follow-up call. The questions asked allowed advisors to gain vital insight into the caller's sexual behaviour and emotional wellbeing, and we are getting some very positive initial feedback from callers and chatters about their experience of the helpline. From the start of the evaluation to the end of March 2025, we completed 56 follow-up calls and are progressing well against our target of 250.



Trends and themes

Faithfull paper

This year, we published a Faithfull Paper on the Stop It Now helpline, which looks at the trends and insights we have seen since we launched in 2002. Two key trends we focus on are the continuing emergence of AI-generated images and the rise in online sexual communication.

Artificial intelligence

Looking at data relating to AI-generated images in 2024/25, of the 6,146 people who contacted us via phone or live chat 112 (c 2%) referenced AI. Amongst adults concerned about their own sexual thoughts/behaviour, it was referenced 86 (1%) times.

Out of those concerned about their behaviour, we have looked at other aspects of their online behaviour and identified the following:

- 88% accessed sexual images of under 18s (n=98).
- 43% identify they have a problem with legal pornography (n=48).
- 38% accessed illegal Hentai, Manga, or Anime (both types of material more commonly reported together than would be statistically expected) (n=43).
- 28% engaged in online sexual communication with a child (n=31).
- 21% engaged in online sexual communication with another adult about a child (n=23).

We also saw that 28% were not known to the authorities, which is higher than we see with people who are concerned about their online behaviour.

We have updated several areas of the Stop It Now Get Help material to incorporate key messages regarding accessing AI-generated images. Our information makes the law clear, helps readers understand the risks and their motivations, and challenges common justifications for accessing AI material.

Case study

Peter's story

Peter, 27, contacted us after being charged with making indecent pseudo-images of children. He said he was not in paid employment due to his caring responsibilities for his seriously disabled mother. He fills much of his spare time with online gaming, has little social life save online and receives medication for depression.

Over the years, he had developed skills in 3D image creation, many with a sexual or fantasy theme, and was paid for some of these after he offered his 'services' online. Some of the images he created were based on photographs of real children that he found online. He said there was 'no limit' to what he created, with some images being 'extreme', including bestiality. He said that he created and shared the images to help him deal with his loneliness and that he enjoyed the attention and appreciation he received.

Peter contacted the helpline 22 times while going through the Court process. He worked through the Get Help modules and said they helped him challenge his justification that he was simply creating 'art'. He wrote to the helpline following receipt of a prison sentence and stated his intention of keeping in contact with us upon his eventual release to continue the work on tackling his offending behaviour and developing a "good life".

Online sexual communication

Understanding and deterring online child grooming - A qualitative study was published in February 2024. This research was undertaken after we experienced a big increase in callers reporting having engaged in online sexual communication with children online, and a Freedom of Information request to police forces found an 82% increase in grooming crimes over five years. The study explored motivations and pathways to online grooming behaviour, patterns of offending, and thoughts on how online grooming could be prevented. Research findings are helping to inform strategies for improved prevention and intervention for online grooming including improving our online self-help module, Sexual Communication with Children Online.

Case study

Ali's story

Ali, 52, contacted us after being confronted at his home by "vigilantes". He said he had been engaging in sexual communication online with a girl he believed to be 13 and had sent her pictures of his genitals. He said he had provided his address, as the girl had said she wanted to send him a Christmas card. He was engaging in a lot of online sexual communications at this time, and he wasn't concerned about the age of the person he engaged with, as he simply got sexual excitement when the conversations became sexual and when he shared images. His confrontation with the "vigilantes" was posted on a social media site, and as a result, he lost his job.

His wife and parents were shocked and "disgusted" by his offending behaviour, but they continue to support him as he waits for the police investigation to start. He said his online behaviour was out of control and, ultimately, inappropriate and shameful.

Over the course of two helpline calls, we agreed on a number of steps for Ali to take to manage his immediate behaviour and begin to make positive changes for the future. As a result, he is currently only going online in the presence of adult family members who are aware of his offending and has started to work through the Get Help self-help materials. He is now involving himself in family activities and has joined a gym in an effort to improve his overall physical and mental health. He has shared information about Get Help with his parents, who have started consulting the content written for family and friends.

Further support

We continue to ensure we support people as much as possible. For some callers, a one-off call is enough to give safeguarding advice and support, however many others need ongoing support, especially if we are helping them with changing their behaviour.

Support for those concerned about their own thoughts or behaviour

Our support for those who are not known to the authorities is limited, as we are unable to signpost to other services such as face-to-face work, so our online self-help material becomes central to our intervention. Whilst our online materials are comprehensive, we recognise that working through them alone can be difficult for some. Therefore, we offer a call-back service, allowing people to access consistent, tailored support which focuses on their journey through the self-help modules. We have two self-help resources available:

'Get Help' online self-directed intervention

Self-help for people worried about their own or someone else's online sexual behaviour towards children.

'Get Support' online self-directed intervention

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet.

In December 2024, a small research study was published looking into the 'acceptability' of our online Get Help resources. We interviewed eight men who had completed the Get Help modules and call-backs and used the concept of "acceptability" to explore whether users felt the service "makes sense", whether it is easy to use and effective, and whether it aligned with their values. It also explored any barriers they had to overcome to complete the modules and call-backs.

Participants told us that the modules and call-backs helped them stop viewing sexual images of children, and the call-backs held them accountable.

> "There is no question that finding someone to be accountable to has been really, really important."

Study participant

Whilst they experienced difficult emotions such as shame, and found some of the modules highly challenging, Get Help provided a better understanding of their feelings. They left more hopeful about their future – critical to changing behaviour.

> "It's made me feel that I will be able to manage going forward because I understand the things that could lead to me going back to the offending behaviour and I know how to recognise it, and what to do about them."

Study participant

The research also showed us practical ways to improve Get Help. Some users weren't sure which order to complete the modules in, or how long to spend on each. Technical issues made the modules difficult to navigate. Although the website with the modules and the Get Help call-backs is fully anonymous, some were concerned about anonymity or being tracked.

We used these insights to improve both the Get Help modules and the advice we give on our Stop It Now helpline.

- We encourage people to work through the modules at whatever pace works for them and call the helpline if they have questions.
- We have added a new wellbeing and self-care section. We advise people to complete this first, before the more hard-hitting modules.
- We highlight the anonymity of our services on the website. We let everyone who calls the helpline know they can stay anonymous.
- We've redesigned our website to make navigation through the modules easier.

> "I have had many sessions both on the phone and online since that first contact. I have also benefitted greatly from practitioner sessions. I hate to think how many pages of notes I have generated since but I have always found the experience of talking to advisors positive. The modules are very helpful in getting you to think about why you are behaving the way you are and what you should be doing to try to resist in future."

Feedback from someone who worked through the Get Help modules via call-backs

Supporting parents/carers to improve their ability to protect children in their family

We are now extending this support by implementing a similar series of call-backs focusing on protective parenting skills, using the short videos on the Parent's Protect website and the Family Safety Plan.

An overview of a protective parenting session:

- **Check-in:** How are you? What's your current situation? How do you feel?
- **Discuss:** Explore the two videos that have been reviewed at home – what are the learning points? How do they relate to your particular family situation?
- **Safety planning:** Discuss the family safety plan which has been worked on in between the sessions - what's in place? What more can we do?
- **Recap:** What has stood out for you from this week's session? What do you feel is important?
- **Next steps:** Planning for the next session – what actions to take between now and then?

Ensuring the helpline is accessible

We recognise the importance of making the helpline accessible to anyone with concerns about child sexual abuse, including individuals with additional needs. Below are some examples of how we've supported people with additional needs in addressing their online behaviour:

Case study: Supporting a caller with autism spectrum disorder

Simon's story

Simon, 56, called the helpline after being arrested for sexual communication with a child. He is unemployed, lives in supported accommodation due to mental illness and has good support from his family. He is single but has had age-appropriate relationships in the past. He said that since his arrest, he has had suicidal thoughts but stressed he would never act on them.

Simon's arrest followed his sexual chatting with 13-year-old girls via Facebook. He said he thought alcohol and an addiction to legal pornography had played a big part in his illegal online behaviour, as he often engaged in both before seeking conversations with adults and children online. Whilst insisting he was initially seeking companionship and emotional connections through the chats, he recognised he did derive a feeling of power when he could turn them into sexual engagements. Across his adult life, he had felt that "people didn't get me", which caused him bewilderment and confusion. A recent diagnosis of Autism Spectrum Disorder had come as something of a reassurance in helping to explain what was going on.

Over five months, Simon had 25 calls/chats with the helpline, including practitioner call-backs, to support him in working through the online Get Help self-help modules. He took issues he was exploring on Get Help into his meetings with an external counsellor, with whom he also explored the theme of shame running through his life. This theme involved not simply his struggle with interpersonal relationships, but also his heavy use of alcohol to escape from "bad feelings" and distressing experiences. Engaging with strangers online had been another means of escaping from these feelings.

Simon made many changes whilst engaging with the helpline. With the aid of his mental health support worker and GP, he joined a local autism support group and also attends local meetings of AA on a weekly basis. He developed a good daily routine, including helping at a local rescue kennel with dog walking, studying, and weekly social meetings with family and adult friends away from the pub. He is using online tools to block adult pornography on his phone and tablet and has removed himself from Facebook.

Case study: Supporting a caller with learning difficulties

Richard's story

Richard, 38, recently received a Community Order for accessing sexual images of under-18s. He is supported by his parents, who he lives with, and his probation officer. Richard has learning difficulties, struggles with reading and writing and is diagnosed with Autism Spectrum Disorder. He has no contact with children through family or friends.

Richard called with the help of his probation officer and a parent. He stated that he has been obsessed with adult pornography for years. More recently, he had started chatting online to other adults with a shared interest in pornography. One of this group had sent him sexual images of children, which Richard now recognises as illegal. He was adamant that he had not sought these images and has no sexual interest in children. He called the helpline looking for support in managing his online behaviour so that he did not find himself in this situation again.

Richard made three calls to the helpline and, with the support of his probation officer, we directed him to the modules of the self-help resources, Get Help, most appropriate for his circumstances, along with the sequence in which to undertake them. A practitioner held a separate online meeting with his probation officer to support his work with Richard on Get Help, including providing an easy-read version of a digital safety plan. He was introduced to Research Autism, an online sex education resource for people with autism aged over 15, which he shared with Richard's parents.



Raising awareness

The team undertook a range of awareness-raising activities, including proactive media engagement. Highlights include our head of Stop It Now, Vicky Young, speaking to the Daily Mirror in response to new data on the scale of online sexual offending. She was also quoted in The Sun in an article about individuals who pose a risk to children applying for jobs in the children's workforce, and in another piece where she provided guidance on how to protect children from grooming gangs.

Collaboration across the sector

We work with others across the sector to ensure we and all those working to protect children from harm are aware of the support available from different agencies. Our helpline team keep an up-to-date library of resources to signpost callers towards and we regularly host presentations from partner organisations in our helpline advisor training schedules.

This year, we focused on extending the reach of the helpline by raising awareness of it with key professionals in areas such as health, law enforcement, criminal justice and other helplines. We presented a webinar via NOTA (National Organisation for the Treatment of Abuse) highlighting the role of the helpline and sharing some of our insights and research. We also engaged with organisations globally, and we have been involved in international projects. We shared insights from our Live Chat service at a conference hosted by Charité for their STOP CSAM project and engaged with key stakeholders at the Protech final conference. These opportunities to share research and practice allow us to develop our own services and join the global fight against child sexual abuse.

> "I called late on a Friday afternoon at the end of my tether after a very difficult disclosure from a student. The advisor was incredibly helpful and reassuring, exactly what I needed to get me through that horrible day. I was so grateful and I would recommend the helpline to you all - the advisors are there to help us, do use them."
>
> Professional calling for advice

Working with the international Stop It Now family

We continued to work with partners who run Stop It Now projects across the world through regular meetings to discuss operational and strategic issues.

Collectively, we are developing a framework that details the aims, values and approaches of Stop It Now so we can ensure that others share the same mission and recognise the importance of recruiting and training experienced staff who are able to ensure child protection is at the core of the work.

We are currently working on a project to support the development of a deterrence chatbot in the Netherlands based on the success of our chatbot project. We have also been approached by other countries wanting to start similar services and we are exploring how we can best support these developments.

Stop It Now UK and Ireland helpline

Last year we said we would…

1. **Start the evaluation of the helpline under the Oak Foundation Prevention Global project with Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa.** This evaluation is underway and expected to be completed in 2025/26.
2. **Develop a webinar to share helpline insights and make this available for as many professionals as possible through networks such as NOTA and the NWG Network.** We delivered these webinars in February and March respectively, reaching an audience of 330 people.
3. **Publish a Faithfull Paper looking at trends and insights from the helpline.** Our Faithfull Paper was published in February.

This year we will…

1. **Complete the helpline evaluation** to make the best use of our data and insights to drive activities and service developments as well as contribute to the body of knowledge on child sexual abuse prevention.
2. **Expand and develop our call-back services** by piloting Protective Parenting call-backs, increasing our delivery of call-backs to support people accessing our self-help modules and developing the service so it is delivered via the chat service.
3. **Drive collaborations with partners**, including working with our international partner Stop It Now projects to develop a framework to define the key benchmarks for what makes a helpline truly aligned with our brand, setting the standard for consistency and excellence.

Achievements and performance

Professional services: assessments, interventions, and case consultancy

Our multi-skilled practitioner team play a vital role in guiding professional decision-making in families where child sexual abuse has occurred, or there is a risk that it might. Through providing expert risk assessments and interventions for the family court system, local authorities and others, we ensure that the best interests of children are front and centre of the child protection system.

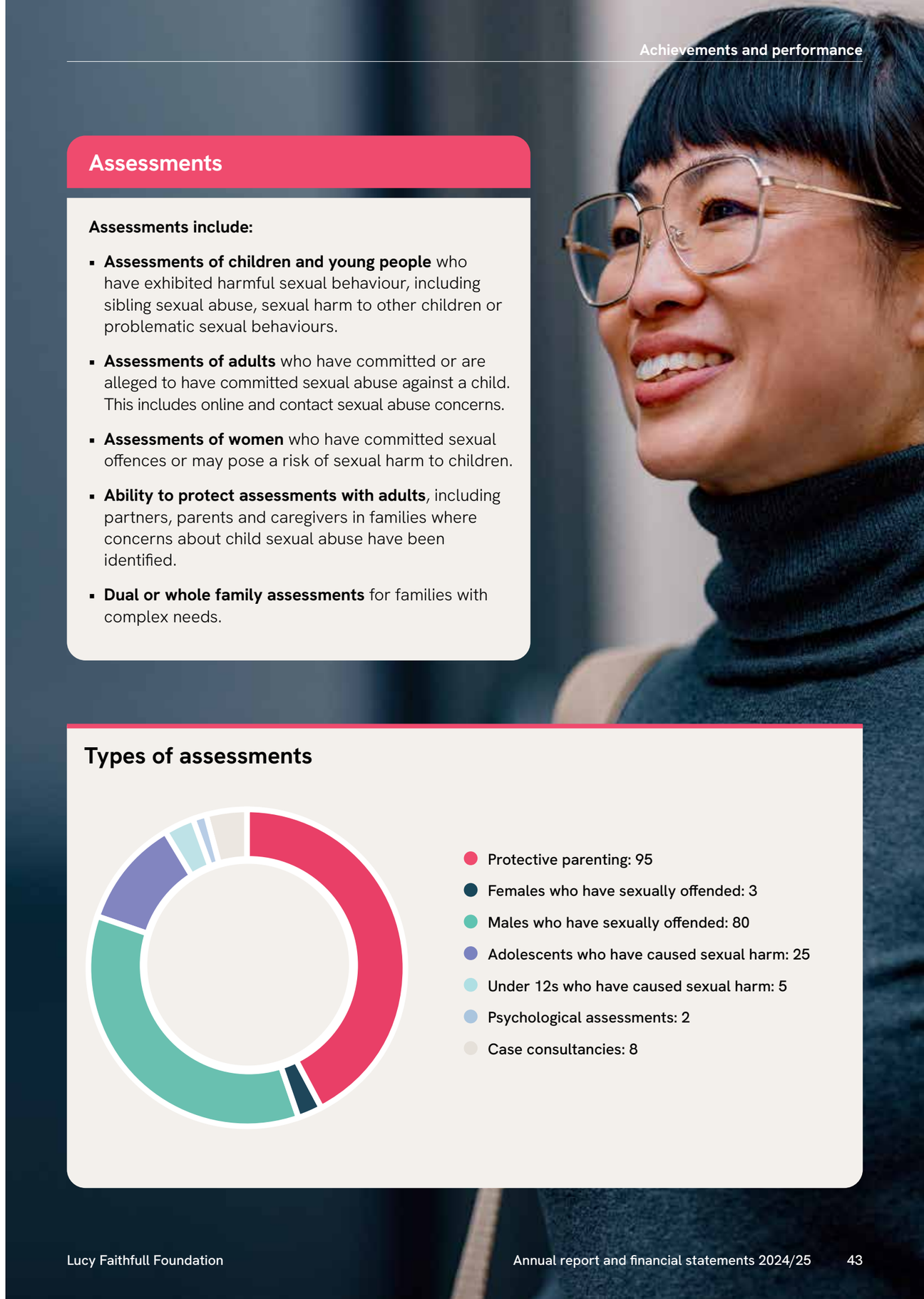
We undertake comprehensive formulation-based assessments with individuals and/or families, including assessments of adults who have committed or are alleged to have committed sexual abuse, and assessments of children and young people who have displayed harmful sexual behaviour. We also conduct ability to protect assessments with adults, children and young people, including partners, parents and caregivers in families where concerns about child sexual abuse have been identified. Our interventions are tailored to the needs of individuals or families and include intervention to individuals, couples or families where there are child sexual abuse concerns.

While it's a busy and complex area of work, our national service has never been needed more. In November, a national review into child sexual abuse within families found 'significant and long-standing issues' with the response to child sexual abuse within the family. Every day, our experts work alongside professionals, helping them navigate often complex dynamics and family situations, enhancing professional expertise and helping professionals make the right decisions for children.

Our reach in 2024/25

We delivered 210 risk assessments and 8 case consultancies (218 total), a decrease compared to 2023/24 (270). We also delivered 56 pieces of intervention, a decrease from 84 in 2023/24.

In the second and third quarters of 2024/25, we experienced a reduction in the number of enquiries from professionals. Typically, we have always had a significant number of requests coming in for specialist assessments and intervention, these mainly coming from local authorities in relation to families where there is a concern about risk of sexual harm to children, and also through legal aid-funded work in cases where sexual harm has been identified as part of family court proceedings. Given the known prevalence of child sexual abuse, the downturn was concerning. In response, we implemented an action plan to ensure frontline services are fully aware of the support we offer, as well as our collaborative approach with referrers, tailoring our work to meet their specific needs.



Assessments

Assessments include:

- **Assessments of children and young people** who have exhibited harmful sexual behaviour, including sibling sexual abuse, sexual harm to other children or problematic sexual behaviours.
- **Assessments of adults** who have committed or are alleged to have committed sexual abuse against a child. This includes online and contact sexual abuse concerns.
- **Assessments of women** who have committed sexual offences or may pose a risk of sexual harm to children.
- **Ability to protect assessments with adults**, including partners, parents and caregivers in families where concerns about child sexual abuse have been identified.
- **Dual or whole family assessments** for families with complex needs.

Types of assessments

We equip our expert practitioners with the latest evidence on preventing child sexual abuse. This year, for example, we enhanced their skills in working with women who may pose a risk to children.

Case study: **Assessing a woman who had sexually offended**

Jayne's story

We received a referral from a solicitor regarding a Crown Court case. The client was a woman who had sexually abused her son's teenage friend and intended to plead guilty to charges of inciting and engaging in sexual activity with a child. A risk assessment was requested prior to sentencing, including whether a Sexual Harm Prevention Order (SHPO) was indicated in the circumstances.

The assessment concluded that the offending took place at a challenging time in Jayne's life, when she had become isolated from peers and was managing negative mood states from significant life events, including bereavement and job insecurity. In her pursuit of emotional connection, support and intimacy, she ignored the young age and vulnerability of the child. The assessment identified protective factors, illustrating changes in her circumstances and attitude since the offending. She recognised the harm and illegality of her behaviour and important aspects of her life and family that she had put in jeopardy. It concluded that her risk of re-offending was low, and that a SHPO was not required, as the notification requirements (part of her sex offender registration) were deemed sufficient to manage any risk.

The report was positively received at the sentencing hearing and was referenced by the prosecution in their decision to not pursue a SHPO. The judge commented on the report's helpfulness, using extracts to justify the sentencing - a suspended prison sentence. This enabled the client to continue the therapeutic work on her offending that she had started, as well as to provide family stability for her son.

The complexity of cases where there are no convictions

A large proportion of the referrals we receive for assessments and interventions for adults are in relation to families where there are child sexual abuse concerns, but where there is not a criminal conviction. It is common for child sexual abuse investigations to result in no further action by the police for lots of reasons, but where there are any concerns in relation to sexual harm, safeguarding children must be paramount.

Assessing risk in the absence of a conviction can create challenges in practice, such as the lack of evidence or information, and engagement barriers such as denial and minimisation. There can also be difficulties created as a result of disproportionate responses to concerns – such as risk not being considered carefully enough, leading to children being placed at risk, or risk being assumed to be high and families experiencing overly restrictive sanctions and/or removal of the person of concern or even children, from the home. The absence of a criminal conviction does not mean that we need not be concerned about risk, and so in order to safeguard children, assessments are necessary.

We undertake complex assessments of risk so that we can help professionals make decisions that best safeguard children. Our practitioners are suitably trained and supported, and they engage clients with sensitivity and professionalism. We strive to engage people with compassion, but also to provide the most thorough assessment we can, which can help professionals support families to move forward in whatever way is necessary to ensure that children are kept safe from harm.

Case study

James' story

We received a referral for a risk assessment of a man, James, who was undergoing family court proceedings in regards to contact arrangements with his five-year-old daughter, Daisy. Mary, the child's mother, objected to him having contact, citing the risk of sexual abuse. Daisy had previously made an allegation of sexual abuse by her father, but the court had made a finding of fact that it had not happened. James was of the view that Mary had invented the allegation in a bid to obstruct his contact. He was also of the view that Mary's parenting was inadequate and was itself causing harm.

From the outset, James expressed concern and anxiety about an assessment being undertaken of his sexual risk, especially in light of the finding of fact. However, over the course of the assessment interviews, the practitioner explained the process and purpose of an independent risk assessment, using an open, transparent and empathic approach, which facilitated his engagement. James found some matters particularly difficult to discuss – his own experiences of being abused as a child and his sexual interests and behaviours - and he initially requested that they be withheld from the written report. The practitioner reminded James of the contracting undertaken at the start of the assessment, and again demonstrated how these sensitive and highly personal matters were pertinent to the assessment itself and the court's decision-making. He ultimately withdrew his request that they be withheld.

The assessment concluded that he posed a low risk of sexual harm to his daughter and that contact with her father could prove of benefit to the child, subject to other professional assessments of her needs and best interests. A National Youth Advocacy Service (NYAS) worker had a good working relationship with both daughter and father and was recommended as a support in any initial contacts agreed. The report was provided to the court as well as to children's services.

At the end of the sessions, James stated that his experience of the assessment process had been more positive than he had anticipated, that he was able to express himself openly and felt he was dealt with professionally. In subsequent written feedback, he stated: -

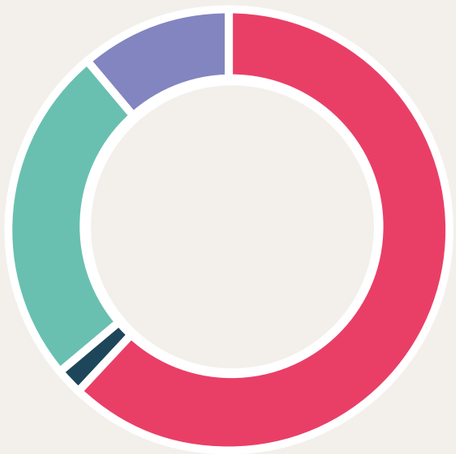
"I have read the report and I wanted to message you to say thank you. As you said, you presented our conversation with sensitivity. I appreciate the work that you put into this. I find it difficult to cry in most situations, but I'm close and have tingly shivers going up and down my body as I write this. You have at least given me some reason to do more to trust people in positions of trust and authority. Thank you so much."

A short while later, James let us know that the assessment had led him to feel hopeful about his contact with his daughter for the future. He was thankful for our input and the way we professionally reported on the sensitive information he had disclosed. The commissioner of the assessment indicated that the report had been of high quality, and they were waiting for the next family court hearing.

Interventions

Through delivering interventions we help reduce the risk of child sexual abuse and increase safety. Each case is different, so we tailor our response to the needs of the individual or family – and we work flexibly and responsively with both clients and the professionals around them. We work with adults, adolescents and children.

Types of interventions



Working with families

Supporting young people

Working with children and young people who display problematic or harmful sexual behaviours can be challenging and emotive. Its discovery can be extremely difficult for families to come to terms with, and when the person who has displayed this behaviour is a child within the same family, it can be even harder for parents and carers to reconcile this.

Many of our referrals for work with young people come from local authorities regarding families affected by sibling sexual behaviour, as do an increasing number of referrals for protective parenting interventions with adults where harmful sexual behaviour has occurred between children in their care. In addition, we know many young people become involved in and are vulnerable to harmful sexual behaviours online or with peers.

We strive to provide the best support for families and professionals managing harmful sexual behaviour incidents so that sound decision-making can be made about safeguarding to protect all children. Our assessments with young people and/or their families are specialist, independent, trauma-informed and child-centred. We undertake interventions with children and young people that are bespoke, responsive to their needs, and focused on helping them and their families move forward in healthy, non-harmful ways for a positive future.

Our children and young people's practitioners are passionate about working with children in ways that engage them best. The team are often travelling around to meet children and families armed with games, puppets and resources that can best help overcome some of the natural anxieties and fear that talking about sexual behaviour can elicit. We engage with people around the child or young person to gather information and complete our assessment. When it may not be in the child's best interest to provide direct work or intervention, we offer support to the professional network to help them positively support the child and their family.

Protective parenting

We know that working with protective family members is a powerful way to reduce the risk of child sexual abuse. Our skilled practitioners bring extensive experience in engaging this vital group, empowering them to take practical, effective steps to keep children safe. This may include interventions with parents, carers, foster carers, and other extended family members to improve their safeguarding ability. We also contribute to safety planning with families and support professionals to guide impactful safeguarding decisions.

Psychology

Our psychology services continue to underpin and support all areas of our work, from training delivery and professional services to research and the deterrence campaign. This year, changes were made to the structure of psychological services, resulting in two of our Assistant Psychologists dedicating two days a week to our research team and to children and young people's service. This has meant that direct psychology support can be provided to these specific services. The mapping of the career path from training practitioner to practitioner has been completed, with the next steps focusing on costings and framework, with a view to starting this unique training opportunity in the next year.

Psychology continues to be important in our relationship with external stakeholders, particularly with the production of statistical reports for our government-supported projects, such as Stop It Now and Shore. Psychological services continue to support our practitioner staff on the use of standardised tools for assessment, intervention models and making the recent research developments accessible via our internal research library, ensuring that our staff continue to develop their expertise in the field.

Case study:
A young person who had engaged in harmful sexual behaviour

Sean's story

Sean, 17, was referred for a bespoke intervention following a long history of harmful sexual behaviour towards younger children and adults. He has complex needs, including ADHD and a learning disability, including difficulties in understanding and processing information. He had spent a period in a secure accommodation and was now living in residential home with close supervision by staff.

Sean initially found the intervention challenging and was reluctant to engage. We enlisted the support of a care worker, Jacob, with whom he had a good relationship. Jacob had a good understanding of Sean's needs and of the best approaches to take with him. Through using creative resources including videos, animations and quizzes to support his engagement, we were able to help Sean develop a clearer understanding of healthy relationships, sexual boundaries, sexual consent, as well as sex and criminal law. We helped him develop and practice skills in managing his feelings, including managing sexual thoughts and impulses.

Sean came to engage enthusiastically in all the sessions once Jacob was involved. Feedback from the residential staff group confirmed that he gradually became less volatile over the course of our work. This positive progress led us to recommend a relaxation in aspects of his supervision, which enabled him to engage in positive, healthy group activities, including cooking, money management and a range of sporting activities. These activities were designed to help him meet his needs in interesting and healthy ways, developing the skills and confidence to build a good life for himself.

Sean was immensely proud of the progress he made over the six months of our work and, following our final session, he phoned his social worker to share what he had learned and how far he felt he had come. The feedback from Jacob was very positive about the impact of the work for Sean:

"I will miss these sessions. I found them really productive for Sean, and you were lovely to work with, very understanding and patient with him. I know he has learned a lot from you and I wish you all the best for the future. Hopefully, our paths will cross again in the future to help another child."

Assessments, interventions and case consultancy

Last year we said we would…

1. **Focus on understanding our impact, including implementing new ways of collecting feedback from people who commission our services.** We made progress here, securing more feedback from those who commission our services than ever before, but it remains a work in progress and evaluating our impact will be a focus for 2025/26.

2. **Train our practitioners in Compassion Focused Therapy (CFT) – a trauma-focused way of engaging with people we work with that also has benefits for staff care and wellbeing. We will review how we incorporate CFT methods in our assessments and interventions.** This was completed and is now in use across our intervention work. Through our continuous learning approach, what we learn from this will help to inform and support other services we deliver, including the Stop It Now helpline.

3. **Review the assessment and interventions we offer for children and young people and their families. Our referral numbers decreased, so we will investigate why, and review what we can offer to ensure we are meeting the needs of these people.** We implemented a more relational approach to those who need our support, which means we help commissioners identify what is best for the children and young people involved, sometimes reframing the issues to ensure what is delivered will have the biggest impact.

This year we will…

1. **Our research team will be working with those commissioning our assessment and intervention services** to understand the value our support creates and how our work can be more relevant for referral agencies in the future. The feedback we already collect on our professional services shows that our work is highly valued by local authorities, schools and others. This new research will provide a more systematic look at people's experience of working with us, a clearer picture of the context in which partners choose to access our support, and the impact we have.

2. **Given the importance of our protective parenting work, we will refine and strengthen the evidence base** which underpins this work, review and update content, and seek to capture the impact of this work more systematically.

3. **Review and update our intervention offer** regarding the work we do with people who pose a risk of sexual harm to children – to incorporate compassion-focused therapy approaches.

Achievements and performance

Achievements and performance

Circles of Support and Accountability

In July 2023, we started a Circles of Support and Accountability project in the West Midlands region. We were one of a number of new projects across the country funded through a contract with HM Prison and Probation Service (HMPPS). We welcomed the opportunity to tender for the HMPPS contract and were delighted to start delivering Circles again, having supported their implementation in the UK in the 1990s, and been a regular Circles provider up to 2017/18.

Circles are community-based initiatives, designed to reduce sexual offending. They are an innovative and successful contribution to child protection. Circles are made up of four to six trainers from the local community who help to support one person who has sexually offended – the Core Member. The volunteers work in close partnership with criminal justice agencies, and the Core Member is subject to probation oversight throughout the process.

At the end of 2023/24, we paused our contract while collaborating with HMPPS and Circles UK to explore a sustainable funding model, following a year in which our costs exceeded income. In May 2024, our trustees made the decision to honour our commitment to our three existing core members but not to accept any new referrals. One Circle closed in July 2024, and the remaining two Circles were formally closed in January 2025. Our experience of delivering Circles provides further evidence of the impact a community-based initiative can have on reducing the risk of sexual offending.

Several factors contributed to our decision to exit the contract. A slow project start, combined with a shortened referral window, meant that income did not cover costs in the first year. While we would have accepted the losses in the interests of setting up the project, uncertainty about the project's long-term viability prevented us from bringing on new core members, limiting our ability to generate additional contract income.

Looking ahead

We remain committed to the concept of Circles, as demonstrated by trustees' willingness to use our unrestricted funds to cover the losses in year one of the contract. We will consider any future opportunities when they arise.



Achievements and performance

Achievements and performance

Tackling online child sexual abuse: services for those arrested and their families

Online child sexual abuse remains a significant and growing challenge. According to published Home Office data, police forces across England and Wales recorded 38,685 child sexual abuse image offences in the year 2023/24, averaging more than 100 offences per day.[6] Identifying and bringing offenders to justice remains a priority for law enforcement, with around 800 people arrested each month for offences related to viewing and sharing sexual images of children, and/or having sexual conversations with children.

It's clear that more needs to be done to prevent online offending in the first place – but we also need to ensure services are available for people affected by an arrest. This includes those who have caused harm, to help them manage their behaviour in the future. It also includes their families, who struggle with the emotional and practical impact of the arrest of a loved one. We offer evidence-based psycho-educational programmes as well as online support services for these groups.

Inform Plus – to help prevent viewing sexual images of children

This programme is for men who are under investigation or have been arrested, cautioned or convicted of viewing sexual images of children online. Delivered as a group or individually, it helps men understand their behaviour and implement strategies to avoid reoffending. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Of Inform Plus participants who completed evaluations:

- **all reported making good or maximum progress on their ability to reduce their risk of reoffending**
- **94% reported making good or maximum progress in understanding their own offending behaviour patterns**

6 https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/policeforceareadatatables



Inform Plus

201

Across England and Wales, 109 men attended the group programme, 42 completed the course on an individual basis, an additional 18 men had a single assessment session, and 32 attended a review session.

That's 201 men in total, a slight decrease compared to 2023/24 (211).

Case study

William's story

William, 72, first contacted the Stop It Now helpline in October 2024 after pleading guilty to possession and distribution of indecent images of children. When he called, he was awaiting sentencing. He had thought to call over many months, but says he was advised by his solicitor to delay contact until the case had progressed further. By the time he contacted the helpline, he described deeply regretting taking this advice as he had simply delayed getting the help he needed.

William was evidently distressed during his first call. He said he felt overwhelmed, ashamed and eager to understand why he had done what he did, even at this late stage. He expressed shame and remorse for his behaviour and appeared to have developed a good grasp of the harm caused by viewing and sharing sexual images of children as a result of the reading and reflecting he had done while waiting for his court date.

William explained that he is divorced, retired, with no family or close friends to talk to. He told us that he had been diagnosed with cancer in early 2020 and that during the COVID-19 lockdowns, he had completely isolated himself through fear of being exposed to the virus, which could have had an impact on his cancer treatment. He said that struggling with fear, anxiety and loneliness, he had come to spend a huge amount of time online, initially seeking general connections with other adults. Over time, he had started having sexual conversations with adults, and that this had escalated into receiving and sharing sexual images of children. He said his offending ended when the platform he was using, Snapchat, suspended his account.

What we did

After an initial focus on his mental health and physical wellbeing, both of which appeared fine, the helpline advisor began an exploration of William's offending behaviour. As a next step, he was encouraged to visit our 'Get Help' self-help resources on the Stop It Now website to start exploring his online behaviour. During a subsequent helpline call, William stated that he had neglected his health more than he initially told us. The advisor explored some initial steps he could take to improve his wellbeing, including going for regular walks, preparing more balanced and nutritious meals and, even though his cancer treatment had been successful, making an appointment with his GP to check his current state of health. Due to the issues arising from his engagement with the Get Help resources, the advisor suggested he consider attending the Inform Plus programme as the next step in exploring his offending and developing a plan to manage his future risk.

The outcome

William called back, keen to attend the Inform Plus programme. He subsequently used the group sessions to explore the emotional and psychological needs that he felt had influenced his offending - his lack of human connection, a desire for acceptance, as well as a need to escape the realities of his cancer diagnosis. The group environment helped him feel less alone in his experiences, while also holding him accountable for the harm he had caused and his progress.

Throughout the programme, William developed a greater sense of self-awareness about his thinking patterns, decision-making and the impact of his behaviour on others. Recognising a need for further support after the programme had ended, William accepted the offer of Cognitive Behaviour Therapy provided by the NHS, which he had previously rejected for fear of having to confront the reality of his offending. He also decided to join a local adult choir to meet his need for connection, where he was introduced to other retirees, some of whom had shared similar health problems in the past. William remains in contact with the helpline to keep himself accountable, and to update the advisors of his progress.

Engage Plus – to help prevent online sexual communication with children

This programme is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence. Like Inform Plus, it is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Of Engage Plus participants who completed evaluations:

- **all reported making good or maximum progress on their ability to reduce their risk of reoffending**
- **96% reported making good or maximum progress in understanding their own offending behaviour patterns**

Engage Plus

101

Across England and Wales 58 men completed the group programme, 31 completed the course on an individual basis, an additional nine had a single assessment session, and three attended a review session.

That's 101 men in total, an increase compared to 2023/24 (85).

Case study

Patrick's story

Patrick, 46, called the helpline in November 2023, a few days after being arrested for online sexual communication with a 13-year-old girl. Patrick lives with his wife of 20 years, Jane. They do not have children nor does he have contact with children through work or other activities. He is concerned about the impact his criminal behaviour and arrest will have on his wife and their relationship.

He described how, over the last five or so years he has spent a lot of time online – up to six hours a day - engaged in sexual conversations with adult females. This was partly out of dissatisfaction with his sex life at home, but also the greater confidence he found in online versus face-to-face conversations. He struggled to explain how he ended up in illegal sexual conversations with a 13-year-old, but thought the taboo nature of the behaviour and the interest and engagement of the child over a number of days played a part.

Over a series of calls, Patrick explained that he knew his behaviour was wrong at the time, but he felt he could not stop. During the calls, he readily slipped into excusing his illegal behaviour - for example saying it was a way of coping with stress and low self-esteem, but he readily recognised he needed to accept responsibility for his actions and find legal ways of coping, or he would remain at risk of reoffending.

Patrick was assessed as suitable for the Engage Plus programme. Midway through the Engage Plus programme, Patrick contacted the helpline again. He disclosed that he had recently purchased a new phone, which he had hidden from his wife. His intention was to engage in sexual communication with adult women. He said that, after the shock of his arrest, he had not anticipated the temptation to engage in online sexual conversations to be so strong. However, he also acknowledged that reaching out to the helpline before speaking to anyone online, and disclosing the phone purchase and his intentions was positive.

What we did

Our programme facilitators worked with Patrick outside of the programme and helped him think through the recent decision he had made to purchase the phone. He decided to be open with his wife as well as with the other Engage Plus group members about what he had done. He described how his behaviour, both at the time of offending but also with this recent phone purchase had convinced him that he could not manage without the help of others. He valued the structured approach of the groupwork sessions and found the non-judgemental discussions around increasing his resilience and responses to triggers particularly helpful. But he knew there was more he needed to do to consolidate his learning and build plans and supports for a better life.

The outcome

Patrick completed the programme, investing significant effort in his personal work including his internet safety and healthy life plans. We supported him in sharing these plans with his wife and together they agreed to seek ongoing emotional support through couples counselling. Patrick started attending meetings with Sex Addicts Anonymous and arranged for a series of additional appointments with one of our practitioners. Upon completion, he was encouraged to keep in occasional contact with the helpline for continued support. Patrick is currently going through the criminal justice system.

Inform - support for people affected by the arrest of a loved one for online sexual offending

This programme is for partners, ex-partners, adult family members or friends of people who have been arrested for online offending. They are often in crisis and Inform provides a much-needed safe space for people to talk about what they are going through and gain support from others. It can be delivered as a group or individually.

Inform

180

Across England and Wales, 127 people completed the group programme, 19 completed the course on an individual basis, and 34 had a single assessment session.

That's 180 people in total, an increase compared to 2023/24 (165).

Case study

The Davies Family

Sarah, 63, called the Stop It Now helpline for the first time in December 2024. She told the helpline advisor that her adult son, Peter, aged 30, a self-employed bricklayer, had been arrested two years ago for online sexual communication with a 14-year-old girl. At the time of his arrest, Peter was living with his wife, but he is now living with Sarah and her husband.

Peter had called the helpline soon after his arrest, and had been receiving support since, including through completing the Engage Plus programme. During this period, Sarah and her husband had focused their energies on ensuring Peter accessed the necessary mental health support, along with help to address his offending behaviour. As a result, they had rather neglected their own needs over the last two years. Peter had recently received a suspended prison sentence, and Sarah explained that she, her husband, and her two other adult children, Dan and Robert, felt it was now time to seek support for themselves, to help them deal with the emotional and practical impact of Peter's offending. She said she had read about the Inform programme on our website and wondered if it might be useful to her and her and other family members.

What we did

The advisor explored the immediate support needs of Sarah herself and encouraged her to pass on the helpline details to her other family members so they too could call if they wished. Over the following few weeks, Jeremy (Sarah's husband), Dan and Robert all called for individual support. The family asked whether they could do the Inform programme together as a closed group, to help them better understand the nature and motivations behind this kind of offending and begin to process its impact on and implications for the family. Our programmes team offered each family member an individual, initial meeting to explore the impact of Peter's offence on them individually. The family were allocated an Inform group facilitator and went on to complete the five sessions together.

The outcome

The programme gave each family member a safe space to talk about how Peter's offending had affected them individually, while also giving them the opportunity to work through the course content as a family unit. The family showed a strong willingness to learn and support each other, and by the end of the programme they all reported feeling more confident in supporting each other, continuing to support and manage difficult conversations with Peter, as well as look after themselves. Sarah said the sessions helped her feel far less alone and better equipped to support her family. Dan and Robert both said they had learned a huge amount about how offending such as Peter's can manifest, and Jeremy said the group helped him understand the broader impact of sexual offending.

Responding to demand across our programmes

This year, we have seen a notable increase in demand for our Inform programme, resulting in longer wait times for participants to access the course. While enrolments for Inform Plus have declined, we have seen a marked rise in demand for Engage Plus. This shift may, in part, reflect broader trends in online child sexual offending. In November 2024, the NSPCC reported an 89% rise in online grooming offences over a six-year period. According to the children's charity, police recorded over 7,000 offences of 'Sexual Communication with a Child' in 2023/24 - an increase of 89% since the offence was introduced in 2017/18.[7]

Responding to trends and changes in offending behaviour

In response to the growing use of artificial intelligence in offending behaviour, we have begun collecting data and insights from individuals who engage with our programmes. This effort aims to build a clearer understanding of how AI is being used in such contexts, helping us identify emerging patterns and inform the development of our services to help prevent future offences.

Supporting change to protect children

In October, we published a blog highlighting the work of our programmes for men. What's the point?' How our specialist programmes reclaim hope and protect children highlights the vital role of our Inform Plus and Engage Plus programmes in preventing child sexual abuse by supporting individuals who have offended to make meaningful, lasting changes. The blog described how facilitators guide these sessions with empathy and skill, helping participants better understand their behaviour and its impact - not only on victims, but also on their own families. By fostering self-reflection, accountability, and encouraging personal growth, the programmes help individuals make positive changes that reduce the risk of reoffending, and ultimately protect children and families from future harm.

7 https://racetothemoon.nspcc.org.uk/about-us/news-opinion/2024/online-grooming-crimes-increase/

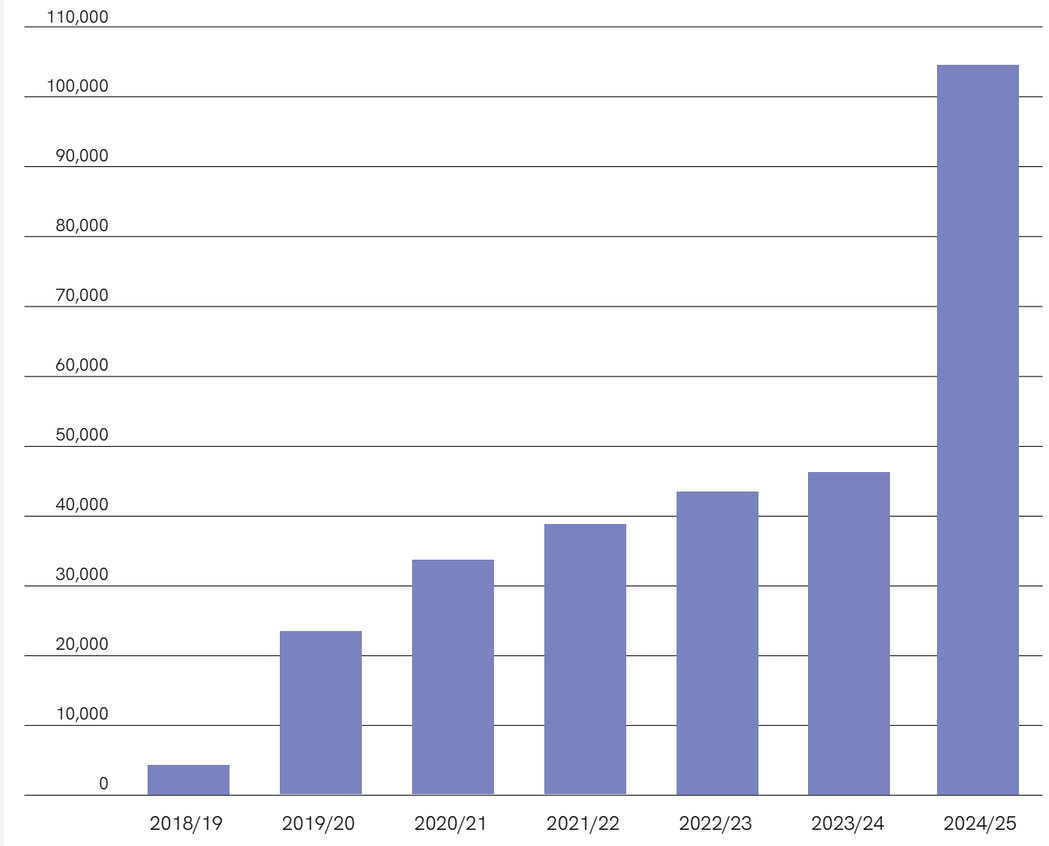
Family and Friends Forum - peer support for people affected by the arrest of a loved one for online sexual offending

Our Family and Friends Forum, running since 2018, is an invaluable peer support network for family and friends of people who have sexually offended online. Users can register and post their own experiences, offering and receiving advice as they navigate their way through the distress and trauma of the arrest of a friend or family member.

Across 2024/25, we had a total of 12,377 posts, 1,763 new topics and 10,614 replies on the Family and Friends Forum. These posts were made by 1,019 active users. Across the year, 240 users sent 6,300 direct messages between them. The forum is available to view without registration being required and this year had 104,425 web visitors, an increase of 129% from the previous year (45,669). 5,880 users have registered with the forum since its launch seven years ago.

Support offered by peers on the forum is a lifeline for many. It provides support that they cannot find anywhere else.

Family and Friends Forum web users since it launched



Achievements and performance



Picking up the pieces

In February, we published the blog: Picking up the pieces: supporting the secondary victims of online child sexual abuse. It explores the vital support that we provide to families and friends of people who have offended online, highlighting the often-overlooked emotional toll they experience. Through our Inform programme and the Family and Friends Forum, we offer safe, judgement-free spaces where loved ones can process shock, shame, and confusion, connect with others facing similar challenges, and access practical and emotional guidance. With tens of thousands turning to our services, the forum and our Inform programme act as lifelines - empowering families to care for themselves, understand complex circumstances, and begin to rebuild their lives in the wake of devastating revelations.

The blog sparked powerful responses from forum users:

> "Any publicity about this subject and your support as a forum can only mean a way forward, which is desperately needed. It's a world that society should face up to and not just promote hate and labels, the increasing numbers of internet crime show these outdated views are not stopping this crime. Make people realise this can and does happen to ANY family. We need to keep online viewing safe for everyone and not create victims of any kind, also do our best to end the availability of this material online. A truthful interesting read... the forum has been priceless personally for me throughout the years - a fact I'll be eternally grateful for."

> "A very well-needed blog post, anything to make more awareness is always greatly appreciated. I did the Inform course a few years back and found it very helpful. The forum has been and will continue to be in my life, now on the other side of sentencing and a long road ahead knowing we are not alone and can offer help and support to others is so important."

Continuous improvement

We're committed to continually improving the forum and being responsive to user feedback. Across the year, we made various updates to the site, including simplifying the home page and amplifying the warning we give users that some content may be sensitive or triggering for some. We created more content on wellbeing and took a proactive approach to supporting users sending 73 wellbeing emails to check on users we thought could benefit from additional support. We also made popular posts resources in their own rights, including a glossary of terms post and a sources of support page. Additional topic folders were also added based on user feedback including a 'new users' topic folder, 'life after sentencing' and 'families affected by the online sexual behaviour of a young person'. Finally, we added a quick exit button, so people can close the site easily if they need to, and a reaction button, which allows users to 'heart' a message they want to show support for as an alternative to replying.

We would like to thank all those who support our work to prevent online child sexual abuse, including The Emmanuel Kaye Foundation, Porticus UK and The Dawes Trust.

Tackling online child sexual abuse

Last year we said we would…

1. **Continue to ensure quality delivery, for example, through a review of our programmes' quality assurance approach and the launch of a bi-annual forum user satisfaction survey on the forum.** This year we made a series of improvements based on user feedback and have implemented an annual user survey.

2. **Take forward what we learnt from our scoping exercise into how we can increase user engagement with the development of the forum, including through virtual meetings and a user steering group.** Due to what we learn from existing forum user engagement, we are reviewing the need and benefit of such a group.

3. **Seek to take a more personal approach to our communications, to reach our audiences in the right way at the right time.** We implemented a proactive wellbeing check approach, sending 73 emails to users we thought would benefit from extra support, and published two blogs about the work to reach a wider audience.

This year we will…

1. **Develop a communications plan to identify new and engaging ways to advertise the services we offer** including further use of blog posts to highlight progress and success stories, and to give first-hand accounts of the impact we have.

2. **Using what we learn from our exploration of how artificial intelligence is being used by the people we work with**, we will refresh and pilot new Inform, Inform Plus and Engage Plus manuals to include material that addresses AI, including understanding the law.

3. **Work with our service users to help improve what we do**, including hosting a focus group of forum users to gather in-depth insights into what works, what doesn't work, what we could do more of and what we could do less of.

Achievements and performance

Preventing harmful sexual behaviour: our work with children, young people and families

According to police, 52% of reported child sexual abuse offences in 2023 were carried out by someone under-18, rising from around a third in previous years.[8] However, despite the huge challenges children and young people are facing, there are very few services available to support them or their families once harm has occurred. There are even fewer aimed at preventing harm in the first place. This is where the Lucy Faithfull Foundation comes in. With more than 30 years' experience working with children and young people, our expertise lies in both preventing harm and helping young people and their families rebuild their lives if harm has occurred.

Support for young people concerned about their own thoughts or behaviour

In September 2023, we launched Shore, an online resource for young people aged 13-18, worried about their own or someone else's sexual thoughts and behaviours. Over the last year, 29,850 people visited the site, totalling 135,001 views. We supported 242 people across the chat and email service, responding to 331 chats and 199 emails. Our advisors give confidential advice to young people struggling with a wide range of issues, including worries about their own sexual behaviour online and offline, and concerns about other people's behaviour, including experiences of exploitation and abuse. Awareness of, and engagement with, the service has continued to grow across the year, with the final quarter being the busiest yet, on both the chat and email services.

Harnessing the power of young people's voices has been crucial to Shore's success; we have worked with young people to gather their insights at every stage of Shore's development, to ensure that what we have created truly meets their needs. This year, we worked with young people to create animations on a range of topics, including the impact of pornography, understanding enthusiastic consent and how to deal with difficult emotions.

Young people have told us these animations make Shore more accessible and engaging, transforming the content into something that truly resonates:

"They were simple and easy to understand. I liked the language that was used."

"I think they are really accessible."

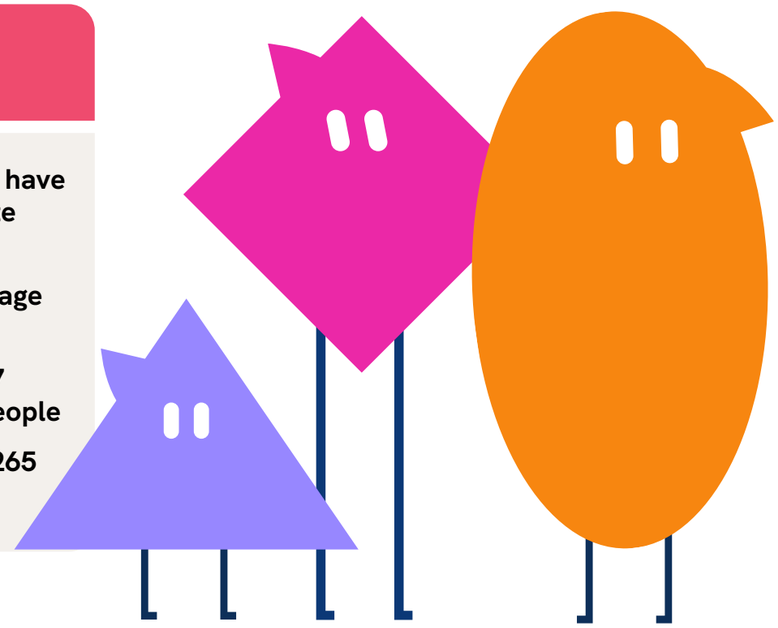
"This animation and website would be very helpful to lots of young people. I think most young people worry about sex or how others have treated them at some point so the information available is very clear and helpful."

"The animations are a good way of letting teenagers know that there is support and resources out there."

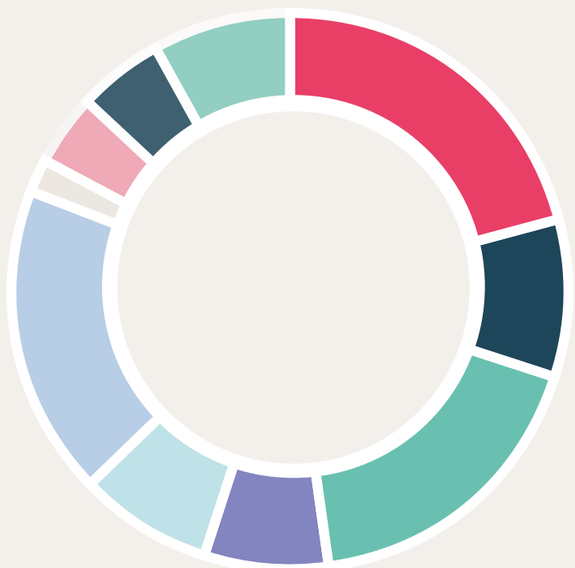
8 https://www.vkpp.org.uk/assets/Files/Publications/Totality-year-2-report-National-Analysis-of-Police-Recorded-CSAE-Crimes-Report-2023-compressed_1.pdf

Since we launched in September 2023:

- More than 55,000 users have visited the Shore website
- There have been 81,101 sessions with 223,126 page views
- We have engaged in 447 chats with 142 young people
- We have responded to 265 emails from 192 people



Shore: who contacted us this year?



- U18s who committed an online sexual offence: 21%
- Victims/survivors of child sexual abuse: 9%
- Adults who were concerned about the harmful sexual behaviour they engaged in under the age of 18: 18%
- Adults concerned about the thoughts or behaviours of a young person: 7%
- Professionals: 8%
- Other categories not within Shore's remit (including adult offenders): 18%
- U18s concerned about the thoughts or behaviour of someone else: 2%
- U18s concerned about their general online behaviour: 4%
- U18s who have engaged in harmful sexual behaviour: 5%
- U18s concerned about their own sexual thoughts about children: 8%

A snapshot of contacts:

Dylan, aged 17

Dylan contacted Shore after being arrested by the police for accessing sexual images of under-18s in online chatrooms. At the time, because of how frequently he experienced these images being shared, he thought this was normal online behaviour for his age. Since his arrest, he's been unable to go to school or see friends, and this has had a big impact on his mental health. He has been in contact with Shore 14 times during the financial year and has self-referred to the Inform Young People programme.

Joel, aged 16

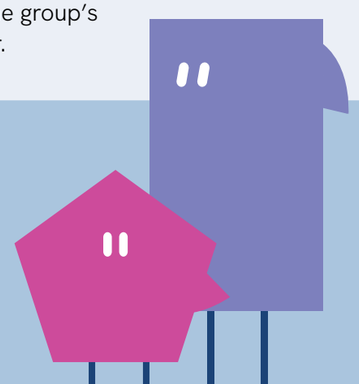
Joel had been experiencing sexual thoughts about his brother's friends, who were significantly younger than him. He had tried to seek help online and had been engaging in conversations on forums, including with VIRPED (a group of people who self-identify as 'virtuous paedophiles'). He found the sense of community very helpful but was unsure about some of the advice given, such as it being okay to masturbate to fantasies about younger children and engage in fantasies with adults, so he contacted Shore for advice.

Libby, aged 15

Libby contacted us after she was arrested for sharing self-generated sexual images with other teens her age. Through a series of chats, Shore advisors ascertained that she had done so owing to low self-esteem and reduced inhibitions due to substance misuse. She has professional support for substance misuse but those supporting her had felt unable to support her with the technology-assisted harmful sexual behaviour.

Lauren, aged 16

Lauren contacted Shore for support and advice after a Discord server she hosted for transgender teens was infiltrated by external users and flooded with sexual images of children, exposing all the teenagers on the server to those images. She had reported this already but had found the content very distressing and difficult to deal with but was unsure of where to seek help. She shared that she felt responsible for her peers being exposed to this content as she was the group's moderator.



Future development of Shore

Continued support, when it counts

Our pilot evaluation of Shore demonstrated that the majority of young people accessing the chat service have been able to take on board advisors' suggestions and take positive steps to make their lives safer, after several chats. However, for a small cohort of young people, coping with complex and entrenched challenges, we identified that more intensive support is required. Whilst the chat service is providing these young people with a safe place to talk without judgement, due to their complex situations and lack of wider support, they are struggling to move forward.

In March 2025, we received funding from the Home Office to commence the development of a new, follow-on service for these young people. This service will provide more intensive support, via guided self-help resources and one-to-one, anonymous support and is aimed at two specific groups:

- Young people who have displayed illegal behaviour online, whose behaviour is not known to any professional;
- Young people who are worried about their sexual thoughts or feelings towards younger children.

We know that relationship-building is a crucial part of the change process. Our new service will give these young people the opportunity to build a meaningful relationship with an adult who believes in them and can see their potential, can motivate and guide them to make changes. We will take a compassion-focused approach, working with young people to identify their needs and provide tailored support to help them move forward with their lives and prevent further harm to themselves or other people.

Scaling to reach more young people in need

In October 2024, we were fortunate to be put forward by the Oak Foundation to take part in the Scale Accelerator Programme; this programme, run by Spring Impact, supports organisations to scale high-potential, effective solutions to prevent child sexual abuse.

Working with the team at Spring Impact, we have created our draft strategy for scaling Shore's impact and reach. We are now entering the second phase of the programme, where we will be designing and undertaking lean tests to investigate our assumptions and determine the viability of our scaling plans. This will help us create a roadmap for scaling Shore, with a clearer understanding of the resource input we will need to achieve our goals.

Everyone's Safer: our project to support effective leadership responses to harmful sexual behaviour in schools

We successfully completed the final year of our three-year project, meeting our target to directly support 30 schools across the West Midlands. Each year we supported ten schools to help understand the context and circumstances of the school's experiences of harmful sexual behaviour, creating individual packages of interventions for staff, students, parents/carers and multi-agency partners. The project was evaluated by Dr Emily Setty (associate professor in criminology at the University of Surrey) and the final research report and academic journal article will be published later in 2025.

Key lessons learnt

School staff, students and parents were generous and open in their interactions with us, sharing honest reflections which enabled us to identify key themes across the three years:

Year 1: acknowledging the challenges

- Staff lacked confidence and clarity around harmful sexual behaviour.
- Students and adults often misunderstood or disagreed on what counts as harmful sexual behaviour.
- Our interventions focused on raising staff awareness and listening to student voice.

Year 2: recognising the need to build partnerships and confidence

- Emphasis on multi-agency collaboration and family engagement.
- Safeguarding the safeguarders: Designated Safeguarding Leads (DSLs) need additional time, training and support from multi-agency partners.
- Maximising the impact of RSHE (Relationships, Sex, and Health Education) by ensuring that the content and teaching methods are effective.

Year 3: planning to promote positive change

- Shift from reactive, punitive responses to restorative and strengths-based strategies.
- Piloted curriculum changes such as promoting positive masculinity, respectful relationships and restorative practices.
- Empowered students through participation and feedback.

The evaluation of our interventions helped to build evidence of what works to prevent and respond to harmful sexual behaviour in schools. These areas of promising practice underpin the following recommendations:

1. Support safeguarding staff with more time, training and resources.
2. Adopt whole-school, public health approaches, backed by clear policy guidance and the support of multi-agency partners.
3. Shift from punitive to restorative strategies, balancing accountability with education.
4. Include boys constructively in prevention, through gender-sensitive RSHE and open dialogue.
5. Strengthen RSE with relevant, participatory content shaped by student voice.

Next steps

We're not stopping here. The next phase of our work with schools includes:

- Harmful sexual behaviour prevention lead training – a one-day programme to help schools build prevention plans and manage incidents effectively.
- Permanent school call-back service – continued free support via the Stop It Now helpline for any school needing help with harmful sexual behaviour.
- Youth advocacy project – amplifying young people's voices to influence school policy and social change.
- Continued research and policy work – using these findings to influence government guidance and close support gaps.

Case study

Promoting positive masculinity in schools

Since the Netflix drama Adolescence hit the screens in early 2025, conversations around masculinity have become widespread. The Prime Minister, Sir Keir Starmer, called for schools to "encourage as many pupils as possible to watch the show" with an arrangement between Netflix and IntoFilms+ to stream Adolescence for free in UK secondary schools. Following these announcements, school staff began contacting us for advice. We were well-placed to offer support as we had been working with schools about masculinity throughout our Everyone's Safer project.

A conversation with a safeguarding advisor for a multi-academy trust highlighted some of the issues schools face. He shared an example of how the recent focus on misogyny had helped school staff reframe behaviours that might previously have been handled differently: on a recent visit to a school, he and a female colleague both asked the same young man to stop sitting on a table. The male teacher's request was met with polite compliance, whilst the female teacher's identical request was met with aggression.

The male staff member was able to take the student aside to explore where his language and attitudes had come from, resulting in a positive 'teachable moment', where the student was able to reflect upon the impact of growing up with an abusive father. However, as this safeguarding lead pointed out, few teachers have the luxury of the time (and sometimes the confidence) to address these complex situations. As a result, most of these incidents go unchallenged or are treated with behaviour sanctions such as isolation or exclusion, without an opportunity to have the valuable conversation that could lead to lasting change.

The teacher consulted with safeguarding leads across his networks and reported that school staff welcomed the important conversations arising from Adolescence but called for more time, training and resources to equip their workforce with the knowledge and skills to manage these sensitive discussions. Staff felt wary of opening up conversations, without evidence-based resources to manage these topics.

We were able to share this feedback with the Department for Education and other partners calling for more guidance in Keeping Children Safe in Education and a freely available resource about how school staff and parents can talk with students about masculinity and misogyny.

Inform Young People

Inform Young People is a psycho-educational programme for young people who have got in trouble for harmful or illegal sexual behaviour online. The programme supports young people to understand their behaviours, learn how to meet their needs in healthy and safe ways, and put measures in place to restore safety. We also work with parents and carers to support them to better understand their child's behaviour, and how to support them to stay safe and sustain behaviour change.

In the last year, we completed 64 programmes with young people and supported 29 parents and caregivers. This was a decrease compared to 2023/24 when we completed 84 programmes and engaged with 28 parents and caregivers.

The downturn in our programme completions is partially due to capacity within the team; with the increasing demand on our staff's time due to the launch and development of Shore. To bolster capacity, we have recruited new advisors to the Shore chat service and will be recruiting a new young people's project worker in the new financial year. Sadly, we continue to see high demand for this programme, resulting in a continual waiting list.

It remains challenging to identify funding for our Inform Young People programme, due to the increased demands on charitable trusts and foundations, and we continue to explore alternative funding sources.

Comments from young people we work with show the impact we have:

> **"I have learnt... the importance of supporting myself emotionally, and comprehending situations before getting involved, I have also learned quite a bit about the criminal justice system, and the importance of ensuring I have a healthy "relationship" as it were, with online pornography."**

> **"I have started looking at myself in a more positive way I am spending more time with my family I am trying to approach my problems rather than shying away from them and seeking help."**

Outcomes:

- **Safer online habits:** 100% of young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future.
- **Greater confidence in staying safe:** 78% of parents and carers who provided feedback said they felt more confident that their child can use the internet safely and responsibly in the future.
- **Increased understanding:** 89% of parents and carers said they received enough information to help them understand their child's behaviour.

External evaluation

We are grateful to the Paul Hamlyn Foundation for funding an external evaluation of our Inform Young People Programme. The evaluation, which is being completed by Dr Sophie King-Hill from the University of Birmingham and Dr Emily Setty from the University of Surrey, will involve interviews with young people, their parents/carers and internal and external practitioners who deliver the programme.

The findings, due to be completed in autumn 2025, will help us understand the programme's impact, as well as identify any areas for development to improve our approach to supporting young people who have engaged in technology-assisted harmful sexual behaviour.

Helping others help young people

This year, funded by the Paul Hamlyn Foundation, we continued our work to equip other organisations to work with young people who have exhibited harmful sexual behaviour online. We have now trained over 400 people across the UK and Ireland to deliver the Inform Young People programme, including practitioners in health, education, social care, the justice service, NGOs and care homes. Our independent evaluation will help us understand the impact this training has had and influence our plans for the continued dissemination of our programme and resources.

Case study

John's story

John, 17, was supported by his social worker to contact the Stop It Now helpline, following his arrest for accessing and downloading sexual images of under 18s. During a call-back with a young people's practitioner, John explained that when he was 15 he had been sent self-generated sexual images by his girlfriend, who was aged 14 at the time.

He said that this was the first time he had seen sexually explicit content and that neither he, nor his girlfriend, knew this was illegal. Subsequently, John began looking at adult pornography online and then joined an online forum where a link to sexual images of people of a similar age to himself was shared. It was then that he learned these images of teenagers engaged in sexual activity, as well as the images of his girlfriend that he still had, were illegal. Soon, he began accessing sexual images of young teenagers regularly, which were shared via communications platform Discord.

What we did

John was matched with a young people's practitioner to undertake the Inform Young People programme. He completed 12 hours of intervention, participating positively throughout the sessions. These focused on supporting him to develop a better understanding of the criminal law relating to sexually explicit material, his pathways into offending and how to avoid any further harmful or illegal behaviour in the future. This included helping John to recognise the context within which he had offended, understand how his thoughts and feelings impacted his behaviour and plan how to meet his needs in positive, safe and legal ways in the future.

The outcome

Throughout the programme, John seemed to particularly benefit from having professional support to challenge his "wonky thinking" around what is and is not okay online. The practitioner spent time supporting him to understand his feelings of shame arising from his behaviours and develop his self-esteem and confidence. John's parents reported that during the programme they noticed a positive change in his behaviour – he secured a part-time job, dedicated more time to college attendance and studies, and engaged in more family activities rather than isolating himself in his bedroom. They said he seemed happier.

John was given advice on when and how to seek support, should he need it, in the future. A six-month review session was planned to check his progress and update his positive pathway plan.

Our work with children, young people and families

Last year we said we would…

1. **Commission an external, independent evaluation of our Inform Young People programme.** We commissioned Dr Sophie King-Hill from the University of Birmingham and Dr Emily Setty from the University of Surrey to conduct the evaluation which will be completed in August 2025.
2. **Build a meaningful and continuous programme of youth engagement, to ensure the voices of young people inform our work.** At the end of the year, we were grateful to the Paul Hamlyn Foundation for awarding us their Follow-on Fund, which will enable us, over the next two years, to develop, implement and evaluate a new Youth Engagement and Advocacy Programme. The first phase of the programme will focus on developing our approach; utilising the principles of Youth-Centred Design, we will work closely with a diverse range of young people to learn what excellence looks like in youth participation and advocacy and devise our theory of change. We will work with internal and external stakeholders to explore how we can embed our approach within LFF and the wider sector. We will then put what we have learnt into practice, creating a programme which will provide opportunities for young people to influence decision-making at LFF, as well as advocate for change in areas that matter to them. Finally, working with our research team, we will evaluate the programme, to gather insights into its impact on young people, LFF and the wider sector.
3. **Work to ensure all young people know about the help available through our Shore website.** Awareness of Shore and engagement with the chat and email service has continued to grow; this year, we saw a 10% increase in users visiting Shore, 47% increase in page views, 183% increase in chats, 196% increase in emails.

This year we will…

1. **Develop and embed our approach to youth participation and advocacy**, to amplify young people's voices across LFF and the wider sector.
2. **Develop, launch and evaluate our new, anonymous follow-on service** for young people using Shore chat.
3. **Pilot our harmful sexual behaviour prevention lead training for schools,** supporting participants to create whole-school prevention plans and respond to incidents of harmful sexual behaviour in school settings proportionately and effectively.

Achievements and performance

Advocacy and communications: influencing policy and public debate, driving awareness

Advocacy

In the final year of our strategy, we continued to make progress with our advocacy pillar. We expanded the team with a new policy officer, enhancing our ability to engage on a broad range of issues in a busy and quickly changing policy landscape and to seek more opportunities to pivot agendas towards the prevention of child sexual abuse. We are grateful to Oak Foundation for supporting this important appointment.

Throughout 2024/25, we actively participated in multiple consultation processes. This year, our sustained engagement translated into tangible results, reflected in the influence we successfully achieved:

Implementation of the Online Safety Act

In December 2024, Ofcom issued its first statement on illegal harms. Ofcom responded to our consultation response by strengthening its guidance for large search services deploying warnings in response to a user searching for illegal child sexual abuse material. They amended the measure to recommend that service providers develop warning messages in collaboration with experts in deterring online child sexual abuse. This is vital – as we know what message we give, and how we give it has a big impact on the effectiveness of messages.

Pornography review

At the end of February, the government released the pornography review which was led by Baroness Bertin. We presented evidence to the review and the final report highlighted our deterrence chatbot (in collaboration with the Internet Watch Foundation (IWF) and Aylo), our Faithfull Paper 'What's porn got to do with it?', and data from helpline calls in 2023 from adults concerned about themselves who self-reported having problems with pornography.



The report recommended that any harmful pornographic material that is illegal to distribute in physical formats should also be treated as illegal online. Legal parity between offline and online pornography is something we have been calling for with partner organisations for several years. It is now supported by Baroness Bertin's Review, and we will be pressing the government to adopt the review's recommendations.

Mandatory reporting

Over the past few years, we've worked hard to ensure that plans to introduce mandatory reporting in England do not lead to unintended harm. Through sustained stakeholder engagement, we have consistently advocated for the protection of confidential specialist support services for children — such as our Shore service and the NSPCC's Childline.

We are pleased that our concerns have been heard. The Crime and Policing Bill, introduced to Parliament in February, includes a provision allowing the Secretary of State to exempt special services that support the safety or wellbeing of children where confidentiality is in the child's best interests. This clause is essential to safeguarding the safe delivery of child protection services for young people.

Alongside this, we continue to work with partners on other critical aspects of mandatory reporting, including pressing the government to invest in the training, support, and resources that mandated reporters need to respond safely and effectively.

Working in partnership to drive change

Collaboration has been a key feature of our advocacy work this year. We have been working in alliance with the Centre of expertise on child sexual abuse and the Marie Collins Foundation to grow our collective influence.

In November, the alliance launched the report 'Closer to Home'. It sets out a series of recommendations for policy makers to prevent and better respond to child sexual abuse. Our launch webinar featured Mark O'Sullivan, writer, director and actor of Channel 4's My Sexual Abuse: The Sitcom. Through this partnership working we have established an effective platform to further engage with parliamentarians.

We also participated in several international conferences, firmly placing the prevention of child sexual abuse on the global agenda. In June, at the Moore Center for the Prevention of Child Sexual Abuse's Envision Conference in Washington, our chief executive Deborah Denis was part of a panel considering the role that the tech industry can take in prevention, shared insights from our chatbot project and discussed the participation of our Stop It Now helpline in the Prevention Global evaluation. In December, at the WeProtect Global Alliance Summit in Abu Dhabi, Deborah was part of a panel discussing Building the Case for Prevention, and showcased our Stop It Now helpline and the importance of prevention initiatives to a global audience.

Finally, this year we have also been working on ways to share our advocacy work more publicly where we can. We developed a new policy and advocacy section for our website to showcase our work, and have been responding to political debate through blogs. We will continue to build the links between advocacy and communications, finding more ways in which we can amplify our voice.

Communications

There is no single solution to ending child sexual abuse, which is why we offer a range of projects and services tailored to diverse audiences. Our communications reflect the breadth of our work and address all these groups, while supporting our five strategic aims.

Websites

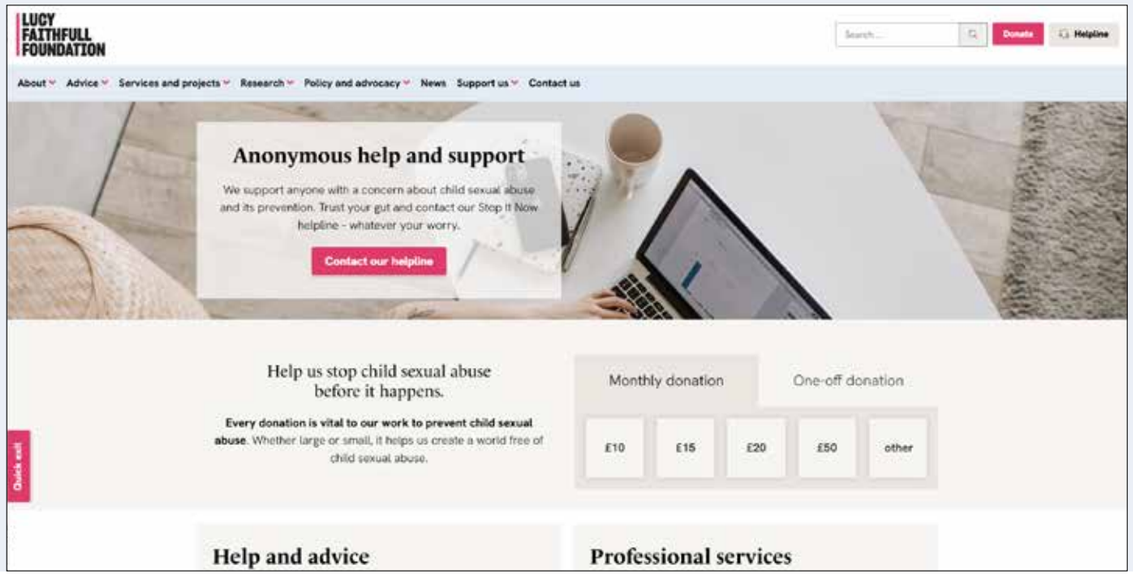
In December 2023, we launched our new identity, setting the stage for a complete redevelopment of our websites to better align with our refreshed identity and organisational structure. Our goal was to create a user-friendly, intuitive experience that effectively engages our target audiences while embodying our new look and feel. Through multiple stages of user testing, we refined navigation and enhanced accessibility across our websites. In addition, the new websites have allowed us to place a stronger focus on research, advocacy and fundraising, areas that were lacking in attention on our previous websites. Since launching our newly developed sites in November 2024, we have seen a significant increase in both visitors and engagement rates, demonstrating the success of our reimagined digital presence.

Our websites help our diverse audiences find what they need when they need it. Combined, the sites had more than 1,811,030 visitors from across the world (an increase of 40% from 1,292,379 in 2023/24).

Our Stop It Now website, which includes our online self-help resources and information pages had 1,352,898 visitors from across the world (an increase of 38% from 981,960 in 2023/24). This year we adopted alternative approaches to presenting the modules and web pages to enhance the user experience, improve the user journey, and strengthen accessibility.

In June we celebrated the one-year anniversary of the Shore website, which continues to grow and evolve, now featuring animations that are more accessible and engaging for teenagers.

Our Lucy Faithfull Foundation website has undergone its most significant transformation, now strategically focused on serving parents, professionals, funders, and partners. We have seen a substantial increase in user numbers and, importantly, a marked rise in engagement rates.



What the data says

Lucy Faithfull Foundation

Creating a world free from child sexual abuse

145,253 visitors (93% increase)
209,654 sessions (75% increase)

Stop It Now

Support and advice for anyone when they need it most

1,352,898 visitors (38% increase)
1,503,222 sessions (85% increase)

Get Support

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children

45,604 visitors (39% decrease)
51,512 sessions (38% decrease)

Get Help

Self-help for people worried about their own or someone else's online sexual behaviour towards children

575,134 visitors (27% increase)
608,938 sessions (12% increase)

Family and Friends Forum

Peer support for people affected by a loved one's online sexual offending against children

104,425 visitors (129% increase)
326,108 sessions (35% increase)

Parents Protect

Advice, support, and information for parents and carers

131,213 visitors (8% decrease)
150,610 sessions (7% decrease)

Shore

A safe space for teenagers worried about their sexual behaviour

29,850 visitors*
42,833 sessions*

*Previous full-year comparison not available.

Press

Featuring in news stories helps us reach people who have never heard of us with the information they may need. People often contact the Stop It Now helpline, telling us that they first heard about our work through the press.

This year, we supported 35 media engagements, an increase on last year's total (29). Highlights include:

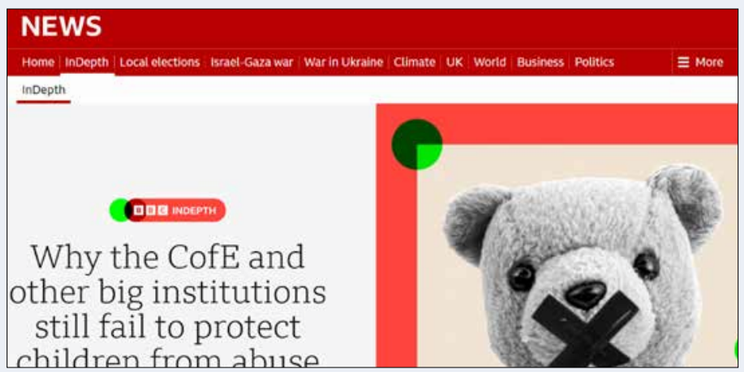
The Guardian and The Observer: Faithfull Paper column and case study feature

Following the publication of our Faithfull Paper on pornography, The Observer published a column expanding on many of its themes. The piece described different reasons people may begin offending, including through escalating pornography habits.

We worked with The Guardian on several pieces this year. Emily and Matthew, a couple who had been through our Inform and Inform Plus programmes, shared their powerful story in July 2024. The article featured an in-depth account of "the knock" and subsequent events from the perspectives of both Emily and Matthew. We know of at least three contacts who reached out to the Stop It Now helpline in response to this piece.


Child sex abuse is all around us – and online it can start with legal porn
Sonia Sodha
Men not originally sexually attracted to children sometimes seek more extreme content, research shows


We had an ordinary marriage. Then I found out my husband had been viewing images of child abuse



BBC News in Depth: Analysis of child sexual abuse in institutions

We provided expert commentary and research for a BBC News In Depth piece on cases of child sexual abuse in large institutions, such as sports clubs, boarding schools, and churches. In it, our head of clinical engagement, Tom Squire, argued that understanding and unpicking power structures is key to combatting sexual abuse and the secrecy that allows it to thrive.

BBC Woman's Hour and Radio Wales: Huw Edwards sentencing

In September, Deborah Denis appeared on BBC Woman's Hour following the sentencing of the former BBC broadcaster and news presenter, Huw Edwards. She recognised the impact that this type of offending has on victims and pointed out that the Huw Edwards case, although shocking, was not uncommon. Deborah outlined the support we give through Stop It Now and emphasised the need to make it more acceptable for people to reach out for help to change their behaviour.

We followed this with a blog, in which Deborah called for greater support available for people who offend, and greater accountability for tech companies whose platforms are used by offenders.



Blog posts

We published 25 blog posts, which collectively gained 1,565 page views. Our blogs not only update our audiences about our work, but also provide a platform for us to give thought leadership on preventing child sexual abuse, particularly in responding to events in the public eye.

In January 2025, amidst intense media focus on grooming gangs, or group-based child sexual abuse, we called for a move from sensationalist reporting to a more informed and holistic approach to stopping child sexual abuse in all its forms, knowing that most cases of child sexual abuse take place in family environments.

We also used our platform to encourage people to talk about child sexual abuse and come forward and seek the help they need, in response to the resignation of the Archbishop of Canterbury, Justin Welby, in November 2024, and the sentencing of former broadcaster Huw Edwards in September 2024.

Email

While overall engagement metrics dipped this year (open rate down from 36% to 27% and click-through rate down from 13% to 8%), our email marketing campaigns still perform above industry averages (26% open rate and 3% click-through rate). This indicates that our content and targeting strategies remain strong and effective.

We have begun laying the foundation for broader audience growth, exploring new target groups to expand our reach sustainably, in a GDPR-compliant manner. We have significantly enhanced our testing strategy, introducing consistent A/B testing of subject lines, with plans to expand into testing content formats. Early insights are already helping us better understand subscriber preferences and will support more effective, data-driven campaigns moving forward.

Organic social media

Over the past year, our social media presence has continued to grow, with positive trends across LinkedIn, Facebook, Instagram, and X, reflecting strong audience engagement and a strategic approach to content.

Driving thought leadership and strategic engagement

LinkedIn emerged as our fastest-growing platform, with followers increasing by 49% - from 5,574 to 8,317 – and clicks nearly doubling, rising 96% from 12,662 to 24,823. This growth was driven by the delivery of high-quality professional content, consistent posting, and strong follower engagement, firmly establishing LinkedIn as a key channel for thought leadership and stakeholder connection. The active involvement of LFF's key spokespeople further amplified our reach and impact — humanising our brand, strengthening our message through trusted voices, and fostering meaningful cross-sector collaboration.

Engaging younger audiences

We've expanded our presence on Instagram to diversify our reach and better connect with younger, visually engaged audiences. By sharing consistent and relevant content, we've grown our following to over 1,000 people – a clear reflection of strong interest and engagement with our messaging.

Steady presence

Our Facebook performance remained steady throughout the year, indicating a loyal, though relatively limited, audience base. While the platform continues to offer value for maintaining visibility and reaching specific demographics, growth and engagement have been modest. This is likely influenced by evolving user behaviour and algorithm changes that increasingly prioritise personal content over organisational posts.

Our engagement on X

Usage and engagement on X (formerly Twitter) declined this year, largely due to changes in the platform's recommendation algorithm, which now favours paid, verified accounts and viral content, reducing visibility of organic posts from non-paying users and organisations. Trust in the platform has also decreased, particularly among charities, journalists, institutions, and certain demographic groups. We have carefully considered our continued presence on X and despite ongoing challenges and growing concerns about the platform's tone, we have decided to remain active for now due to its ongoing relevance to specific key audiences – this includes professionals, but also our key target audience of individuals who have offended or are at risk of harming children. To place this in context, in 2023, Twitter/X permanently suspended over 11 million accounts for violations of its child sexual exploitation policy – underscoring both the scale of the problem and the platform's potential for reaching at-risk groups. While not a primary engagement tool, we feel there are opportunities to reach the people we need to. Our engagement on X will remain under review.

Advertising credits

We made strategic use of over £97,588 in advertising credits from Google, Meta, Microsoft, and Snapchat. These credits supported campaigns promoting our helpline, marketing our training and consultancy services for professionals, sharing public education content, and raising awareness of resources and support available to young people. Across all these platforms, our ads were seen 8.7 million times. With a new digital officer in position since February 2025, there will be an increased focus on optimising our ad credits in the year ahead.

Stopping online child sexual abuse

Deterrence campaign

Our campaign to deter people from viewing sexual images of under-18s or having sexual conversations with under-16s online is in its 10th year.

In April 2024, we wrapped up phase 9 of the campaign. Each campaign phase is independently evaluated, using analysis of helpline call records and online surveys, providing vital insights into our impact and contributing to the strategic planning of the next phase. Key insights from phase 9 include:

- A clear increase in people accessing our online self-help resources - a 15% increase compared to the period before the campaign.
- More people who had offended online, but were not yet known to the authorities reached out for help through the helpline.
- After speaking with one of our Stop It Now advisors, 83% of people who had offended online reported a changed attitude, 68% said they had taken a positive action based on what was discussed, and 69% said they felt they still needed to take further action to change their behaviour.

Running between January 2025 and April 2025, phase 10 of the campaign aimed to build on these results. To the end of March 2025:

- We ran a national and regional press campaign focused on the escalation of pornography habits from mainstream pornography to illegal child sexual abuse material. 182 outlets and publications covered the story, including 20 TV and radio broadcasters.
- We have delivered and continue to deliver digital advertising campaigns aimed at building brand awareness and driving traffic to our campaign landing page. These ads are deployed across multiple platforms within the UK and have resulted in significant increases in traffic (an average of 276% increase in UK users per week, during the campaign which ended in April 2025), not only to the landing page but across the entire website, demonstrating that we are successfully reaching a highly engaged audience.
- We worked with 15 partners across the South West, including the NHS, police, local authorities, and charities for the third year of this successful regional campaign. In this year's campaign period, which ran to the end of April 2025, we saw a 39% increase in callers from Devon and Cornwall, compared to last year's campaign period. In Devon alone, this was a 60% increase. These figures show the value of repeated campaigns with our regional partners, increasing our reach over time.

Project Intercept

Our warning message project, Intercept, grew quickly in 2024, driving a vast increase in the number of people seeking help to the Stop It Now website. Project Intercept works with tech companies to promote the widespread adoption of online warning messages as both a deterrent and a signpost to help. By the end of March 2025, our warning messages were driving an average of 31,000 people a month from around the world to seek help at the Stop It Now website.

Our warnings appear across a range of tech sectors, including search, social media, file storage, gaming, adult sites, and internet service providers, and include tech giants (such as Google and Meta) as well as smaller and newer platforms. We continue to grow our partnerships and are working to develop interventions in new areas like online dating and with AI companies. In addition, we continue to identify more intervention points for warnings to engage those at risk of offending online as early as possible, ideally before any harm has been caused.

Through Project Intercept, we bring over 30 years of expertise in understanding offender behaviour and motivations to tech companies to collaborate in creating powerful interventions. We continue to build our understanding of offender behaviour and motivation by conducting new research. For example, we are conducting research with serving prisoners to gain insights into their pathways to offending, and to gauge the effect of warning messages on those pathways. We have also partnered with IPPPRI (International Policing and Public Protection Research Institute) to examine behaviour among offending communities on the dark web and adult legal pornography websites. We hope to publish these research projects in 2026.

Advocacy and communications

Last year we said we would…

1. **Deliver new websites for the Lucy Faithfull Foundation and Stop It Now.** Our websites went live in November 2024 and we have seen a significant increase in both users and engagement rates, demonstrating the success of our re-imagined digital presence.
2. **Renew our focus on advocacy in a general election year and with an update due to our five-year organisational strategy.** We are seeing results from our renewed focus, achieving influence in several areas such as online safety and mandatory reporting.
3. **Engage with new tech partners through Project Intercept to roll out new warning messages, bringing people to our online resources.** Our warning messages drive an average of 31,000 people a month from around the world to seek help at the Stop It Now website.

This year we will…

1. **Place greater emphasis on promoting and distributing our primary prevention resources for adults,** ensuring they have the information needed to help keep children safe – and that these resources are easily accessible on our website.
2. **Continue to expand partnerships in advocacy and communications,** with a particular focus on strengthening collaboration in key sectors such as health and education.
3. **Renew our focus on evaluating the impact and effectiveness of our communications and advocacy efforts,** drawing on data, insights, and best practice to inform continuous improvement.

Achievements and performance

LFF Scotland: Keeping Scotland's children safe from harm

We operate Scotland's only dedicated service focused on preventing child sexual abuse. Our committed team, comprised of experts in forensic psychology, social work, and law enforcement, works closely with partner agencies, the Scottish Government, and Police Scotland to protect children and prevent harm. Each year, we strive to broaden our reach and deepen our impact. In 2024/25, we continued to build on our success through prevention work, innovative projects, and the sharing of best practice.

Partners in hope: prevention in organisations

Preventing abuse before it happens is at the heart of what we do. We have been working with a variety of partners to embed models for prevention within organisations. Working collaboratively with others allows us to extend our reach and engage with individuals and communities we could not otherwise access; this method of partnership also allows us to support the development of advocates for prevention across the country.

A particular focus for this year has been our work with faith communities. Safeguarding failures – often serious and repeated – have been widely documented within church settings over many years. In response, we have supported local faith leaders in reflecting on these failures, drawing out key lessons, and translating them into meaningful actions that strengthen protections for children moving forward.

In November 2024, we were invited to give a keynote speech at the Scottish Catholic Safeguarding Standards Annual Conference for 200 delegates from Catholic parishes, religious congregations and lay organisations from across the country, including four of the bishops. They commented:

> **"Feedback was exceptional, with 97% of delegates rating Stuart's input highly. Following his specific challenge, "If we are courageous, patient and prayerful as a body and willing to act, could the Church…take social leadership in tackling child sexual abuse?", significantly more emphasis is being placed on introducing new proactive safeguarding measures to keep people safe in our Catholic communities.**
>
> **We continue our journey in working together with Lucy Faithfull Foundation exploring opportunities to improve our safeguarding practices, such as developing situational prevention strategies, best practice in identifying and managing low-level safeguarding concerns, and much more."**

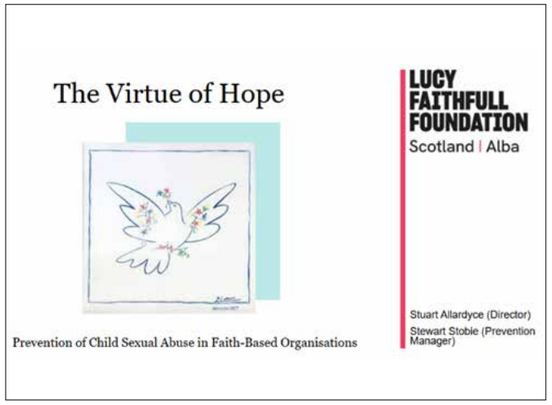


This event led to an ongoing partnership with one Archdiocese – Edinburgh & St Andrews. In February, the whole Lucy Faithfull Foundation Scotland team presented at the diocesan Safeguarding Day, a mandatory training event for 94 priests. Their presentations asked a simple question: how can priests be partners in prevention?

We talked about the support we give those who perpetrate harm and their families, our work with children and young people, and what active prevention can look like in a faith setting. We discussed place-based prevention models and encouraged the priests to think about how these could be applied within their parishes. We provided posters with information about our helpline, to be put up in parish settings.

Sharing the principles of prevention with 94 priests has given us reach across many parishes; our long-term ambition is that it will also lead to the development of a proof of concept about prevention in specific parishes that is robustly evaluated, impactful and can provide a template for other faith communities to learn from. Given the Church's fraught history with safeguarding and the many, many survivors affected by historical abuse, our intervention represents a new chapter in positive engagement and proactive prevention.

An evaluation showed that 83% of participants recorded high approval ratings for our input into the day. Verbal affirmations were given by many of the priests to our team, commenting it was the best day of its kind they had attended, and afterwards organisers commented:



> **"Lucy Faithfull Foundation staff spoke at our annual Clergy Safeguarding Training Day in February covering the wide range of work that it undertakes. Our clergy found this input highly insightful and useful.**
>
> **The Archdiocese of St Andrews & Edinburgh hopes to do further work with the Lucy Faithfull Foundation looking at various themes including upstream prevention and online dangers. Parishes in the Archdiocese interact with people in the community and so our clergy and volunteers are well placed to identify issues and take appropriate action to address problems at the earliest possible opportunity.**
>
> **We look forward to continuing our work with the Lucy Faithfull Foundation."**

Advancing better practice

This year, we delivered training to 27 partner organisations, reaching a total of 914 attendees. Our sessions ranged from specialist input for professionals in training, such as social workers and psychologists, on child sexual abuse, to presentations at conferences and professional networks. Topics included working with autistic adults who sexually offend, and best practice for supporting individuals who have sexually offended, who themselves experienced sexual abuse in childhood.

Our direct delivery

Working with families

Every year, approximately 800 people in Scotland are investigated for online child sexual offences. Many of these have partners, children of their own, and other loved ones who are impacted by their crimes. The experience of a loved one being arrested for such offending is a traumatic one – our research shows that over 70% of adult family members experiencing 'the knock'* from the police subsequently present symptoms indicative of PTSD. The stigma of this particular type of offending makes it particularly challenging for families to seek support. We are their champions - providing advice, support and guidance through 1-1 sessions and our Inform group work programme.

We worked with 145 family members this year, a 49% increase compared to 2023/24 (97).

**The knock is a phrase that has become associated with the day the police execute a warrant and arrest someone in the home for online sexual offending.*

A letter from a family member to Lucy Faithfull Foundation Scotland, following the arrest of their son

To whom this may concern,

This letter is written to provide feedback to the support provided from the team at the Lucy Faithfull Foundation/Stop It Now organisation.

It was the police officer who told us about and advised us to contact the organisation on the day of our son's arrest. This event was as shocking as it was heartbreaking but we're so thankful we took the advice from the officer.

Despite being very reluctant, due to the gravity of the situation (we just wanted the world to swallow us whole), we knew we must do something, so we made the decision to call the organisation and meet the situation head on. This was so hard, but a decision we knew we must take and called the number on the same day.

We left a teary message with the operator, not having any idea what to expect. Their call was returned very shortly after, and we were in contact with someone from the team.

The support, guidance, and advice we were given from the team was fantastic. They were clearly very experienced in these situations and advised us that we were not alone. They provided helpful statistics to help us understand that these scenarios are sadly becoming more common due to the electronic age we live in.

The team treated us with dignity and empathy throughout and guided us through this heart wrenching situation. We met regularly, first online and then next in person, and I can't explain how much that helped.

As hard as this situation was for us, we knew this would have a devastating impact on our son. The team helped him to engage in a programme and were so supportive of him throughout.

The team are doing a fantastic job, and we know we honestly couldn't have got through this situation without them and cannot thank them enough.

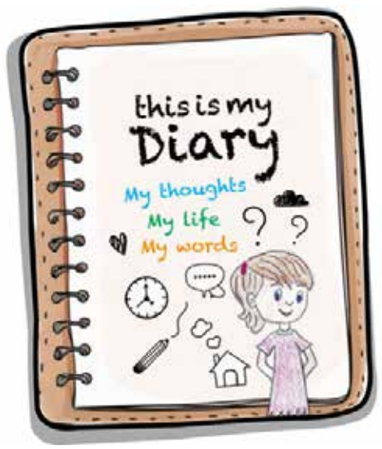
Best wishes,

A family member

What About Us? – supporting young people affected by the arrest of a loved one

In last year's Annual Report, we shared Knock NOC: The Lived Experiences of Non-offending Carers and Children – a powerful exhibition created by family members with lived experience. Building on this engagement and our published research into the impact of 'the knock', we're proud to have received funding from Changing Ideas to develop a new resource for young people affected by the arrest of a loved one for online offending.

As part of the What About Us? project, we're working closely with a young person we've previously supported. Their lived insight is shaping the development of a practical, compassionate workbook designed to support both children and parents during an incredibly difficult and confusing time.



Our work with individuals who present a risk of harm to children

Interventions with those who have harmed children, or those who are at risk of harming children, are an integral part of our efforts to end child sexual abuse. Our interventions take the form of 1-1 support sessions and two psychoeducational group work programmes – Inform Plus, for individuals who have been arrested for online offences, and Breaking the Links, for arrested individuals who are trauma-experienced themselves.

Inform Plus

This year we ran 5 Inform Plus groups (+1 on 2023/24). 56 individuals completed the programme – **a 22% increase compared to last year (46).** On average, participants who completed pre- and post-evaluation forms reported a 57% decrease in suicidality, as well as a 41% decrease in sexual urges or behaviours that cause distress or impairment. The impact we have is evident from the comments we receive from participants:

> **"The sessions have had a massively positive impact on my wellbeing, health and emotions. I now feel that I am in a much better place than I was at the start of the sessions and feel that I have the tools now to combat difficult feelings and situations when they arise.**
>
> **The supportive atmosphere throughout allowed for all of us group members to explore painful issues and face up to some unpalatable truths, without adding to our shame.**
>
> **The opportunities for us to share and discuss our experiences gave me solid information and realistic speculation about my situation and what the future holds.**
>
> **It felt throughout that the focus was on confronting our offending and how we could live lives away from its toxic effects."**

Breaking the Links

15 participants took part in three Breaking the Links groups, our programme for adults who have committed online sexual offences and who themselves have been affected by trauma groups. This was a 25% increase from last year (12). **Following group work, individuals on the programme reported a 54% increase in self-control.**

> **"When disturbing terrifying thoughts come, I have used mindfulness techniques and breathing exercises to calm myself down."**
>
> Breaking the Links participant

Our work with young people

We worked with 33 young people who had displayed harmful sexual behaviour, helping them understand the impact of their behaviour and desist from further harm and move on positively with their lives. **This is a 120% increase compared to 2023/24 (15).**

> **I'd really like to express our gratitude for your time and effort, it really helped both of us a lot. It's good for him to know he has somewhere else to turn when it all seems too much.**

Feedback from the parent of a young person we supported

Everyone's Safer Schools Project

1 in 6 children will experience child sexual abuse before the age of 16 with about a third of this committed by peers. Ending child sexual abuse involves tackling the significant challenge of peer-on-peer perpetration.

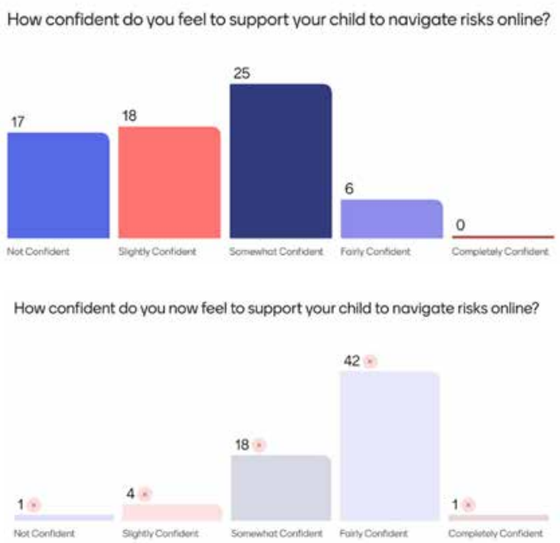
Between 2018 and 2021, we ran the ROSA (Reducing Online Sexual Abuse) project, with the generous support of the RS Macdonald Charitable Trust. The Everyone's Safer project was built on the legacy of ROSA's success, seeking to develop all that we learned into a new model for stopping harmful sexual behaviour in schools.

This year we established an Edinburgh-wide consultation service for schools so they can access support about harmful sexual behaviour issues they were encountering. Our Young People's Manager supported 11 schools, providing much needed guidance and resources to empower staff to offer the right support to the young people they were working with.

> **Knowing that the consultancy service is there goes a long way to supporting confidence for us.**

Secondary school teacher, Edinburgh

We also delivered a series of information sessions for parents and carers in collaboration with Police Scotland. Keeping Your Child Safe Online: Porn, Nudes and Sexual Harm reached 339 attendees, offering practical advice and guidance to help adults support young people as they navigate the challenges of the digital world. Our in-session survey showed a good increase in confidence in supporting children to stay safe online.



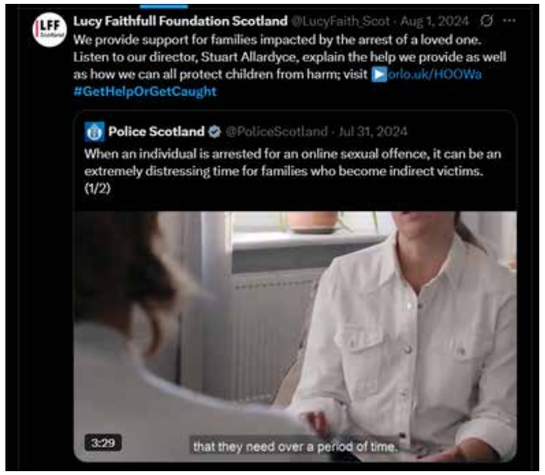
Raising awareness and changing the narrative

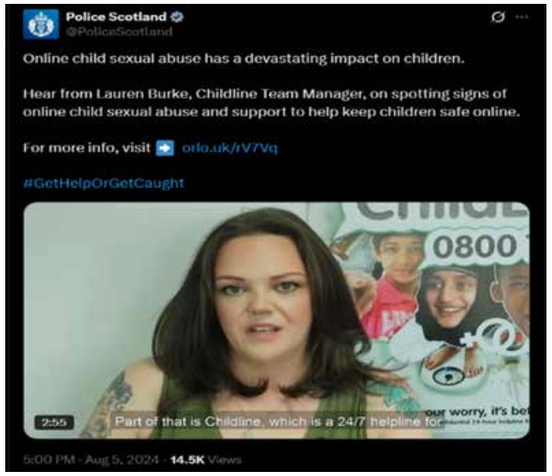
Changing the conversation around child sexual abuse is a vital part of our work. We want people to hear a clear message: We are here to help. Change is possible. Child sexual abuse is not inevitable.

#GetHelporGetCaught campaign

Following our rebrand and successful deterrence campaign with Police Scotland last year, we ran another #GetHelpOrGetCaught social media campaign to target people who are committing online sexual offences but are yet to be arrested, or people who are at risk of offending, but have not yet caused harm. 847 individuals accessed our online self-help resources during the six-week campaign period. This represents a 58% rise compared with the number of individuals accessing resources in the six weeks before the campaign.

We were thrilled that the campaign received national recognition at the 2024 UnAwards, where it won Best Collaboration. This respected comms, PR, and digital industry event is judged by both expert panels and community focus groups – making the win especially meaningful. Building on this success, we plan to run the campaign again this year.





Media engagements

Our team are often asked to contribute to public discussions about child sexual abuse. A key example from this year was our Director, Stuart Allardyce, appearing on STV's Scotland Tonight, where he discussed the global prevalence of online sexual harm and shared practical suggestions for prevention. He also spoke to BBC Radio Scotland after a news article discussed the number of people being arrested for online sexual offending, offering context to perpetrator interventions, discussing the negative impact of pornography, and highlighting that there is help available to those worried about themselves or others.

Advocating for change

We play a key leadership role in strategic, multi-agency discussions about how we can best prevent and respond to child sexual abuse. This year we:

- Were invited to participate in the Scottish Government's National Child Sexual Abuse and Exploitation Strategic Group.
- Formed an integral part of Police Scotland's Multi-Agency Online Child Sexual Abuse and Exploitation (MOCSAE) Strategic Group.
- Convened the Indirect Victim of Indecent Images of Children (IVIIC) group, which is now wrapping up and working towards presenting its findings.
- Were co-chairs of the Scottish Contextual Safeguarding Core Group for the first six months of the financial year and remain members.
- Chaired one of the two days of the annual NOTA (National Organisation for the Treatment of Abuse) Scotland conference.
- Chaired the CSA Prevention Network, bringing together partner agencies to ensure that the voices of survivors are centred within prevention approaches.
- Were members and co-convenors of the Cross-Party Group for Adult Survivors of Child Sexual Abuse.

Active participation in these groups allows us to influence decision-making, share best practice, and ensure a joined-up approach to ending child sexual abuse. We also presented at events further afield:

- **Chilean Congress on Child Maltreatment and Sexual Abuse:** In January 2025, director Stuart Allardyce presented papers and led workshops at the 3rd iteration of this conference in Valparaiso, Chile.
- **NOTA Conference and events:** Stuart is currently chair of NOTA, a membership association for around 1,300 professionals working with sex offenders across the UK.
- **Royal College of Paediatrics and Child Health Safeguarding Day:** Stuart gave a keynote speech at this event for medical practitioners who work with children.

LFF Scotland

Last year we said we would…

1. **Conclude the Scottish Indirect Victims of Indecent Images of Children (IVIIC) group and make recommendations on how the police, social workers and other professionals can positively support partners and family members affected by the arrest of a loved one for a sexual offence.** The IVIIC group is completing its work and finalising its recommendations, and we look forward to sharing these with our stakeholders by the end of the calendar year.
2. **Provide training for counsellors and psychotherapists about working with adults who are worried about sexual thoughts, feelings and behaviours towards children.** We provided training to over 20 professionals in survivor agencies across Scotland on working with adults who have sexually harmed children but who themselves were sexually abused when they were children.
3. **Deliver a campaign designed to deter online sexual offending against children in partnership with Police Scotland.** As detailed above, we delivered another highly successful campaign and look forward to collaborating with the police on a new campaign for 2024/25.

This year we will…

1. **Conclude the Everyone's Safer schools project** and publish a paper sharing lessons from the schools' consultation service.
2. **Explore new referral pathways with NHS colleagues and other services** to help reach individuals worried about their thoughts, feelings and behaviours before they offend.
3. **Move into a new office,** providing a larger and more comfortable space for those we help and our staff.

Achievements and performance

LFF Wales: Working together to keep children safe

Across Wales, the Lucy Faithfull Foundation is committed to protecting children from sexual harm. Since 2008, we've worked closely with the Welsh Government, charities, frontline professionals, and communities to make sure that everyone – no matter their role – has the tools and knowledge to help keep children safe.

Over the past five years, our work has been closely linked to the Welsh Government's National Action Plan for Preventing and Responding to Child Sexual Abuse. This year marked the final phase of our contribution under the current plan. We are hopeful that the development of a new action plan will create further opportunities to continue our vital work with families, professionals, and communities.

We remain deeply grateful to the Welsh Government for supporting two of our core projects:

- Keeping children safe from sexual abuse, which provides crucial education and support to help prevent abuse before it happens.
- Early intervention for vulnerable or at-risk families, which works proactively to support families where there may be concerns.

Through collaboration and prevention-focused work, we're proud to play our part in building a safer Wales for all children.

Keeping children safe from sexual abuse

This project aims to ensure parents, carers, professionals and volunteers working with children and families are best placed to prevent child sexual abuse and reduce adverse childhood experiences.

90% of attendees
to our public education sessions would recommend them to a friend, and all attendees say they feel supported to protect the people who matter to them from abuse.



Keeping children safe from sexual abuse

- **We reached 4,697 people through our education sessions, training sessions, webinars, consultations and newsletters.**
- **90% of attendees to our public education sessions would recommend them to a friend, and all attendees say they feel supported to protect the people who matter to them from abuse.**
- **Follow-up surveys show that 70% of participants share information they learn with someone else, demonstrating a wider impact beyond the immediate beneficiary.**

Achievements and performance

Feedback from attendees highlights the value of education sessions:

> The session provided us with an opportunity to discuss a difficult topic, that hopefully we will be able to talk about more openly in the future.

> This training has helped me – now I can make sure my grandkids are safe.

> I valued having an open space to discuss the topic of child sexual abuse as this is often something people find difficult to talk about. Having the opportunity to understand the different "normal" and healthy behaviours for different ages will help throughout my work day to day given I work with children from 0-16.

In 2024/25, Lucy Faithfull Foundation Wales:

- Delivered 134 public education sessions to 1,361 parents and professionals.
- Delivered three train-the-trainer sessions to 14 people who work with children and families so they can run their own awareness sessions, through which we recruited six project champions to deliver Parents Protect sessions in their own communities.
- Delivered four multi-agency webinars for professionals and six keynote speaking events reaching 1,398 beneficiaries.
- Conducted 10 consultation sessions with 40 parents and three consultation sessions with 22 professionals to help review and refine our child sexual abuse prevention resources.
- We launched two new youth consultation groups with 11 young people, which met three times.
- Delivered 15 toolkit sessions reaching 137 people. Sessions equip practitioners with the confidence and knowledge to use our bilingual prevention toolkit for practitioners in their roles. Workshops are open to any groups of professionals across Wales who feel that their staff would benefit from them.
- Over the year, 23,277 users from Wales accessed child sexual abuse prevention information from our Stop It Now and Parents Protect websites.

Early intervention for vulnerable or at-risk families

We work with families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse. The interventions are tailored to participants' needs, giving them the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. Each family co-produces a family safety plan to help protect children in the future.

We completed interventions with 54 families, which often involved working with multiple family members, including kinship carers and foster carers. This is a decrease compared to 2023/24 (60) but we exceeded our target of 45, which was reduced based on the complexity of cases being received. We also worked with nine young people.

Feedback from families demonstrates the value of the interventions we provide:

> Given me knowledge I didn't have, first time I have openly talked about this, don't really talk to anyone about it.

> It helped to put things into perspective. I had so many questions and had no answers or experience to draw from. It helped answer those questions and in turn, started the acceptance of the situation we are in.

Feedback from statutory partners shows the impact we have:

> The sessions have helped the client to recognise risks and to develop strategies to manage these risks in the future. They also have a better understanding of child sexual abuse.

> The intervention has given the parent a better understanding of how to keep her daughter safe online and how to deal with situations when they arise.

Working with young people

This year, we responded to an identified need for targeted interventions with young people. We supported nine individuals, each presenting with unique and diverse needs.

Examples of the scenarios where we provided intervention include:

- A boy aged 15 who had been arrested for downloading/storing/distributing sexual images of under-18s after being groomed online by adults.
- A boy aged 17 who had sought advice from his GP on Autism Spectrum Disorder (ASD) and LGBTQIA+. The discussions led to the GP raising concerns to the police relating to the watching of inappropriate material.
- A boy aged 16 who was under investigation for viewing sexual images of children after exploring their sexuality online. The child had significant Global Developmental Delay (GDD) and Autism Spectrum Disorder (ASD).
- A boy aged 16 had been arrested for accessing and distributing sexual images of under-18s on Discord and Instagram.
- A boy aged 14 who was under investigation for using a 'nudify' AI app where they generated unclothed images of peers.

Each intervention was tailored to the individual needs of the young person. However, common themes within our work included exploring how they became involved in harmful online behaviour and strategies to prevent it from happening again; understanding online safety; developing healthy coping mechanisms; discussing the impact of

pornography on young people; learning about enthusiastic consent; gaining insight into the criminal justice system; and promoting positive life choices through the Good Lives Model.

Each child came with additional needs:

All young people who received an intervention identified as male:

- Four identified as LGBTQIA+.
- Four had a diagnosis of Autism Spectrum Disorder (ASD).
- One had a diagnosis of Obsessive-Compulsive Disorder (OCD).
- Four had experienced depression and/or anxiety (most confided that this was as a result of their arrest and subsequent waiting times for the investigation to conclude).
- One confided that they felt suicidal, so their parent was informed and recommendations were made to the young person. A safeguarding report was also filed.
- One young person got in touch after their programme had been completed and asked for advice for their friend who was suffering from suicidal thoughts. Support and advice were provided.

Feedback from young people shows how we help them create safer futures:

> “I have learnt ways to change for example using old me and new me. To look at my hobbies and to create a more positive environment for myself. I found the water bucket model really helped me to work on different strategies and to try and work on solving the problem. When I am online it is important to think about changing my thoughts into new positive thoughts and think about the consequences.”

> “This course has been so helpful, supportive and a weight lifted off your shoulder having someone to talk to and confide in with the sessions. I have found the sessions, which were at first embarrassing and worrying. But as the sessions went on, I found them to be so helpful and I revealed my worries and feelings. I found the practitioner incredibly experienced and helpful in all fields.”

Case study

Ruth’s story

We received a referral from a health professional who was working with Ruth, the mother of a three-year-old girl, Sally. Ruth had disclosed that she had previously been subjected to domestic, emotional and sexual abuse at the hands of her ex-partner, Sally’s father, who continues to have access, including weekly overnight stays. The matter had been reported to the police, with Ruth referred to a counselling service, New Pathway. The professionals involved were concerned about the inappropriate sexualised language that Sally was exposed to and was now using. They had a concern that she may have been sexually abused by her father. The referral was seeking education and support for Ruth in recognising appropriate and inappropriate behaviour and language between adults and children, identifying the warning signs of sexual abuse, and developing confidence in reporting concerns.

Ruth attended six two-hourly weekly sessions and engaged well. We covered a range of topics including the process of child sexual abuse within the family, and the warning signs to look out for in children and in adults. We co-developed a family safety plan and Ruth now intends to use the various resources we shared with her daughter and adult family members over the coming weeks.

Parent feedback

In her feedback at the close of the sessions, Ruth stated ***“The sessions helped me feel more confident.”*** She specifically mentioned that ***“the session around the sexual development of children and the grooming process and learning more about the warning signs to look out for in children and adults was very helpful.”***

Referrer feedback

“Prior to the intervention, my client was not aware of the different forms of abuse. And the fact that it could happen within the family was a reality check for her. Accessing the service free to my client was invaluable as I felt out of my depth. I do not have the expertise to support my client, so having support and tapping into the expertise of LFF was vital.”

Case study

Pauline's story

The original referral was received from children's services and related to Pauline, a mother of two children - a boy aged two and a new-born baby girl. Pauline is currently in a relationship with Steven, the children's father, who is pleading not guilty to charges of sexual assault against one of his daughters from a previous relationship. Pauline has chosen to remain in a relationship with Steven and has stated that she does not feel that he poses any risk to her children. Children's services are concerned about the possible risk of sexual harm considering the outstanding allegations. We were asked to work with Pauline to support her understanding around the risks of child sexual abuse within the family setting. We were also asked to work with extended family members to support their understanding of child sexual abuse risk, warning signs and prevention because of their caring role for the children, including supervising access by Steven.

Pauline attended five two-hourly weekly sessions and engaged well. We covered a variety of topics including the process of child sexual abuse and the warning signs to look out for in children. Pauline was supported to develop a family safety plan, including collecting materials to use with her children at appropriate moments and stages of development relating to privacy and "no secrets".

Our work with three members of the extended family took place over three weeks covering the same topics as with Pauline. The sessions were well received and provided a platform for family members to discuss their feelings and concerns, enabling them to develop confidence in protecting the two young children as well as other children in the wider family.

Parent feedback

In her feedback, Pauline stated that she ***"has more confidence in understanding the risk of child sexual abuse",*** adding that she is ***"still processing what she has learned, now with the clarity that if her partner is found guilty of the offences, she will not stay with him."***

Family feedback

Debbie, the children's grandmother commented that she found the sessions ***"overwhelming"*** at the start but, at the end, states that the programme has ***"opened my eyes".*** She now feels more confident in playing her role as protector of the children, recognising the importance of understanding the risks and warning signs as well as ensuring vigilance when supervising contact. She also recognises the importance of reporting concerns to professionals should they arise.

The Families First, Conwy Borough Council project

We marked the 11th year of our valued partnership with Conwy County Borough Council in delivering public education on preventing child sexual abuse. Thanks to continued support through the Families First Grant, we facilitated 16 prevention sessions for parents and carers across the borough, reaching a total of 120 participants. Our annual grant funding remains steady at £7,500, enabling us to maintain this vital work within the community.

As part of our evaluation process, we ask participants what actions they plan to take following the session. Here's a selection of their responses:

- *"I will encourage open discussions with my daughter."*
- *"Speak to children and young people earlier, before concerns arise."*
- *"Be more aware, question anything I'm concerned about, and have open conversations."*
- *"Share the information and resources with the children and young people in my care."*
- *"Use correct terms when naming body parts."*
- *"Bring up this topic in everyday conversations."*
- *"Monitor phone and internet use - and explain why."*
- *"As a mother of a ten-year-old, I will talk about safe and unsafe touch."*
- *"It's given me the skills to speak to other parents and share this knowledge."*



Advocacy

Working with the government

We continue to serve as joint secretariat for the Saving Futures Cross-Party Group (CPG) on Preventing Child Sexual Abuse. In July 2024, we held our first meeting under the leadership of the new Chair, Buffy Williams MS. The event also included our Annual General Meeting, where we presented our annual report. The meeting featured presentations from the Lucy Faithfull Foundation on Project Intercept, Barnardo's Better Futures project, and Rape & Sexual Abuse Support Centre North Wales' (RASASCNW) Don't Steal My Future initiative.

Our second cross-party group event was held in October. We conducted a review and made recommendations on the proposed mandatory reporting duty for child sexual abuse in Wales. We hope to revisit this again later in the year.

In February, the CPG meeting took place at the Senedd. It reflected on the Welsh Government's peer-on-peer sexual harassment action plan, amplifying the voices of young people affected by this issue. Joyce Watson MS stood in for Buffy Williams MS to chair the meeting, led by Members of the Young Wales Feeling Safe (Online and in Relationships) Advisory Group, and joined by cabinet secretary for education, Lynne Neagle MS. Attendees included representatives from other youth advisory groups and youth representatives interested in tackling peer-on-peer harassment in Wales, as well as organisations and charities such as the NSPCC, Barnardo's, and Platform. The meeting reviewed progress to date on the action plan and provided an opportunity for the audience, particularly young voices, to highlight their priorities to help shape delivery against the core actions in the plan. The young people's voices captured as part of the event will now be collated into a blueprint to inform the minister's considerations of next steps and CPG members will continue to monitor progress. A big thank you to all the young people that were involved in this event. The group continues to highlight issues, call for action, and play their part in consultations. It will continue to monitor the delivery of the new Welsh Government Delivery Plan.

Working with partner agencies

We hosted four Lucy Faithfull Foundation Wales Action Group meetings to facilitate information sharing, good practice and reflection on current trends and concerns, meeting on a quarterly basis with 13 key partners, including Wise Kids, Survivors Trust Cymru, Children's Society, Crime Stoppers UK, EYST, Cardiff University, NSPCC Cymru, Archdiocese of Cardiff, Wales Police School Programme and Barnardo's. Members have engaged in discussions on important topics, for example, children's online safety, young people's online behaviour trends and family safety planning.

We were pleased to attend the launch event hosted by Betsi Cadwaladr and Amethyst, the Sexual Assault Referral Centre for North Wales, showcasing powerful new films and resources that share the real stories of parents - particularly fathers - whose children have experienced sexual violence.

We also presented at the Domestic Abuse Safety Unit (DASU) team meeting, highlighting our work on the Keeping Children Safe and Early Intervention projects. This included an introduction to the Shore resource for young people concerned about their own or a friend's sexual behaviour, as well as information about the Stop It Now helpline.

Additionally, we shared our services with safeguarding specialists at Cwm Taf Morgannwg University Health Board and took part in the STAND (Stronger Together for Additional Needs and Disabilities) event in Llandudno, where we connected with over 1,000 attendees and provided information about our support for individuals with additional needs.

LFF Wales

Last year we said we would…

1. **Deliver year five of our Keeping Children Safe project to build the knowledge, confidence and skills of parents and carers in preventing child sexual abuse. We will recruit more parent consultation groups to ensure we continue to meet the needs of those we seek to reach.** We conducted 10 consultation sessions with 40 parents and three consultation sessions with 22 professionals to help review and refine our child sexual abuse prevention resources. We also launched two new youth consultation groups with 11 young people.
2. **Deliver year five of our early intervention project for vulnerable or at-risk families. We will use insight from the work to date to support our holistic approach with families.** We provided support to 59 families this year and expanded our services for young people, working directly with nine individuals under the age of 18 who required tailored support.
3. **Continue with the Cross-Party Group steering groups, and work with the Welsh Government and key partners on the second national action plan in responding to and preventing child sexual abuse.** We continued to serve as joint secretariat for the Saving Futures Cross-Party Group on Preventing Child Sexual Abuse and played an active part in the development of the Welsh Government's next national action plan which will go out for public consultation in 2025.

This year we will…

1. **Continue delivery of our Keeping Children Safe project** and extend our reach to help more parents, caregivers and professionals.
2. **We will conduct a deep dive into the data we have collected** to understand our impact better and inform service development.
3. **We will work with the Welsh Government and regional safeguarding boards** to implement the new national action plan for preventing child sexual abuse.

Achievements and performance

Achievements and performance

Supporting professionals: training and consultancy

Our training builds knowledge and confidence in responding to and preventing child sexual abuse, but it goes further than that – it has a real impact on how people do their jobs. Commissioned by organisations including local authorities, police, those in the health sector, faith communities and sports bodies, our inputs support frontline professionals to do the best they can for children and families. We work closely with people seeking our support to ensure our services meet their needs and have the greatest impact.

In response to a recognised lack of confidence among professionals in addressing child sexual abuse – both observed in our own practice and highlighted in the National Safeguarding Panel Review, which stated that "practitioners working with children and families have not been equipped with the knowledge, skills and practical guidance to identify and respond confidently when there are concerns of child sexual abuse in the family environment" – our training emphasises the importance of thorough, informed risk assessment, proportionate safeguarding, and treating all those affected by sexual abuse with compassion.

Participant feedback continues to be overwhelmingly positive, highlighting both the expertise of our trainers and the relevance of our content.

92% of attendees
who complete our training say they would recommend it to their colleagues.



Our reach in 2024/25

We delivered 76 training events to 1,043 professionals, a decrease compared to 2023/24 (86 events to 1,174 people). These included 12 Safer Recruitment events to 141 people, a decrease compared to 2023/24 (16 events to 159 people).

It's difficult to identify a single reason for the continued reduction in our training output, which we have experienced over the past three years. We recognise that our sector partners are facing financial pressures and tightening training budgets. However, after a difficult three quarters, we were encouraged by a rebound in delivery at the end of 2024/25, with 20 courses delivered in March alone.

Who we delivered training to

We collaborate with a diverse range of sectors, including local authorities (accounting for 29% of our delivery), education (14%), and law enforcement (12%). Additionally, we provide training for the NHS, safeguarding children's boards, foster carers, the charity sector, and others.

What we delivered

Popular topics included understanding child sexual abuse, harmful sexual behaviour in adolescents, online child sexual abuse, and assessing the protective capacities of non-offending partners. For schools, we provided specific sessions on safer recruitment and public education workshops for parents.

We make a difference to child protection practice

- **Change frontline practice:** 83% said our training will make a great deal or a lot of difference to the way they do their job.
- **Increase knowledge:** 90% said their knowledge of the topic improved.
- **Increase skills:** 86% said their skills had improved.
- **Increase confidence:** 90% said their confidence had improved.

Impact is also demonstrated through the comments we receive from participants.

We shift practice in child protection assessments in a family context

Quotes from attendees of a 'Preventing sexual harm; assessing risk and decision making in family context' course:

"I feel I will use the frameworks, and tools that were discussed in the training, which will improve the quality of my assessments."

"I will consider [the training] in work with families, terminologies used, and how I speak to them."

"I will consider indicators of a powerful protector when assessing ability to protect."

We develop skills in those who are investigating sexual crimes against children

Quotes from attendees of a 'Sexual offender psychology' course:

"I will consider the thought process of the offender and why they have committed the offence."

"The schema input will be considered as part of investigations e.g., interview planning etc."

"When formulating interview strategies for viewing sexual images of children offences, there are new considerations I will now include."

We support improved practice in responding to harmful sexual behaviour in young people

Quotes from attendees of a 'Responding to children's problematic and harmful sexual behaviours' course:

"I am more confident in my ability to use the appropriate language and to not shame."

"I will prepare more instead of being scared to talk to the child."

"I will remind myself of children's backgrounds/traumas more."

How we do this:

Quality delivery

Led by experienced practitioners who ground their training in evidence, research, and clinical insight, our courses are highly valued. This is reflected in the strong demand and repeat bookings from local authorities, police services, and other organisations.

A responsive and collaborative service

We have a suite of ready-to-deliver training programmes, and we always collaborate with commissioners to tailor content and delivery methods to meet their specific needs.

Up-to-date and evolving subjects and themes

This year, we expanded our training offer with several new courses. We introduced a new Child Sexual Exploitation course as part of our core programme; developed and piloted a half-day training package tailored for children's care homes in partnership with a setting in West Yorkshire; and launched a Child Sexual Abuse Awareness course — an entry-level programme designed for those who may not work directly with abuse cases but need a foundational understanding of the subject.

Achievements and performance

Case study

Being responsive to need

We were asked to deliver training to a children's residential care home in West Yorkshire following an assessment we conducted on a 14-year-old boy, after concerns were raised about him displaying problematic and potentially harmful sexual behaviours. One of our specialist children and young people practitioners undertook a comprehensive assessment using the AIM framework, providing a detailed formulation of his behaviours, risk and needs assessment, and tailored recommendations for support and intervention.

During this process, residential staff highlighted a lack of confidence in recognising and responding to sexual behaviour concerns, revealing a clear training need. In response, we collaborated with the local authority and care team to develop specialist training focused on understanding and managing problematic and harmful sexual behaviours.

The training package included two half-day sessions where staff engaged with relevant theory and practical strategies, including approaches specific to the young person assessed. Positive feedback from the sessions led to two additional care homes in the area requesting and receiving the same tailored training to better support young people in their care.

Feedback from two of the care home managers:

> "The practitioner was very considerate of the young person's needs and provided a bespoke training package for the staff supporting him. She was experienced and knowledgeable and shared her experiences with the groups she trained giving them insight and confidence."

> "The course was good and was delivered well by the trainer. She engaged staff well and this supported staff engagement."



Case study

Improving frontline practice

A local authority in the West Midlands reached out to us requesting training on risk and protective capacity, with a view to improving practitioner's decision-making within family settings.

We initially organised three training events which were delivered in person from September to November 2024, receiving positive feedback. Following this, a further seven training events were commissioned, all delivered by two of our expert trainers at in-person sessions. This proved to be our most popular training package over the year with other local authorities making repeat bookings. Delegates indicated that they are taking away tools and resources to use in their work with families, had increased knowledge and confidence in assessing and managing risk, and had an improved awareness of their own biases.

Feedback from delegates included:

"The content and pace of the training was great. The case studies/ models helped bring the theory to life."

"This training has supported my assessment with parents of a young child/new parents who have been sexually abused in childhood and where there is an ongoing police investigation for a parent as a potential offender."

"Can relate this to daily working - should be mandatory."

Case study

Improving frontline practice

We received several enquiries from faith groups who were aiming to enhance their understanding of child sexual abuse.

In collaboration with one commissioner, we delivered bespoke training webinars to over 70 people in safeguarding teams, whose role involved supporting and supervising individuals with sexual offence histories in exercising their right to worship. The webinars covered topics such as context setting, models of sexual offending, minimisation and denial, warning signs of abuse, and situational crime prevention. We also offered additional follow-up support through consultation calls and group reflective practice.

Feedback from the commissioner was overwhelmingly positive:

"Brilliant, is all I have to say! The presenter was great – the presentation was spot on. Personable but impactful, which is exactly what we need. Thanks so much for your work on this, I am so excited to get this out to our supporters now (those who support sex offenders to safely attend church)."

Additionally, we worked with another faith organisation who have commissioned eight tailored in-person training sessions on 'Understanding Men Who Sexually Abuse Children'. These will be delivered across England and have been tailored to address specific concerns and scenarios within the organisation.

Training and consultancy

Last year we said we would…

1. **Establish deeper collaborations with those who require our training so we can understand their needs and respond accordingly, for example, by building longer-term relationships with partner organisations.** This year, our new, more personal approach has resulted in repeat bookings, with commissioners thinking longer-term about the support we can offer.
2. **Explore new methods of delivery so that we deliver training the way people want to receive it, for example, through bitesize formats or twilight sessions.** We continue to learn how people prefer their training delivered, so we have developed flexible options - including half-day sessions, webinars, and twilight sessions for schools - to suit their needs and schedules.
3. **Focus on evaluation and build on the data we already collect to help shape our training offer.** We continuously refine our training packages based on feedback from both delegates and trainers.

This year we will…

1. **Deliver effective, responsive training courses tailored to frontline needs -** including support for organisations in responding to reports, recommendations, and inspections that identify areas for improvement.
2. **Further refine our approach to organisational consultancy by clearly articulating and widely communicating the range of support we offer** - from providing reactive assistance with specific issues to empowering organisations to implement proactive, preventative strategies.
3. **Support the growth of our training team** through a continuous learning cycle, peer learning events, and ongoing professional development opportunities.

Achievements and performance

Research, evaluation, and international

A commitment to research is one of our three strategic pillars: in all our work, we strive to make the best use of our expertise, data and insights. We see our research as directly connected to better protecting children from harm.

This year, we introduced a new structure for our research activity, allowing us to track our achievements in four key areas:

Research foundations – everything we do to ensure rigorous, scientific research within a culture of curiosity and service improvement, ranging from research ethics to data governance.

Understanding our impact – an extensive portfolio of evaluation showing a commitment to evidencing our services' impact and understanding how they can improve.

Research in partnership – working alongside universities and other research partners to add to a fast-growing body of evidence against a set of key themes.

Communicating our research – a commitment to ensuring our research is used by our team and impacts the practice and policy of our partners.

Our new approach allows us to see our progress more clearly and ensure that each element of our research work receives the best resources and attention. This year, our LFF research team has achieved some exceptional outcomes, set out in our four key areas.

Strengthening our research foundations

We have placed a major focus on strengthening our research and evaluation portfolio this year.

To support the growing volume of projects and themes, we have grown our team's capacity and enhanced some key processes for the way we plan, conduct and govern research.

This year, we recruited new researchers to our LFF Research team, including Dr Tom Fisher, our new director of research and impact. Tom is an evaluation specialist, joining us from an international social science research centre. His role focuses on bringing in new, important ways of evaluating the impact of our work and creating partnerships with research organisations in the UK and overseas. Tom's support has already helped us to refocus our research portfolio and will help us to make an even more substantial contribution to the evidence on preventing child sexual abuse.

Importantly, our team has started a review of our approach to research ethics, introducing a smoother, more rigorous process for approving and supervising research. The team has also been reviewing the use of data, looking for opportunities to use the Foundation's information in new ways and build insights from across our programmes.

Understanding our impact

Understanding our adult programmes' impact

We've placed a great deal of focus this year on strengthening the scientific rigour and credibility of our adult programme evaluation methods. Our head of research and evaluation, Erifili Efthymiadou, has designed new evaluation protocols, including the introduction of new, well-validated and standardised measures. These have been deployed through baseline, post-programme, and follow-up surveys. Our findings so far have been included in progress reports to our funders, allowing us to present scientifically backed, meaningful insights to those who support our work.

Our new protocols also provide more nuanced insights to help us tailor service delivery to individual needs. Alongside this, our expanded research and fundraising teams have embarked on a closer collaboration, aiming for more effective communication of the impact of our services to our wide range of audiences and stakeholders. With four adult programmes now using our new protocols, we are looking to expand these to our Inform Young People programme in the next few months.

Understanding Stop It Now's impact

In December 2024, we formally launched the evaluation of our Stop It Now helpline, in collaboration with Professor Elizabeth Letourneau from John Hopkins University and Professor Michael Seto from the University of Ottawa. The evaluation is part of Prevention Global, an international initiative to evaluate and scale up perpetration-focused prevention that addresses child sexual abuse. Data collection is currently ongoing and progressing well, and the project is expected to be completed in mid-2026. Our team is exploring opportunities to launch an evaluation of Get Help, our online prevention resources.

Research in partnership

This year, we completed existing and started new research projects in key areas, all in partnership with leading authorities in our field.

Understanding intrafamilial abuse

Another project in collaboration with Professor Michael Seto has been completed and provided important insights on intrafamilial child sexual abuse prevention. The project looked at whether online self-help resources may be able to contribute to the prevention of child sexual abuse within families. The project involved a literature review, a survey for individuals currently using our self-help resources and interviews with adults who have offended against children in their own family, exploring what might have prevented the abuse from happening in the first place. The project has provided important new evidence, and a range of key messages related to self-help. The team is now developing a proposal to fund further work over the next three years into messaging to those who present a risk of harm in families, developing a specific resource for those who do not identify as having a sexual attraction to children generally but who may present a risk to children in their own family. Our director for Lucy Faithfull Foundation Scotland, Stuart Allardyce, delivered a webinar on the findings to the World Childhood Foundation, which funded the project.

LFF and Cardiff University

Our ongoing collaboration with Professor Pamela Taylor's team at Cardiff University has allowed us to further develop our understanding of key aspects of our Stop It Now helpline this year.

- A team of researchers from the Foundation and Cardiff University designed and launched new research on the experiences of people who contact us when worried about the behaviour of friends or relatives in relation to child sexual

abuse, aiming to learn more about their needs and role in preventing abuse. The research uses anonymous Stop It Now data together with interviews with our service users.

- The team has also completed a literature review on autism spectrum disorder (ASD) and sexual offending alongside an analysis of helpline data in relation to callers with ASD.
- The Cardiff team are also publishing an article based on work with our helpline team: "You don't do this for the money, do you? A qualitative study of experiences of call responders working on the Stop It Now helpline supporting prevention of sex offending against children."
- A paper exploring the implementation and evaluation of our helpline chat service has been submitted to the Journal of Sexual Abuse by the team in Cardiff and is awaiting final review.

International Consortium: Protech

Our partnership with the European Commission-funded Protech Project consortium is concluding in April 2026. The project aimed to design and evaluate an app called 'Salus', which blocks sexual images of children, and optionally pornography, for people who have offended online against children or who are at risk of doing so. The app is downloaded voluntarily and anonymously. The pilot indicated that Salus was a feasible and valuable tool in reducing child sexual abuse material offending and can be deployed alongside existing service provision. There will be ongoing work to share insights from the project publicly in the year ahead through publications, conferences, and media communications.

Partnerships for postgraduate research

We have supported and finished the year facilitating the following doctoral research projects:

- Our research team worked with Leeds Beckett University to supervise a project on how people who have been investigated, arrested, or convicted for child sexual abuse offences experience the criminal justice system. The research looked at the support they received, including through our services, and how that support affected the impact of being involved with the criminal justice system.
- A unique piece of participatory action research project which explored the experiences of family members affected by a loved one's online sexual offending has also been completed.
- Working with the Scottish Graduate School of Social Science and the University of Edinburgh, we recruited a PhD student who will use a doctoral process to develop a risk assessment tool for under-18-year-olds who display harmful sexual behaviour, both offline and online. During the first year of the funding, the student will complete an MSc in Psychological Research, undertaking preliminary work in preparation for her PhD commencement, projected to be in September 2025.
- We are also currently supporting the identification of participants for a project aiming to investigate desistance pathways for people committing sexual images of children offences, focusing on motivations underlying desistance efforts, as well as facilitators and barriers to desistance.
- Finally, we will be facilitating a project exploring the link between early exposure to online explicit and violent content, adverse childhood experiences and online child sexual offending.

Communicating our research

This year, our team have been particularly busy writing up, publishing and sharing our research across the UK and around the world.

Faithfull papers

Our flagship publications series has expanded again this year, with the publication of three new Faithfull papers, offering a range of key insights for policy, practice and research on what works to protect children.

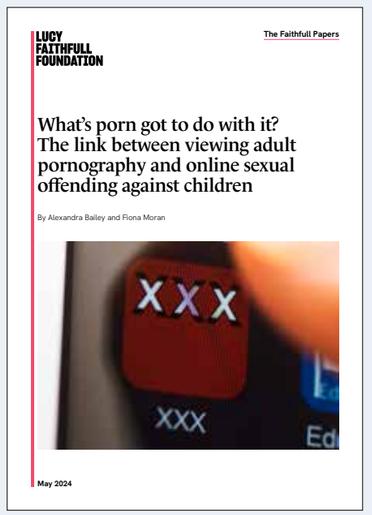
- What's porn got to do with it? The link between viewing adult pornography and online sexual offending against children
- Chatbots and warning messages: Innovations in the fight against online child sexual abuse
- Trends and insights from a unique helpline preventing child sexual abuse

This year, our Faithfull Papers webpage was visited nearly 5,000 times, alongside a range of interactive presentations and webinars on these themes.

Published academic papers

This year, we published three academic articles, with two more submitted for peer review:

- Acceptability of a Self-Help Programme to Address the Use of Indecent Images of Children[9]
- Understanding and Deterring Online Child Grooming: A Qualitative Study[10]
- Accessing child sexual abuse material: Pathways to offending and online behaviour[11]







9 Wefers, S., Bailey, A., Rasooli, N., Findlater, D., & Allen, L. (2024). Acceptability of a Self-Help Programme to Address the Use of Indecent Images of Children. Sexual Offending: Theory, Research, and Prevention, 19, 1-22. https://doi.org/10.5964/sotrap.11159

10 Wefers, S., Dieseth, T., George, E., Øverland, I., Jolapara, J., McAree, C., & Findlater, D. (2024). Understanding and Deterring Online Child Grooming: A Qualitative Study. Sexual Offending: Theory, Research, and Prevention, 19, 1-27. https://doi.org/10.5964/sotrap.13147

11 Wortley, R., Findlater, D., Bailey, A., & Zuhair, D. (2024). Accessing child sexual abuse material: Pathways to offending and online behaviour. Child Abuse & Neglect, 154. https://doi.org/10.1016/j.chiabu.2024.106936

Sharing insights and international collaboration

This year, we had a strong presence in advocacy and knowledge exchange activities nationally and internationally, contributing to discussions and conferences across a wide range of topics.

- Our chief executive, Deborah Denis, attended the WeProtect 2024 Global Summit in Abu Dhabi, participating as a panel member on a plenary session focused on perpetrator-focused prevention initiatives delivered internationally.
- In June, at the Moore Center for the Prevention of Child Sexual Abuse's Envision Conference in Washington, Deborah was part of a panel considering the role that the tech industry can take in prevention. She shared insights from our chatbot project and discussed the participation of our Stop It Now helpline in the Prevention Global evaluation.
- Stuart Allardyce, director of LFF Scotland, co-delivered a plenary session on tackling sibling sexual abuse in the UK and beyond at the NOTA 2024 Birmingham conference. At the NOTA Scotland conference, Stuart delivered a presentation discussing artificial intelligence and child sexual abuse materials.
- Stuart presented the reThink prevention chatbot at the ATSA 2024 Conference in Texas. He also attended the Netherlands ATSA 2024 Conference in Antwerp presenting on current research into young people who have displayed harmful sexual behaviour. He further delivered the keynote presentation at the 3rd Chilean Congress on child maltreatment.
- Erifili Efthymiadou, head of research and evaluation, and Sarah Wefers, practitioner-researcher, presented our two NOTA-funded research projects at the NOTA 2024 Conference in Birmingham. The projects aim to explore the essential components of designing and delivering online child sexual abuse material prevention programmes by surveying experts and interviewing Lucy Faithfull Foundation service users with a child sexual abuse material offending history respectively.
- A range of staff delivered a variety of workshops during the NOTA 2024 Conferences, on the delivery of the Shore website as a safe space for teenagers worried about sexual behaviours; and the challenges of carrying out risk assessments on those with alleged or unproven harmful sexual behaviour (presented at the Birmingham Conference); and a research project exploring service users' experiences of our Breaking the Links programme (presented at the Scotland Conference).
- Ida Oeverland, our programmes project worker, attended the Protech conference organised by our Protech partners at the University Hospital of Antwerp (UZA) to present our work with adults who have engaged in child sexual abuse material and grooming offences online through the delivery of our Inform Plus and Engage Plus programmes.

Our research and evaluation activities are supported by funding from Porticus UK, Fidelity, Oak Foundation, The Indigo Trust, World Childhood Foundation, The Samworth Foundation, and an anonymous trust. We are incredibly grateful for their support.

LFF Research and evaluation

Last year we said we would…

1. **Work with our partners Elizabeth Letourneau from Johns Hopkins University and Michael Seto from the University of Ottawa on the independent evaluation of our helpline and online resources.** The evaluation of our helpline is underway, and we're exploring opportunities to launch an evaluation of Get Help, our online prevention resources.
2. **Continue to improve the evaluation of our services. By next year we will be able to share insights relevant to the effectiveness of our psychoeducational programmes, as drawn from the implementation of our new programme evaluation protocols.** Our new evaluation protocols, including the introduction of new, well-validated and standardised measures have been deployed through baseline, post-programme, and follow-up surveys. Findings so far have been included in progress reports to our funders, allowing us to present scientifically backed, meaningful insights to those who support our work.
3. **Recruit a PhD student, in partnership with The University of Edinburgh and co-funded by the Scottish Graduate School of Social Science,** to co-produce a strengths- and needs-based assessment framework for children and young people who display harmful sexual behaviours — working alongside our practitioners and young people with lived experience. We have recruited a PhD student who will now use a doctoral process to develop a risk assessment tool for under-18-year-olds who display harmful sexual behaviour, both offline and online.

This year we will…

1. **Recruit a new member for our research team to strengthen our capabilities in data analysis and data science,** aiming to make the best use of the wealth of data available across the Foundation.
2. **Take new, creative approaches to evaluating the impact of a set of our services,** including our Early Intervention project in Wales, Project Intercept's collaboration with technology companies, and our assessment and intervention services.
3. **Develop new research proposals to work with partners in the UK and overseas** on our priority research areas, such as harmful sexual behaviour, the future of abuse and technology and supporting and equipping families to prevent abuse.



Fundraising

Fundraising to support our work

Fundraising is a strategic priority, overseen by our senior management team, board of trustees, and dedicated fundraising trustee subcommittee. We are committed to driving growth, embracing innovation, and ensuring we remain ahead of regulatory and sector developments. Our ambition is to build a resilient, diverse income base that enables us to deliver greater impact year on year.

Thank you

We would like to wholeheartedly thank our wonderful supporters.

The generous support of all those involved is invaluable, and contributes significantly in our mission to prevent child sexual abuse. This year we have raised nearly £140,000 from the generosity of donors, with just over £38,000 coming from regular givers, who have grown in numbers by 25% this past year.

Individual fundraisers support us for a variety of reasons, with some donors expressing their gratitude or reasons when they donate:

> **“Thank you for protecting children and helping to make the world a safer, better place for the newer generation. I’m glad something such as this is out here, I have hope for the safety of my niece and nephews.”**

> **“Thank you for the work you do, I hope this helps and I will increase the size of my donation in the future. Thank you.”**

> **“Hopefully, my donation helps make a difference.”**

Fundraising events raised just over £27,500, not including gift aid. We’ve celebrated an array of individuals who took on various challenges, including a long trek along the West Highland Way and climbing Ben Nevis, to name but a few.

We are especially grateful for those who continuously support us, including the family of Billy Seymour who once again ran a Celebration of Life Golf Day in July, raising £1,671 (£9,000 to date), The Bulls Head Pub in Wootton Wawen who, for the fourth year running, hosted a Summer Garden Party in June raising a huge £2,600 (£9,000 in total) and Damon Packer, who once again ran the Bristol half Marathon raising just under £1,000 with gift aid. Thank you, everyone!

Other fundraisers from across the nations

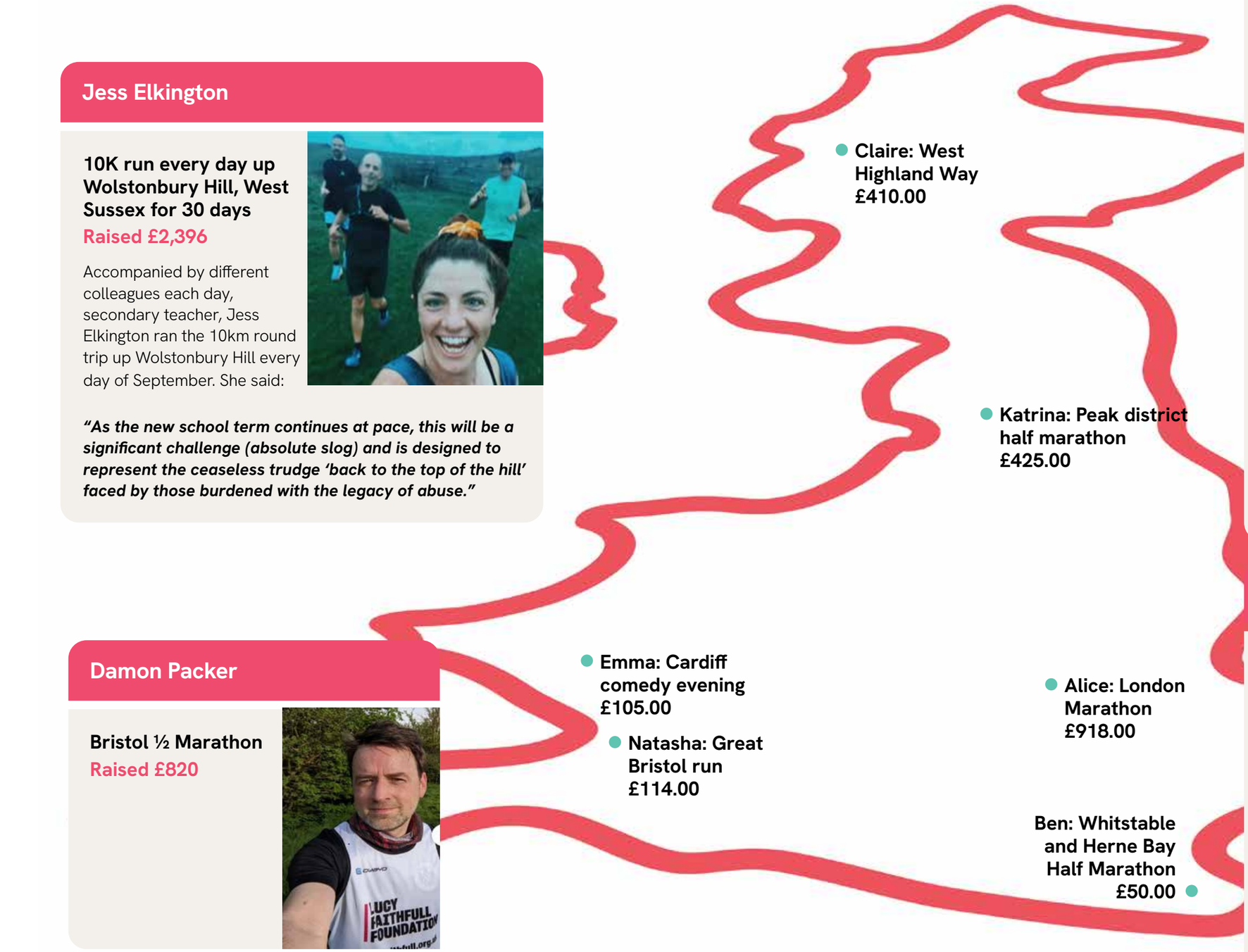
Jess Elkington

10K run every day up Wolstonbury Hill, West Sussex for 30 days

Raised £2,396

Accompanied by different colleagues each day, secondary teacher, Jess Elkington ran the 10km round trip up Wolstonbury Hill every day of September. She said:

"As the new school term continues at pace, this will be a significant challenge (absolute slog) and is designed to represent the ceaseless trudge 'back to the top of the hill' faced by those burdened with the legacy of abuse."



- **Claire: West Highland Way £410.00**
- **Katrina: Peak district half marathon £425.00**
- **Emma: Cardiff comedy evening £105.00**
- **Natasha: Great Bristol run £114.00**
- **Alice: London Marathon £918.00**
- **Ben: Whitstable and Herne Bay Half Marathon £50.00**

Damon Packer

Bristol ½ Marathon

Raised £820

Katy Scott

'Percy Pud' 10K run Sheffield

Raised £1,500



Katy Scott, a steadfast supporter and courageous ambassador, undertook her first 10K run this year – dressed as a Christmas pudding! She was also featured in the Sheffield Wire explaining why she was raising money for us, and helping to raise awareness in her community. Katy said:

"The charity means a huge amount to me, and I am very proud to be raising money for and to be talking openly about this cause... Had I been more aware of child sexual abuse, 30 years ago, when my two children were young, perhaps I could have prevented my own daughter from being sexually abused for four years as a child by someone within our own family. Or at least I could have recognised it was happening and stopped it... I find other charities, perhaps ones that make us feel less uncomfortable, seem to get a lot more public airtime. People are just very uncomfortable talking about child sexual abuse. For me, to prevent child sexual abuse, we need to start talking about preventing it."

Neil S Partrick

Hastings ½ Marathon

Raised £690



Neil S Partrick ran the Hastings half marathon. Unperturbed by the race being cancelled due to the discovery of an unexploded bomb, Neil ran the route the very next day! He said:

"I decided to raise money for the Lucy Faithfull Foundation because in recent years I've become more acutely aware of the psychological damage that being sexually abused as a child caused me and its implications in adulthood. Since childhood running has been a go-to escape of mine, and so it seemed appropriate to push myself on the Hastings half-marathon course for such an important charity."

Friends of the Foundation

Sincere thanks to our Friends of the Foundation. Those signed up for regular giving are invited to become a Friend. We have a much-valued group of 'friends' whom we see as an essential part of our community. All those joining the scheme receive regular updates, including newsletters, as well as a lapel pin, a pen, and a copy of our annual report. We remain grateful for their ongoing support and welcome new joiners.

French Movie Club

A dedicated supporter of the charity, Eleonore, has generously embarked upon an ambitious fundraising challenge for 2025, to host a regular French Movie Club at the Everyman Cinema, Chelsea with all funds raised donated to us.

Two entertaining movie evenings took place in January and March, raising a phenomenal £7,283. New audiences of up to 80 filmgoers have been 'mind blown' when hearing about us and many have expressed their desire to learn more about us. We are incredibly thankful to Eleonore, for her magnanimity and commitment to our cause. We look forward to supporting future film events.





Helpline campaign

We are delighted that our first digital fundraising campaign exceeded its £10,000 target, with £9,661 raised directly from donations and a further £1,528 in gift aid. Every penny will support the vital work of the Stop It Now helpline. This success has laid a strong foundation, and we are now planning future online appeals to build on this momentum. We are incredibly grateful to everyone who donated and helped make this possible – thank you.

"This is such an important cause - keep up the fantastic work!"

Campaign supporter

"Important work that deserves widespread support"

Campaign supporter

We are also grateful to our anonymous donor who match-funded this campaign, donating 30p per pound. Thank you.

Grants and Donations

We must express enormous gratitude towards the English, Scottish and Welsh Governments, all the charitable trusts and corporate foundations and partners who support our work through charitable grants. Their support enables us to further our mission, deliver our services, innovate and advance into the future. We continue to appreciate the advertising credits donated to us by Google, Meta, Microsoft and Snapchat, which were this year worth £97,588.

Our funders often share feedback which we are always grateful to receive. Quotes include:

"I have read LFF's annual report and accounts for the year ended 31 March 2024. They're some of the most informative and transparent accounts I have read (and I have read quite a few...!). I understood from them that you had been successful in building your unrestricted reserves and had met your ambitious reserves target. That's no mean feat - congratulations."

The Indigo Trust

"We were all very impressed by the report, which demonstrated the breadth and depth of your important work, and your responsiveness to suggestions about improving your services."

Emmanuel Kaye Foundation

Our supporter commitment

We make every donation count

1 We take our responsibility to the public seriously. All assets and donations are managed with care, honesty and transparency. We ensure that supporters understand our work and exactly how their money makes a difference. All fundraising is carried out by our in-house team, never by external agencies.

We celebrate your impact

2 We deeply value every donor and supporter. Strong financial controls ensure funds are used how and when they were intended for, or where they are needed most. With your permission, we proudly share your efforts and celebrate your contribution to our mission.

We keep in touch in the ways you want us to

3 We only contact those who have opted in. There is no pressure, no intrusion, just meaningful communication with your consent. We are registered with the Fundraising Preference Service and have never received a complaint.

We keep your data safe

4 Your data is secure, private and never shared. We strictly follow GDPR and the Data Protection Act, with robust systems to keep your information safe.

We keep to the highest fundraising standards

5 Our fundraising is ethical, respectful and fully compliant. We are proud members of the Fundraising Regulator and follow sector guidance and codes of practice in all that we do.

We are here to listen

6 We offer a warm, personal approach to every supporter. We are especially careful and compassionate when engaging with vulnerable people and anyone affected by child sexual abuse. Our opt-in approach ensures communication is always appropriate and respectful.

Looking ahead

How you can help us protect future generations: The Lucy Faithfull Foundation is evolving. As we look ahead, your support is more important than ever in helping us prevent child sexual abuse and build a safer future for every child.

Here are some meaningful ways you can get involved:

Donate
Every gift supports our vital work. Add Gift Aid if you're a UK taxpayer.

Leave a gift in your will
Create a legacy that protects future generations.

Join our appeals
Support upcoming digital and public campaigns.

Nominate us at work
Choose us for payroll giving or charity of the year.

Fundraise for us
Host an event or run a community fundraiser.

Shop to support
Use Easyfundraising or Give as You Live when shopping online.

Take on a challenge
Walk, run, swim, or cycle in support of our cause.

Share your skills
Volunteer your expertise through CSR or pro bono support.

Give regularly
Monthly donations provide stable, long-term impact.

Become a corporate partner
Align your business with our mission and drive real impact.

Become a friend
Join our growing network of committed supporters.

Structure

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation ("the charity" or "The Foundation") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" and Financial Reporting Standard 102 (FRS102) in preparing the annual report and financial statements of the charity. The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008, the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

Our 2020-2025 strategic plan came to an end this year with huge progress being made across our three strategic pillars: reach, research and advocacy. A range of delivery plans helped deliver on our ambitions and turned our aspirations into tangible outcomes that are detailed in this report. Our strategy was reviewed annually across its lifespan, to ensure we continued to meet the changing needs of our beneficiaries – a diverse population with complex needs.

Between August 2024 and March 2025, we conducted a strategic planning process that involved the board of trustees, the whole staff team as well as key stakeholders. We developed an organisational theory of change, conducted surveys and hosted thematic workshops and strategy days. Our 2025-2030 strategy was launched on 25 March 2025 and can be found on our website.

Our key ambitions 2020-2025

Reach

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

Research

To make the best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

Advocacy

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.



Our key objectives 2025-2030

Practice

We will run and develop inclusive, innovative and flexible clinical services grounded in evidence, responsive to our beneficiaries and those with lived experience, and we will reach more people in more ways.

Places

We will focus on making places safer for children and young people wherever they are.

Partnerships

We will build broader partnerships, collaborate with more people and organisations and harness the power of strength in numbers to develop and deliver prevention.

People

We will ensure we attract a diverse group of people into the LFF family and create an organisational culture where everyone can grow and thrive, driven by the shared passion to keep children safe.

Performance

We will embed excellence, efficiency and sustainability across the charity.

Leadership

The board of trustees, listed on page 182, is responsible for governance, providing strategic direction and overseeing our performance. The board ensures that all activities are undertaken to further our charitable purposes.

The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the OSCR. The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The annual report highlights the significant activities undertaken to carry out our aims for the public benefit.

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. In summary, they lead by example and support the chief executive in the delivery of our strategic plans and activities, regularly monitoring our performance against agreed aims and outcomes.

The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board. The committee was renamed this year to the governance, finance, operations and risk committee. This year we also implemented a number of additional subcommittees each chaired by a trustee with a membership of trustees and staff. We launched a tech and data subcommittee, an equality, diversity and inclusion subcommittee, and have plans to introduce a policy and advocacy committee and a research committee. Our fundraising subcommittee which has been active for some years is undergoing a review by our new head of fundraising and will recommence in 2025.

Potential trustees are most commonly identified through existing trustees' or staff networks. All potential new trustees are formally appointed by the full board. The balance of trustees is kept under review regarding skills and diversity. The board places particular emphasis on appointing individuals who bring specific identified skills, and an induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of the charity.

Some trustees carry specific areas of responsibility including diversity, safeguarding and fundraising. There are currently eight male trustees and four female trustees. The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the charity. This has included the annual review of our safeguarding policy and practice.

The senior leadership team

The board delegates responsibility for operational management to the chief executive, who leads an executive team. Together they are the charity's senior leadership team responsible for the organisation's plans, policies and processes, and their implementation, following the board's advice and approval. Their names can be found on page 181. As a team, they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensuring we remain sustainable as an organisation, and able to respond to changing trends and external factors. There are four women and four men on the senior leadership team. This year we strengthened the team with the addition of a director of research and impact who joined in January. Our interim director of people services took on a permanent position and we created a new role of deputy director of operations to support the growing operations department. See Staffing Changes below.

Risk management

The board of trustees is responsible for ensuring that there are adequate and effective risk management protocols and systems of internal controls in place to manage the charity's major risks and support the achievement of our strategic objectives. The board reviews and assesses the risks facing the charity on an ongoing basis. This year we developed a risk appetite framework and reviewed our risk register.

The risk register is maintained and updated by the senior leadership team. The board reviews the register of key risks and puts in place plans to mitigate and manage risks appropriately. The register is reviewed at each board meeting to ensure that we, as an organisation, manage risks within a changing environment. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Projects are regularly reviewed with attention to risk management, and a project review process ensures ongoing oversight. Quarterly reports are provided to trustees showing the progress of longer-term contracts, grant-funded projects, grant applications in progress and short-term contract activity. Internal control risks are minimised by procedures for the authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults. Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing were reviewed this year with the anti-bribery policy being strengthened in relation to gifts and hospitality.

Principal risks facing the charity include the variable nature of grants and the uncertainty of timing of renewal (see section 'Reserves policy reflecting principal risks' on page 153).

Staffing changes

As we grow we need to ensure that our infrastructure keeps pace and that includes our staffing. This year, we had two staffing updates within the senior leadership team. In February we were pleased to offer Alison Dexter the role of director of people services on a permanent basis, 3 days per week. We also appointed Dr Tom Fisher, in the new role of director of research and impact who joined us in January 2025. Tom joined us after 15 years in academia, where he led large-scale programmes of research and evaluation for governments, international bodies and charities on a range of complex and contentious issues. We also recruited to three new roles of research assistant, policy officer and head of fundraising who joined to reinforce our work. We also created a new deputy director of operations role to support our growing operations department and finished the year recruiting for our first apprentice within our IT team.

HR, Employment Rights Bill and Pay

This year we continued to strengthen and engage with the workforce on updating policies, procedures, working practices. This year saw the introduction of The Employee Rights Bill by the Department for Work and Pensions on behalf of the Labour Government pledge to 'Make Work Pay', a manifesto commitment and a core part of one of the Government's five mission-led priorities is to grow the economy. Once implemented, the Bill will represent the biggest upgrade in employment rights for a generation. We will make sure we are well aligned as changes progress.

The board of trustees holds overall responsibility for our pay policy and the salaries of executive directors. This responsibility is delegated to the governance, finance, operations and risk committee, which conducts an annual review of employment terms and conditions. Based on this review, the committee makes recommendations to the board. It also benchmarks executive pay against comparable roles within the sector and approves salaries and any annual pay awards, ensuring alignment with recognised best practice standards.

Information security

Cybersecurity remains a threat to our sensitive data and we fully recognise the importance of defending our IT systems from malicious cyber-attacks and protecting the personal data we hold from unauthorised access and misuse. This year, we have continued to promote vigilance amongst our staff, reminding them of how our technical measures can support them to keep data safe.

We have embedded our system security measures to prevent unauthorised access to our systems and guard against phishing attacks. These system security measures have allowed us to maintain our cyber essentials accredited status. Our data protection training took our staff through the key principles of information security and had a particular focus on the importance of organisational and personal accountability. All our data security policies and procedures are established and our teams are briefed.

General Data Protection Regulation (UK GDPR)

We deal with very sensitive information and our trustees, managers and teams prioritise our compliance with UK GDPR. This year, we have continued to implement a second phase data protection plan for the charity. Our bi-monthly UK GDPR committee oversees the delivery of that plan and is chaired by our deputy director of operations who now acts as our Data Protection Officer. The committee receives a report on any data breach and subject data requests, ensuring our systems work both to learn from any breach but also to ensure we share information in line with data protection legislation. We have created Records of Processing Activity (RPAs) which records our departmental data flows and assets. We have carried out legitimate interest assessments on any high-risk areas to evidence our reliance on that lawful basis. Work has continued to utilise cloud-based systems to store data where appropriate and plan to extend our use of such systems through 25/26.

This year, we had 40 personal data breach incidents reported on our internal system, all of which were assessed as either low or medium risk, the majority of which involved data breaches within the charity.

Our commitment to safeguarding

We are committed to ensuring the safety and wellbeing of all those we come into contact with. All staff have gone through an annual safeguarding training programme, raising awareness of the principles underpinning good safeguarding practice and raising awareness about social care and police procedures. Our safeguarding system is led by a director alongside a team of five safeguarding leads, ensuring our teams have access to safeguarding advice when they need it. Safeguarding reports are monitored by the safeguarding leads with regular reporting to the senior leadership team and trustees.

Our commitment to staff wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse. Our Employee Assistance Programme (EAP) is in place with Health Assured which gives our staff a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of LFF and throughout 2024/25 we held a bi-monthly staff engagement forum to listen to our staff's ideas, discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages. This year we have reviewed our engagement approach and implemented a system where our staff shape the topics discussed at the forum. We also started an internal communications review process which will continue into the year ahead. Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff and ensuring all have access to regular and responsive supervision.

Equality, diversity and inclusion (EDI)

Our commitment to equality, diversity, and inclusion is fundamental to our mission of protecting all children from sexual abuse. Children who are sexually abused, and the adults and young people who harm them, come from all backgrounds, communities and walks of life – and it is important this is recognised in our work and how we develop and deliver services. It is imperative that our services are accessible and inclusive to everyone who needs them. We are committed to fostering an environment where all individuals are treated with fairness, respect, and dignity. We recognise the value of diverse perspectives and experiences, and strive to create an inclusive environment regardless of background, identity, or circumstances.

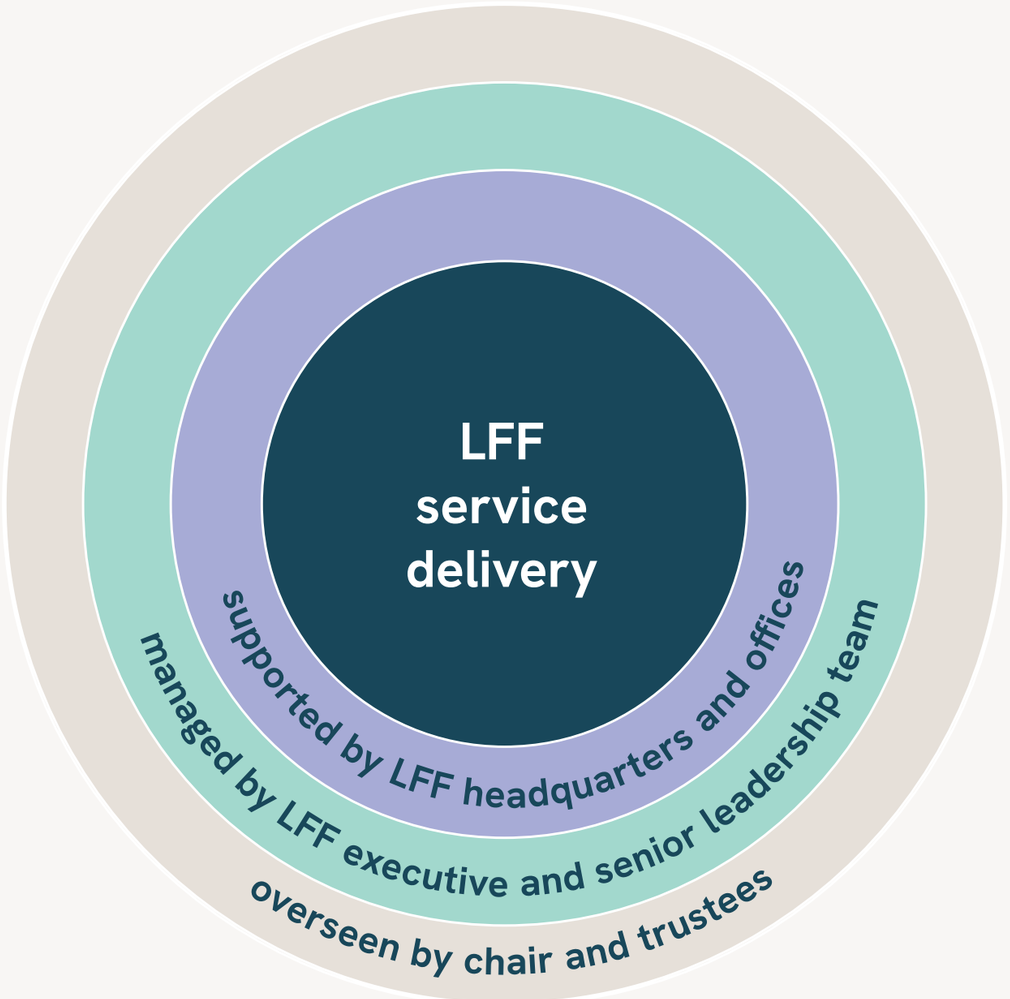
Inclusive service delivery:

- Accessible support channels: we provide multiple support channels, including a helpline, chat service, email, and online resources, to help individuals concerned about child sexual abuse. To eliminate language barriers, we use LanguageLine, which allows non-English speakers to access support through calls, emails, and chat. Additionally, our self-help modules are available in multiple languages on our website. Our chat and email services also ensure accessibility for individuals who are deaf, enabling them to receive the support they need.
- Data collection: collecting data about people who access our support is vital in ensuring our service is fully inclusive. We use a standard data collection tool across all departments to ensure comprehensive monitoring and regular reporting. This includes demographic and diversity data on age, gender, disabilities, and neurodiversity.
- Staff training: all staff undergo annual, mandatory EDI training to enhance their understanding and capability to serve diverse populations.
- Inclusive recruitment: We follow safer inclusive recruitment practices, to ensure we attract diverse applicants.
- Lived experience: we champion lived experience, using feedback from service users to inform our practice, service development and advocacy activities.
- Policies and procedures: we regularly review our policies and procedures and have in place policies including menopause, maternity, parental leave, flexible working, mental health and wellbeing, disability and reasonable adjustments, bullying and harassment, recruitment and selection, diversity and inclusion, religion and belief and sexual harassment.

While the charity demonstrates strong female leadership, with women holding key roles including chair, chief executive officer, and four of seven director positions, we recognise the importance of broader representation both within the charity and on the board, and are actively working to strengthen diversity and inclusion at all levels of the organisation. Our equality, diversity, and inclusion sub-committee – chaired by trustee Martin Kersey and supported by our director of people services – comprises five staff members from across the organisation. The committee meets quarterly and reports regularly on its progress to both staff and trustees.

Structure

LFF governance and management structure



Service delivery

Helpline staff
Practitioners
Psychologists
Administrators
Project workers
Volunteers

Headquarters and offices

Bromsgrove
Epsom
Edinburgh
Cardiff

Finance; Human Resources
Advocacy and Communications
Fundraising, IT
Referrals
Training Administration

Senior leadership and delivery leadership teams

Strategy implementation
Operational delivery
Governance
Risk management
Safeguarding
Quality and compliance

Chair and trustees

Governance, Finance, Operations and Risk Committee

EDI subcommittee
Tech and Data subcommittee

Fundraising subcommittee

Governance, Strategy
Safeguarding, Finance
Remuneration, Audit
Risk Management,
Diversity



Financial review

Financial review

Financial review

Overview

Note: The year references refer to the financial year ended March of that year.

In 2025 we spent £4,597,397 (2024: £4,467,642) and achieved income of £5,169,183 (2024: £4,827,719) resulting in a £571,786 increase in funds held.

£414,450 of the increase in funds relates to our restricted grants which we successfully increased during the year. We secured some substantial new grants, most of which were unspent at the year end. £95,000 from Porticus UK to support Research and programmes that tackle online sexual offending, £84,525 from Oak Foundation for the helpline evaluation and £98,943 from the Fidelity UK Foundation to support a director of research and impact post. We also received year three of the Nominet grant for our Intercept project amounting to £300,000.

Whilst our restricted income increased by 15% in 2025, our unrestricted income reduced by 2% to £2,328,522 (2024: £2,366,810) as a result of our professional services experiencing a tough year. In spite of reductions in the use of sessional staffing on assessments and interventions, our unrestricted expenditure increased by 3% to £2,171,186 (2024: 2,106,613), after by a general pay award of 3.5% in April 2024 and price increases from all our suppliers.

We ended the year with an unrestricted surplus of £157,336. Although this is below the budget of £180,000 and well below the surplus of £260,197 in 2024, it is a good result given the challenges. We still need to grow our reserves so we sit more comfortably within the target range of 3 to 6 months expenditure and we are pleased to report that our unrestricted free reserves amount to £1,260,689 at the 31st March 2025 which provides us with 3.36 months cover (2024:3.01).

To achieve a surplus in 2025, we had to make changes mid-year to compensate for the downturn in our professional services income. We were in the fortunate position of having substantial unrestricted grant funding of £542,000 which gave us the flexibility to do this. Expenditure plans for a new fundraising database and a cyber security review were moved forward to 2026 and we kept our research and advocacy activity to a minimum in the 2nd half of the year so that funding was available to cover some central overheads and the majority of the media and communications activities, of which a substantial portion is normally funded by the surplus on professional services.

Generating a surplus is heavily dependent on our assessments and interventions service. As the financial problems in local authorities increased, we saw a reduction in commissioning that impacted in the second and third quarters of the year, and understanding and addressing this was a management priority in 2025. The family court work is of vital importance to safeguarding children and the impact of the budgetary constraints on so many local authorities should be of great concern to everyone with responsibilities for child protection. We are pleased to report that referrals picked up in the fourth quarter giving us some cause for optimism and we ended the year with assessment and intervention income of £1,030,404, 11% down on 2024.

The other part of the suite of professional services is our training and consultancy service which declined for a third year in a row. We acknowledge the need to focus on building our professional services in the year and years ahead – they have reduced to 54% of our unrestricted income from 60% in 2024, and in terms of our overall income, they account for only 24% compared to 29% in 2024. The ad hoc nature of this work can result in fluctuations in demand, as occurred this year, but the fact that referrals come from a large number of individual referral agencies also makes us less vulnerable to factors outside our control. This, taken alongside our grant funding, helps to provide a good balance of risk as well as being one of the few areas where we can generate a surplus.

As we mark the end of our 2020-2025 strategy period it is helpful to reflect on the many positive changes we have achieved:



2020-2025 strategy period achievements

- We have made surpluses each year since 2020
- We achieved our minimum target on reserves in 2024 and maintained it this year
- Staff numbers have grown from 97 to 135 (89 FTE)
- Income has grown by 75% since 2020
- Services for young people have increased 10-fold since Esmée Fairbairn Foundation provided us with a multiyear grant in 2018 to develop this area of work
- Activity measured by expenditure on our key strategic pillars of Reach, Research and Advocacy has increased by 271% since 2020
- We have invested substantially in better infrastructure – more HR resource and more management time. We have improved processes, policies and systems to guard the wellbeing of our staff, support skills development, monitor service quality, and provide a strong foundation for further growth.

We can be justifiably proud of these achievements.

Financial review

Income

In 2025, total income grew by 7% to £5,169,183 (2024: £4,827,719). Growth this year has been driven by restricted grant income which is up 15% year-on-year, whilst unrestricted income has reduced by 2%.

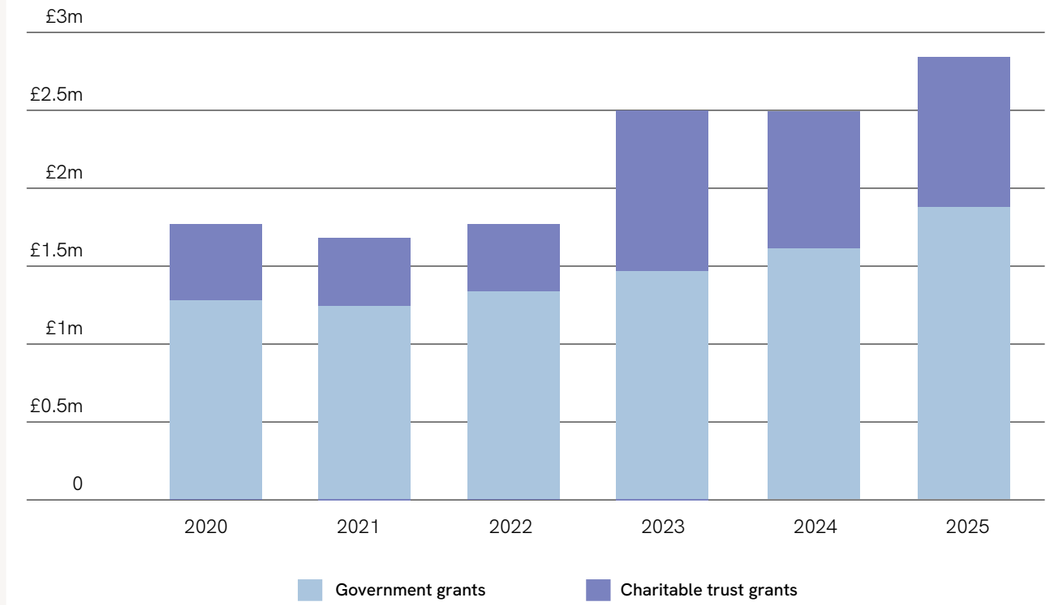
With the 2020-2025 strategy ending in 2025, it is interesting to see our progress over that time span. Overall income has increased by £2.2 million from £2,969,648 in 2020. The growth over the 5 years came from restricted income which increased by £1,122,899 (65% up) as well unrestricted income that increased by £1,076,636 (86% up).

Income growth 2020-2025

Restricted income

Restricted income in 2025 was £2,840,661 (2024: £2,460,909). The year-on-year increase of £379,752 was attributable to both government and charitable trust funding which grew by 16% and 14% respectively.

Growth in restricted income over 5 years 2020-2025



Government grant income 2025:
£1,876,130 (2024: £1,615,942)

Whilst we saw a £20,000 reduction in support for the Stop It Now helpline from Police and Crime Commissioners (PCCs) this was more than made up for by the Home Office increasing their grant to £800,000 (2024: £660,000). The Home Office also provided a one-off grant of £100,000 to support the development of a new follow-on service for young people who have accessed the Shore chat and need more in-depth support.

The rest of the growth in government grants came from the Scottish Government in support of our activities in Scotland.

Charitable trust grant income 2025:
£964,531 (2024: £844,967)

Following a reduction in charitable grant income in 2024 of 17%, it is particularly good to see the level recover by 14% this year, ending up just 5% behind the high level of £1,016,277 in 2023.

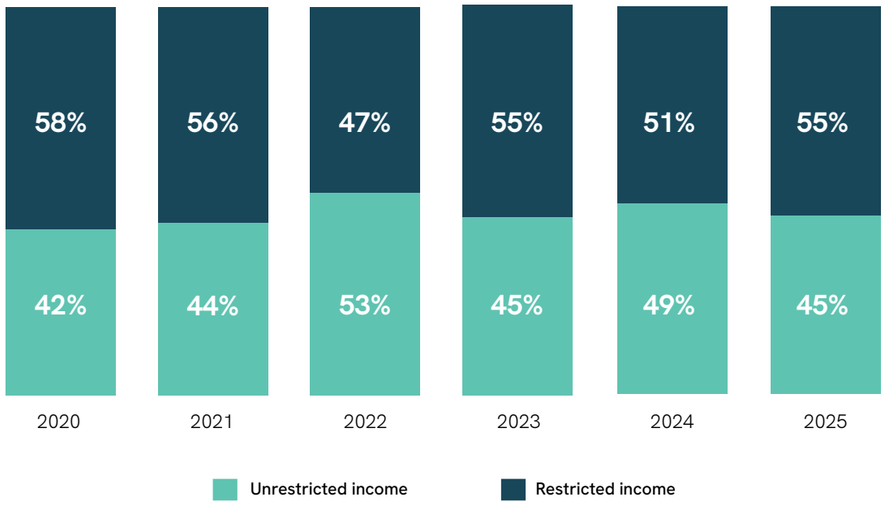
We benefited from two significant new funding streams in 2025. A grant from Oak Foundation of £84,525 in support of the helpline evaluation being conducted as part of the Global Prevention project, and year one of the three-year Fidelity UK Foundation grant to support our new director of research and impact amounting to £98,943.

There were a number of smaller new grants in 2025 from Garfield Weston, the 29th May 1961 Charitable Trust, Spring Impact and Changing Ideas as well as an extra £50,000 from Dawes that helped offset the decrease of £100,000 in KPMG Foundation income in 2025 as the final year 3 income for our education project came through at the end of 2024.

Considering the level of competition for charitable trust grants and the challenges associated with government finances we are particularly pleased with our restricted grant achievements in 2025.

In 2025 our income split was 55% restricted and 45% unrestricted.

Income split restricted vs unrestricted 2020-2025



We remain committed to implementing mixed funding models across our projects and services to provide resilience and reduce risks to service continuity and we aim to increase our overall unrestricted sources to 50% of funding, in line with restricted.

Complying with grant funder requirements and expectations on overhead allocations leaves us with substantial unrecovered central costs and core activities to fund each year. We need our unrestricted income to close this gap and therefore we have to ensure that our unrestricted income sources keep pace with growth in projects funded from restricted funds.

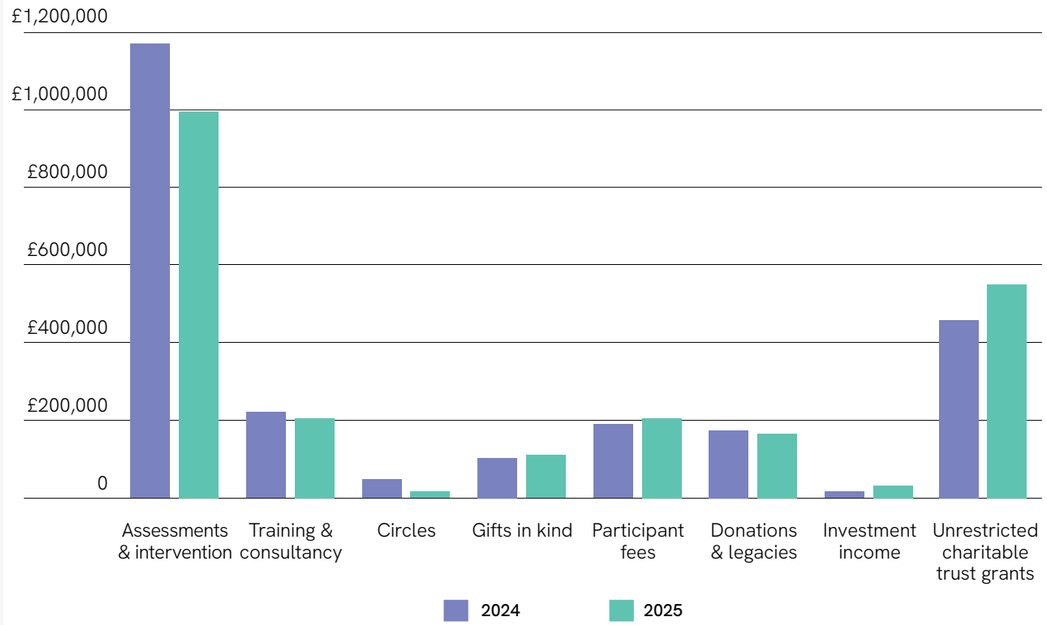
While we have successfully secured funding to support key areas such as advocacy, research, and evaluation, unrestricted income remains essential to fully capitalise on emerging opportunities, sustain our media and communications efforts, strengthen our infrastructure and skills development. We also need to keep growing our unrestricted income to generate a surplus and build reserves so we can keep pace with organisational growth.

Unrestricted income

Unrestricted income in 2025 amounted to £2,328,522 having reduced by £38,288 (2%) year-on-year. (2024: £2,366,810).

The gains we made in unrestricted charitable trust grant income, participant fees and bank interest were not sufficient to offset the fall in professional services income in 2025.

Unrestricted income 2024 vs 2025



Professional services - assessments and interventions income declined by 11% to £1,030,404 (2024: £1,158,746) with the demand for services from local authorities substantially reduced in Quarters 2 and 3 of 2025 as funding constraints curtailed their ability to commission work.

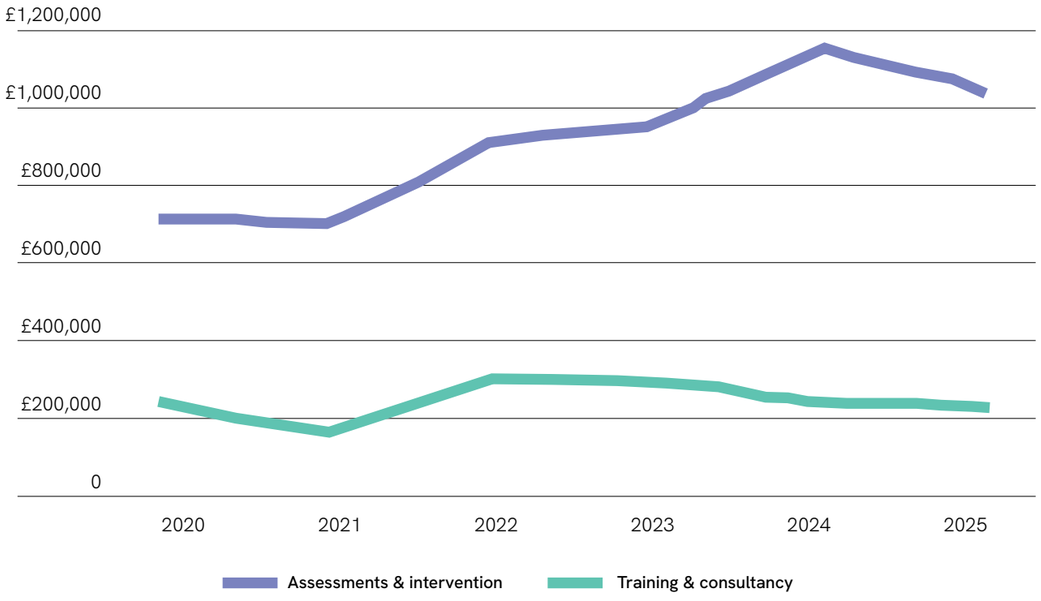
We managed to reduce the impact on the bottom line by standing down the cohort of sessional staff who provide a flexible and invaluable resource to delivering our assessments and interventions work each year.

However, demand did rally during the fourth quarter and we remain cautiously optimistic that funds will be found by local authorities and legal aid agency to enable us to get back on track and resume a growth trajectory for this very important part of the child protection system.

Professional services - training and consultancy income that had declined by 16% in 2024 reduced again by a further 7% in 2025 to £224,105 (2024: £240,841 & 2023: £286,214). Given the fee increases since 2020 when income was £238,774, the decline in the last five years is quite marked.

We continue to review promotion opportunities and develop our courses to better meet commissioner needs. A quarter of the year's income was concentrated in March 25, partly fuelled by pre-year-end rush to clear funds but nevertheless an indication of the potential for the service and the demand for our quality offering.

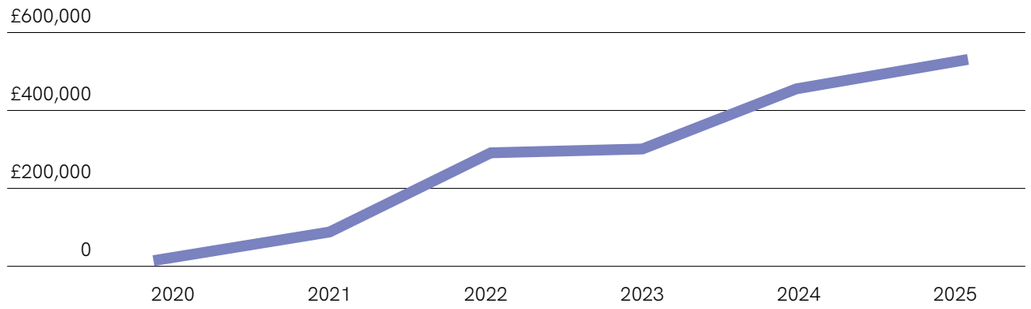
Professional services income 2020-2025



Unrestricted grant funding made up 23% of our 2025 unrestricted income (2024: 19%). In 2025, with professional services income and the surplus this generates reducing substantially compared to budget, we were fortunate to be able to turn to our unrestricted grant income to plug the gaps.

We were very grateful to receive £542,000 in 2025 (2024:£455,000) an increase of £87,000. This income source has grown significantly since 2021.

Unrestricted charitable trust grants



Achieving our 2020-25 strategic goals to grow the pillars of Reach, Research and Advocacy was made possible by the unrestricted grant funding. Our total expenditure in these areas has grown from £114,422 in 2020 to £495,629 in 2025 (refer the total bars by year in the graph over the page).

Unrestricted grant funding (UGF) covered a substantial portion of these core costs supporting 37% of the costs in 2023, 46% in 2024 and 67% in 2025. (Refer the Unrestricted Grant Funding - UGF bars in the graph over the page).

£330,417 (61%) of our unrestricted grant funds was spent in support of the core activities in 2025 (2024: £197,299 - 43%). 2025 was a particularly high contribution as the downturn in professional services income reduced funding available for our media and communications work. We were grateful to be able to avoid cutbacks in these important awareness raising activities by changing the planned allocations for the unrestricted grants in 2025. In the end, 99% of all the media and comms costs for the year were covered by the unrestricted grant income.

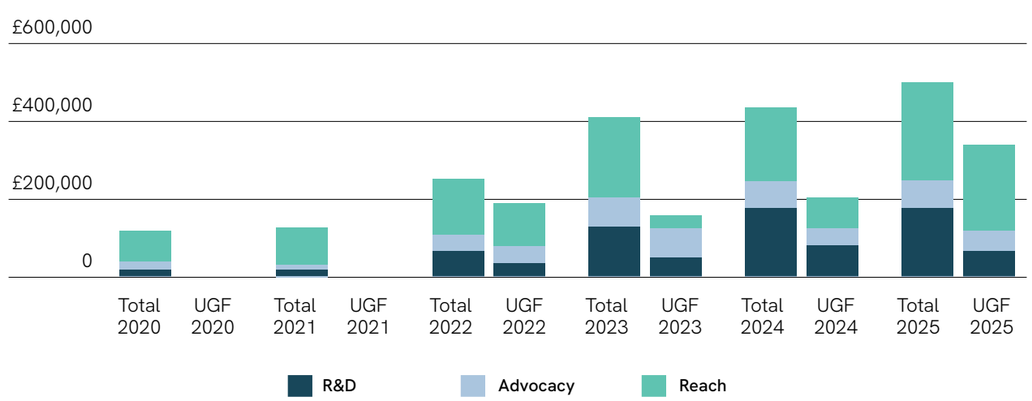
£84,401 (16%) was utilised to support organisational development, strengthening our practitioner skills and increasing management capacity (2024: £22,822 - 5%).

£127,182 (23%) provided funding for direct delivery of services with allocations to a number of projects including the helpline, Inform for Young People, our work in schools, circles of support and accountability and family work in Scotland. (2024: £234,879 – 52%)

Donations including fundraising and service user donations totalled £142,300, an increase of 13% on the prior year income of £127,509. In addition, we received a legacy of £2,000 (2024: £23,161).

Gifts in kind totalled £97,588 (2024: £81,538) and relate to advertising credits from Google, Meta and Microsoft. This is still well below the level of support in 2023 when this free advertising was valued at £150,538. Whilst we continue to encourage more support from the tech industry, we recognise that our own staff capacity constraints have reduced opportunities in 2025 and these are now being addressed.

Growth in core activities total 2020-2025 showing level Unrestricted Grant Funded Core Activities (UGF)



Circles was supported with contract payments from HMPPS that amounted to £19,280 in 2025.

Last year the Circles contract income was £50,706 and although we had a £10,000 grant from Circles UK we still needed to subsidise the service with £26,634 from our unrestricted grants. Whilst we would have weathered a loss position as an investment in a new service, HMPPS was unable to provide any commitment to the long term, and as a result trustees agreed in May 2024 to honour any commitments but not take on any further referrals.

Maintaining Circles through to the end of January 2025 for three core members was costly, as was exiting the work, and the contract income was supplemented by an allocation of £25,619 from our unrestricted grant funds in 2025.

Investment income totalled £59,111 up 56% on the prior year (2024: £37,792) and now accounts for 2.5% of our unrestricted income. The increase is attributable to the increase in funds held with many funders paying us in advance. Our cash holding has increased during the year by £504,139 from £2,087,971 (31st March 2024) to £2,592,108 (31st March 2025).

Raising funds

In 2025 the cost of raising funds was £138,924 (2024: £120,102). The appointment of a head of fundraising was made in February 2025 increasing costs, but the full impact of the staffing increase will not be felt until 2026.

Fundraising expenditure includes the cost of the new postholder for 2 months, the fundraising manager and the part time administrator plus the cost of time spent by other key staff in writing, costing and contributing to funding bids and applications, as well as developing strong relationships with our funders.

The investment in raising funds is still relatively low at 4% of our grants and donations income excluding gifts in kind that totals £3,754,889 (2024: 4% of £3,064,810).

Expenditure on charitable activities

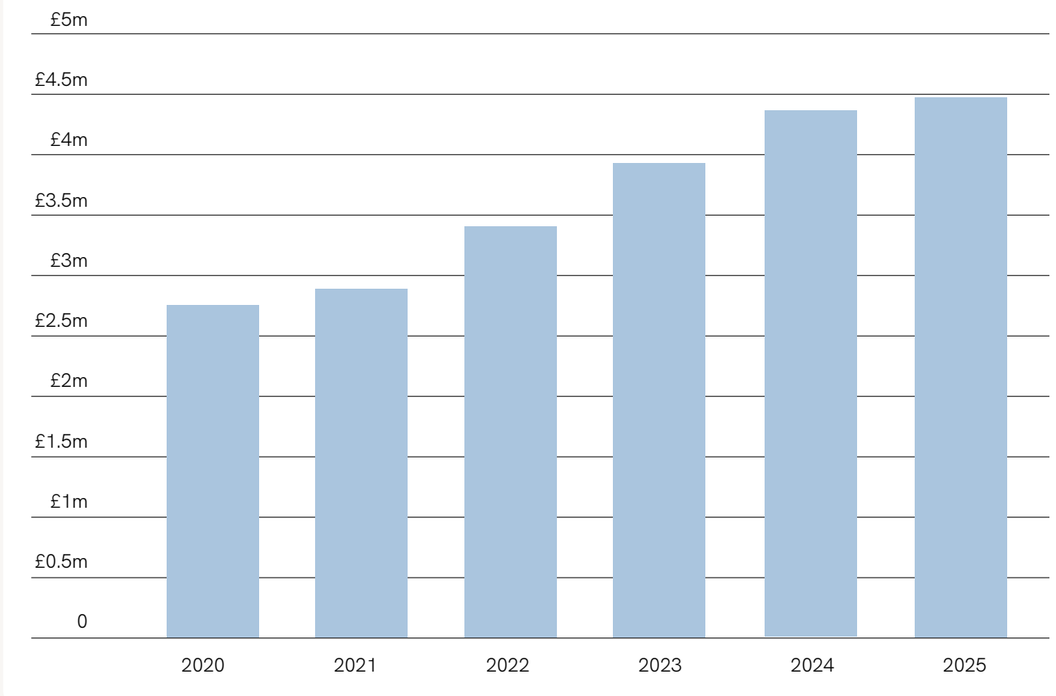
During 2025, charitable activity expenditure amounted to £4,458,473 (2024: £4,347,540).

Expenditure provides a measure of the level of activity taking place in the charity and it is good to see expenditure steadily increasing. Since 2020 when charitable expenditure was £2,780,316 we have grown by 60% well ahead of inflation for the period. However, the % increase in 2025 expenditure compared to last year is only 2.55% which is less than inflation and does not represent any overall growth in activity in the last year.

Having decided in October 2024 that the fall in demand for professional services could not be made up within the financial year, steps were taken to reduce unrestricted costs across the organisation.

The slowdown in growth in 2025 follows 3 years of considerable change with new staff, new posts and new projects resulting in expenditure increases of 17% in 2022, 15% in 2023 and 11% in 2024. In 2025, some breathing space from growth and change has been beneficial to enable us to strengthen the management capacity, improve practitioner skills, monitor the quality of work delivered and develop the 2025-30 strategic plan, all of which provide us with a sound foundation for expanding our reach in the future.

Expenditure on charitable activities 2020-2025



We also need to recognise that expenditure is not a good measure of impact. Efficiency gains through changes such as remote working means that a decrease in delivery costs can be supporting an increase in beneficiary numbers.

Over the last five years we have also seen a significant shift in focus from being an organisation primarily engaged in face-to-face delivery which is in depth and expensive, to an organisation that is using its expertise more strategically and at scale through advocacy, communications and campaign work as well as investing in the future through research and evaluation.

Staff costs
Staff salaries are our biggest cost and made up 79% of our charity's expenditure in 2025. We have added a new head of fundraising role and our fundraising investment accounts for 3% of our staff costs. Staff costs rose by 2.5% to £3,521,600 in 2025 (2024: £3,434,843), which includes an April 2024 pay award of 3.5%.

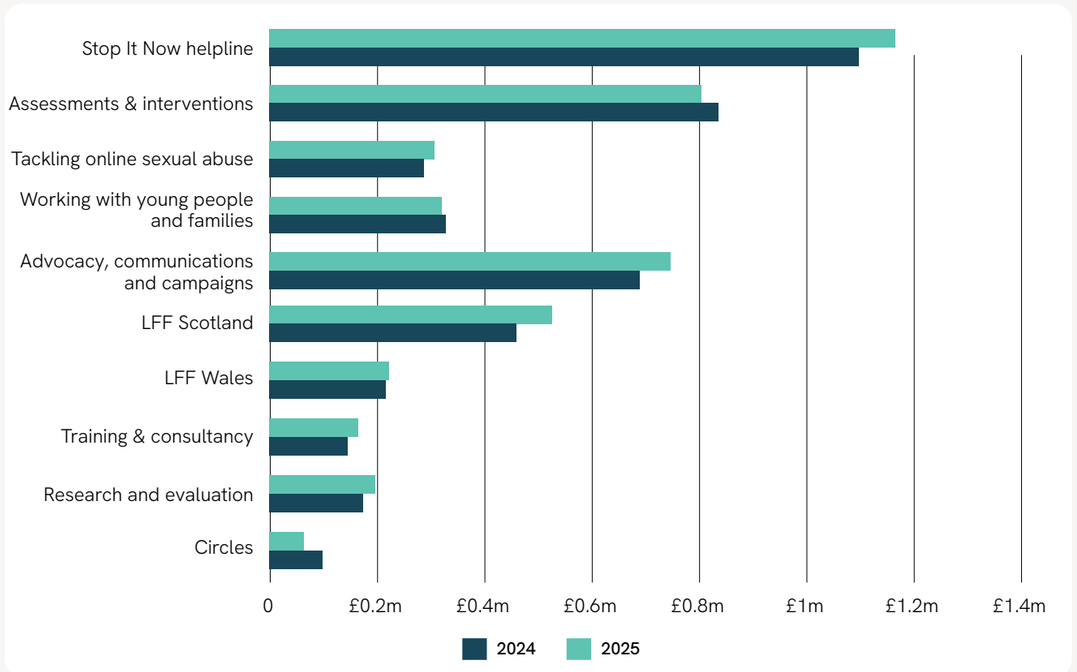
Average headcount was 136 in 2025 compared to 139 in 2024. We do offer flexible and part time working which is popular with staff so our full time equivalent (FTE) at year end was 89 compared to 86 in 2024. We welcomed 25 new hires with 28 staff leaving (2024: 27 starts and 25 leavers).

We have invested in two new additional roles and we are very grateful to Fidelity UK Foundation who have funded our director of research and impact and to the Oak Foundation who have funded our policy officer.

Other costs
Other costs increased by £24,176 to £936,873 (2024: £912,697). This increase of only 2.6% is below inflation and reflects efforts made during the year to reduce the budgeted expenditure to compensate for the reduced income and surplus coming from professional services.

Looking at the expenditure by activity stream, we saw increases in most areas of our work, driven more by inflation than growth.

Expenditure on activity growth 2024 vs 2025



The Stop It Now helpline

Costs increased by 7% to £1,159,368 (2024: £1,086,593). 3.5% is related to pay awards and substantial inflation in telephone and IT costs. There has not been any appreciable increase in capacity other than adding an additional shift to the chat service from July and overall beneficiary numbers are slightly down with frontline services affected by a number of frustrating technical challenges during the year.

Increasing the helpline reach remains a priority and media activity was stepped up during the year. In addition, the helpline team developed a new call-back service focusing on protective parenting skills and linking to our Parents' Protect website. The team was also involved in the Prevention Global led helpline evaluation project, though the bulk of the costs for this are reflected in our research and evaluation work and covered by the Oak funding coming to us via John Hopkins University.

Professional services

Assessments and interventions

Having been expecting to be impacted by the budgetary constraints on local authorities for several years, we were not surprised when we saw enquiries reduce and our conversion rate to referrals also down in the second and third quarters of 2025. Steps were taken early to reduce our use of sessional practitioners and ensure that our permanent staff were fully occupied on the available work or allocated work on other projects.

This is important work for child protection and we are relieved to report that at the beginning of 2025 the flow of work resumed, though we still ended the year with assessments down 19% year-on-year from 270 to 218 and intervention cases down 33% from 84 to 56.

However, costs for delivering this work only reduced by 3% to £812,248 (2024: £840,498) and the gap is attributable to a number of factors.

- The April 2024 pay award of 3.5% affected 87% of costs
- The move away from sessional to permanent staff for most of the delivery increased costs
- The lower volume of work meant a lower recovery of the administration and management overhead
- Time spent investigating and gathering information on the causes for the downturn in referrals and establishing options for recovery
- Time spent putting in place plans to build up the referral customer base

Training and consultancy

Training and consultancy declined again for a third year. Safer Recruitment events reduced by 25% and our other training courses by 12%. Costs remained relatively high at £146,423, up 7% on 2024 at £136,215.

Covering the fixed administration and management cost overheads with the relatively low volume of work has been challenging and we have been adding further to costs as we implement the recommendations from the 2024 review of the service done by a consultant. Media and communications activity increased and having identified training gaps we developed three new courses in 2025.

Tackling online sexual abuse

The cost of tackling online sexual abuse totalled £298,999 up only 1.5% on the prior year (2024: £294,669). We continue to gain efficiencies and the cost per beneficiary fell again this year thanks to a stable team of sessional staff delivering programmes, experienced administrators, and the use of a dedicated project worker.

62% of the costs relate to delivery of our Inform Plus and Engage Plus programmes. Having seen substantial 22% growth in the beneficiaries last year it is good to see this level of delivery being maintained with 302 participants in 2025, a modest uplift of 2% (2024: 296).

We also deliver Inform courses to the partners, family members and friends of those who have committed online offences and these account for 26% of the costs. We increased beneficiary numbers by 9% this year on top of 52% last year.

The remaining 12% of the cost of tackling online child sexual abuse is spent on the Family and Friends Forum. Here too, beneficiaries are increasing well ahead of costs with web visitors up 128% to 104,425 in 2025 and active users up by 6.5% from 957 in 2024 to 1019 for 2025.

Working with young people and their families

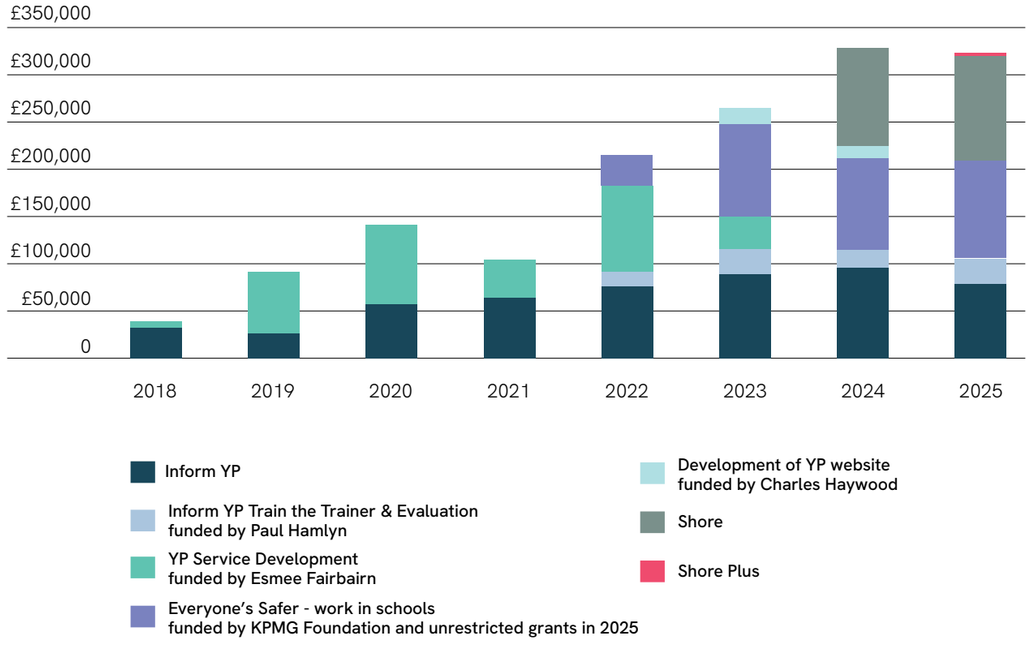
We have come a long way since 2018 when we spent £34,671 on running Inform Young People and secured a multiyear grant from Esmée Fairbairn Foundation to develop services to address the needs of young people. Our expenditure on young people services excluding assessments and interventions totalled £323,229 in 2025 (2024: £336,528).

In 2025, we ran 64 Inform programmes for young people in England and Wales compared to 84 in the prior year and costs were down by 19%. With so many competing demands for our young people practitioners, this core service has suffered from lack of staff resource. We hope this pressure will ease in 2026 with the appointment of a project worker for the young people services.

£25,954 of the Paul Hamlyn Foundation grant to extend the reach of Inform Young People by training practitioners was utilised in 2025 with part of the funding being allocated to evaluating the programmes. The £8,699 still remaining on this fund will be spent in 2026.

The trustees approved an allocation of £40,000 from unrestricted grants to cover costs on the Everyone's Safer project in schools. This reduced the drawdown on the KPMG Foundation grant for

Growth In Young People Services 2018 to 2025



the project down to £52,626 enabling us to reserve the final balance on the 3-year grant for use in 2026. The trustees recognised the importance of maintaining momentum in the education sector whilst we seek new grant funding from charitable trusts and hopefully succeed in securing government support from the DfE.

The original grants from the Esmée Fairbairn Foundation and the Charles Haywood Foundation laid the essential foundations for Shore, our service supporting young people. Thanks to a significant £100,000 investment from the Home Office for 2024 and 2025, we were able to further develop the website, which now provides a much-needed and valued resource for young people navigating complex issues.

In March 2025 work started on a follow-on service for young people who have accessed Shore chat but need more specific support. Only £591 of a £100,000 grant from the Home Office was spent in 2025 and so the bulk of the project will be delivered in 2026.

Advocacy, communications and campaigns

After growth of 32% last year we are pleased to have increased advocacy, communications and campaign activities in 2025 by a further 10%, spending £746,094 (2024: £676,241).

This area of our work includes free advertising from Google, Snapchat, Meta and Microsoft. We had seen a significant decline in 2024 from £150,538 to £80,038 and it is good to see these levels increase with 2025 advertising valued at £97,588. Plans are now in place to capitalise further on the opportunities here and increased levels are expected in 2026.

Our campaign to deter child sexual abuse offending online, which is supported by the Home Office, continues but we had a very slow start and expenditure for the year was down by 27% to £140,734 compared to £193,709 in 2024. Delays occurred with the Home Office processes impacted by the election and we also had capacity issues with vacant posts in our media and comms team.

Project Intercept, funded by Nominet UK, to develop and expand warning messages online went into its third year but in terms of expenditure we have only used a third of the £932,000 awarded and the project is expected to run for another two years. We have made good progress in developing tech partnerships and new interventions in 2025, utilising £151,383 of the grant (2024: £130,234). We have also made significant progress in driving systems change – one of the project's core objectives.

We had a very busy year in terms of advocacy activities with costs increasing by 69% to £109,537 (2024: 64,723). Activities included:

- Collaborating with the Centre of expertise on child sexual abuse and the Marie Collins Foundation to grow our collective influence, part of a project funded by the Indigo Foundation.
- Contributing to the debate relating to the Online Safety Act, the Independent Pornography Review and a legislative mandatory reporting duty to ensure that safeguards to child protection services are recognised.
- Attending and speaking at conferences nationally and internationally.

We also expanded our resources with a policy officer joining the team in late January 2025, an appointment made possible by funding from Oak Foundation.

The balance of the expenditure relates to media and comms activity in 2025. In spite of staff vacancies for part of the year a considerable amount was achieved with website developments and a strong presence across press, radio and social media. 2025 expenditure of £246,852 (2024: 207,537) was supported by funding of £207,944 from our restricted grants and the remainder of costs is funded from donations and surpluses generated through professional services.

LFF Scotland

Vacant posts for part of the year kept costs down but the demand for services is increasing and even with service delivery supplemented by students and volunteers the staff are under considerable pressure. In 2025, the cost of LFF Scotland activities was £516,245 (2024: £496,729).

With only a 4% cost increase in spite of inflation, a significant increase in delivery was achieved across the four main projects in Scotland.

- Working with families reached 145 families (2024:97), a 49% increase.
- Working with individuals who present a risk to children benefited 71 participants (2024:58), a 22% increase.
- Working with young people reached 33 young people (2024: 15), a 120% increase.
- The Everyone's Safer schools project involved 11 schools (2024: 2), a significant increase.

Managing the Scotland budgets has become increasingly challenging with multiple restricted grant funding streams as well as the need to develop unrestricted income streams. In 2025 the costs were covered by the following funding sources:

- £275,784, amounting to 53% of the total costs were covered by three Scottish Government grants and one from City of Edinburgh.
- £143,110, 28% of costs was supported by seven charitable trust funds and Baillie Gifford, a corporate sponsor.
- £28,000, 5% of Scotland's costs required an allocation by trustees from the unrestricted grant funds.
- £31,224, 6% of costs are covered by a mix of donations, income from reports to the court for programme participants, student placement fees from universities and delivering paid for training and consultancy.
- The £38,127 cost that remains relates to the allocation of central unrecovered overheads that are apportioned across all the charity's activities but recovered from central unrestricted income.

LFF Wales

The Welsh Government grants were originally agreed for 2021 to 2023 and have been extended for a further three years taking us through to March 2026. Whilst the funding for the last two years has presented some challenges and required us to reduce staffing hours to contain costs at 2023 levels we have still achieved year-on-year output increases.

- Keeping Children Safe, a grant of £94,612 for primary prevention activities, reached 4,697 beneficiaries, an increase of 17% on the prior year (2024: 3,998).
- Early Intervention, a grant of £97,153, enabled us to work with 54 families and nine young people compared to 60 families in 2024.

Wales has also had the benefit of funding from Conwy County Borough Council since 2015 to deliver child sexual abuse prevention awareness sessions to parents and carers across the borough, with a focus on families with children who have additional needs. The grant amount was £7,500 for a second year and we delivered 16 sessions to 120 participants (2024: 15 sessions to 103).

These grants did not fully cover all the costs, and the balance was made up with £602 from unrestricted reserves and a further allocation from other central unrestricted income to cover the final allocation of central overheads not recouped in the standard 10% applied to project expenditure.

Research and evaluation

Our investment in research and evaluation increased significantly between 2020, when it amounted to £17,341, and 2024 when our costs totalled £180,997. The uplift this year is relatively low at 5% taking expenditure up to £190,837, but we expect growth to resume again in 2026.

The helpline evaluation grant of £84,525 from Oak Foundation coming to us via John Hopkins University was received in 2025 impacting on income but only £11,579 was utilised in 2025 leaving £72,946 for costs in 2026.

In addition, we aim to recruit a data scientist in 2026 to be funded by the Fidelity UK Foundation and we will have the full 12 months cost of our new director of research and impact who only joined us late in January 2025.

A substantial portion of our costs in 2025 (£70,444) relate to our head of research and evaluation post and the work she undertakes across the Foundation which has been funded in part by Porticus UK and partly by our unrestricted grant funding.

Other significant activity includes the work on the Salus app which blocks sexual images of children online costing £28,938 in 2025. This was funded by the European Commission-funded Protech Project consortium but they only cover about 74% of the costs and the balance is supported from our unrestricted grant funds.

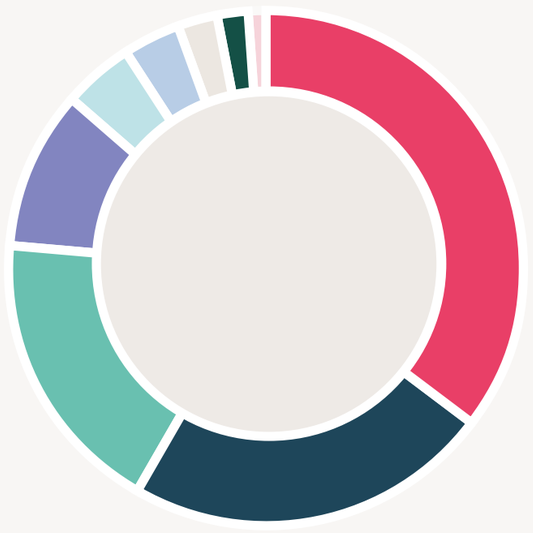
The remaining £79,876 of research expenditure in 2025 relates to the recruitment and cost of the new director, our partnership work with post graduates on doctoral theses, the Faithfull Papers, the project on understanding intrafamilial abuse funded by the World Childhood Foundation and evaluation work being done across all our projects and services.

Circles

Expenditure on Circles in 2024 included the setup of this service which was costly at £91,140. Sadly, the constraints on HMPPS that prevented them being able to commit funds for the long term made the service unviable for us. As a consequence of this we paused acceptance of new referrals in February 2024 and in May 2024 the trustees approved the decision to wind down the service.

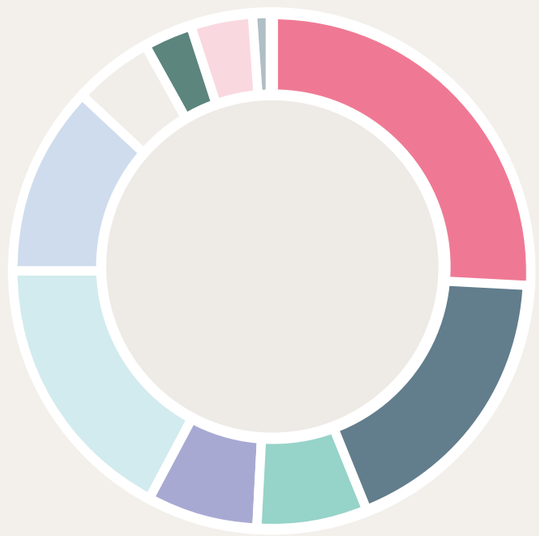
During 2025 we honoured our responsibility to three core members. In January 2025, when the last circle completed, we closed the service with costs incurred of £48,660. The HMPPS contract covered £19,280 of the costs and the trustees allocated £25,619 of the unrestricted grant funding. The £167 balance was made up from a small grant for volunteers' costs, with the remaining central overhead cost allocation covered from our other unrestricted income.

Where our funding came from in 2025



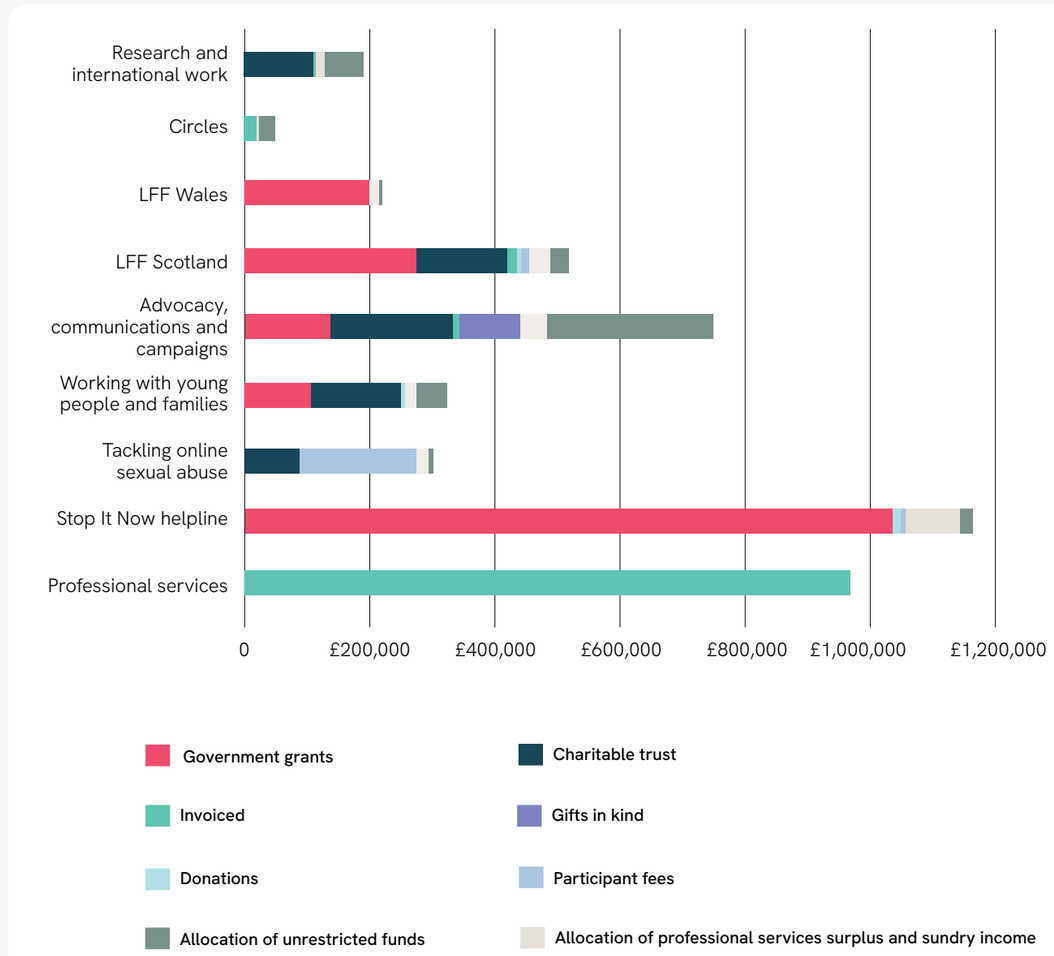
- 36% Government grants
- 24% Professional services
- 19% Restricted charitable trusts
- 10% Unrestricted charitable trust grants
- 4% Participant fees
- 3% Donations
- 2% Gifts in kind
- 1.1% Investment income
- 0.4% Circles

What we did with our funding in 2025



- 26% Stop It Now helpline
- 18% Assessments and interventions
- 7% Tackling online sexual abuse
- 7% Working with young people and families
- 17% Advocacy, communications and campaigns
- 12% LFF Scotland
- 5% LFF Wales
- 3% Training and consultancy
- 4% Research and international work
- 1% Circles

How each area of work was funded 2025



Looking ahead to 2026

Budget 2026

Our budget for 2026 expects income of £5,435,070 (2025 Actual: £5,169,183) and expenditure of £5,335,070 (2025 Actual: £4,597,397).

The expenditure increase is 16%. This rise reflects a 3% pay award to staff, inflation across other costs and the full year impact of organisational development in 2025 with additional HR, fundraising, advocacy, research, impact and evaluation resource as well as growth in service delivery.

We are aiming to increase our professional services income by 10%, and that is without raising our fee rates, and we have set a high target of £200,000 donations for our fundraising team, which is 40% up on 2025.

Our grant funders support our projects and core activities and we have secured over 95% of what we need to grow these services by 18% next year.

Unrestricted grant income: secured funding for 2025-2026

We have secured unrestricted grant funding of £432,000 for 2026, £327,000 for 2027, £285,000 for 2028.

2026 is the second year of our four-year grant commitment from Oak Foundation providing us with £237,000 for 2026, £247,000 for 2027 and £205,000 for 2028. We are incredibly grateful for their continued support and confidence in our work to protect children from harm. This funding provides much needed support across all our activities including frontline delivery, media and communications, research and advocacy, as well as organisational development.

The prevention of child sexual abuse remains a focus for Indigo Trust and we are very appreciative of their commitment of £300,000 for the next 3 years, with £140,000 for 2026, and £80,000 in both 2027 and 2028.

An anonymous donor renewed their three-year grant in 2024, and we will receive year three funding of £25,000 in 2026.

We were particularly pleased to receive an award of £30,000 from The Dulverton Trust having been nominated for a valedictory grant from their previous director.

Restricted grant income: secured funding for 2025-2026

At the end of March 2025, we held £1,374,611 of restricted grant funding to support our activities. Refer to note 19 for the full details. In addition to this, we have £2,107,051 secured for 2026 and £87,296 for 2027.

Home Office funding is confirmed of £1,286,727 for 2026 made up of £170,000 for the online child sexual abuse deterrence campaign, £100,000 for Shore, our website and chat service for young people, and £1,016,727 for our Stop It Now helpline – of which £216,727 is the contribution from the Ministry of Justice.

The Northumbria Police and Crime Commissioner have committed £5,000 for a third year in support of the helpline.

The Welsh Government's support for our early intervention project and the Keeping Children Safe project has been extended for a sixth year with a total of £191,764. In addition, Conwy Borough Council has awarded us a further grant of £7,500 for the year ahead.

Our advocacy work in 2026 will be supported by £40,000 from John Ellerman Foundation, being year three of a three-year commitment.

A two-year grant from The Emmanuel Kaye Foundation goes into its second year in 2026 with funding of £50,000 to support the Inform courses and a project worker who works across our Family and Friends Forum, Inform, Inform Plus and Engage Plus.

The 29th May Charitable Trust awarded us a three-year grant in 2025 and £6,000 is expected for 2026 and the final £6,000 for 2027.

The balance of year one funding from the Fidelity UK Foundation of £40,318 is due as soon as the data scientist post is filled. Year two of the three-year grant funding amounts to £109,443 and is expected before the end of 2026, and a further £81,296 is committed for 2027 to support the post of the director of research and impact as well as a data scientist.

Paul Hamlyn Foundation has agreed to support us with a two-year grant of £100,000 split evenly between 2026 and 2027 to develop a youth engagement and advocacy programme.

The Scottish Government has committed funding for 2026 as follows: £114,000 to support LFF Scotland core costs and other activities, £151,668 for the Inform Plus and Breaking the Links programmes and £19,950 for prevention activities.

RS Macdonald's grant for work in schools is now in its third and final year with £15,000 awarded for 2026. This is match funded by the City of Edinburgh Council.

Baillie Gifford funding of £25,000 is secured for partnership work in Scotland in 2026, being year two of a three-year grant with the final £25,000 due in 2027.

Fundraising plans

Including the carry forward from 2025 of £1,374,611, we have secured a total of £3,946,480 in restricted and unrestricted grant funding for 2026. However not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2027.

We look forward to the impact of our expanded fundraising team who are tasked with diversifying our income and building our unrestricted income from donations, legacies and fundraising events as well as expanding our grant funding and corporate support.

Priorities

The helpline benefits from substantial government support but keeping up with inflation and plans for future growth are dependent on fundraising campaign work in 2026.

The multiyear funding from the Welsh Government comes to an end in March 2026 and securing new funding is vital to ensure continuity of service provision in Wales.

While we continue to urge the DfE to recognise the needs for specialist support on tackling harmful sexual behaviour in schools, we need to secure other funding to maintain the momentum achieved through our KPMG Foundation funded project that started in 2022, as this funding will be fully utilised mid-way through 2026.

Scotland funding pressures continue, exacerbated by an office move in June 2025, service demand outstripping current staffing level and staff changes in the Scotland post that supports their fundraising. There is much work to be done here to ensure we can not only maintain but grow our service delivery.

Reserves

Over the last five years we have increased our reserves by £1.6 million, increasing from £1,157,626 on 1st April 2020 to £2,747,595 by 31st March 2025.

Unrestricted reserves are up by £874,415 (175%) which is attributable to the surpluses achieved over the five-year period and restricted reserves are up £715,554 (109%). Whilst the year-on-year increase in the restricted fund balance at 31 March can simply reflect the timing of when grants are signed and paid to us, this sustained growth since 2020 in our restricted reserves also reflects our success in securing new grant funders and our ability to retain their support over the long-term.

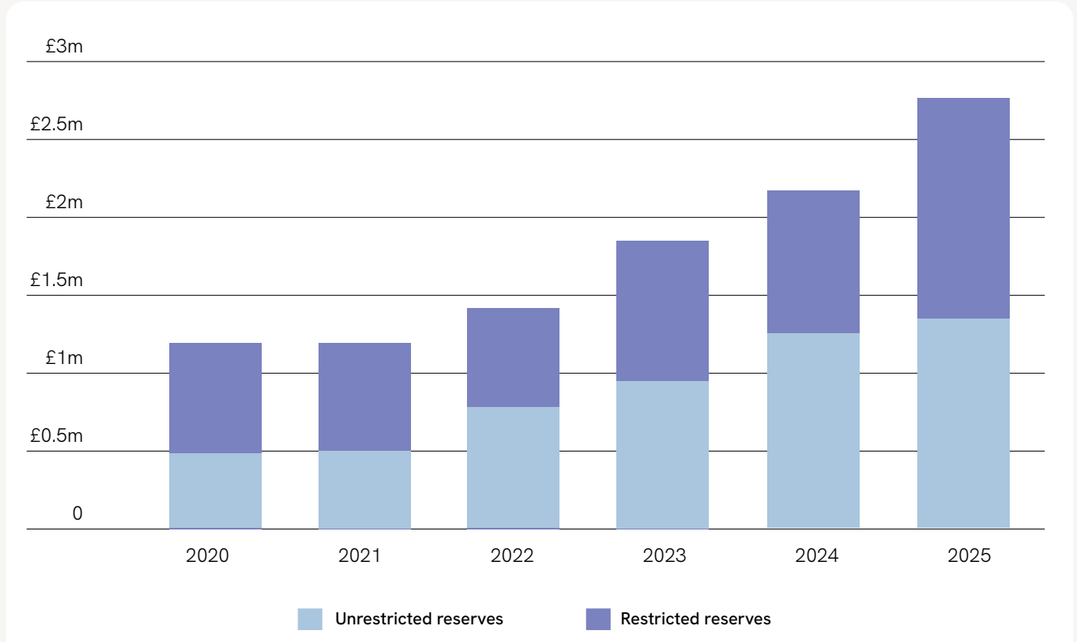
Restricted reserves

Restricted reserves at the end of March 2025 totalled £1,374,611, up 43% on the prior year (2024: £960,161).

The increase of £414,450 is partly attributable to three new grants received late in the year and therefore only a small portion had been spent by the year end. We are holding £99,409 of funding from the Home Office to develop our Shore follow-on service, £82,918 of year one of the grant for our director of research and impact post from the Fidelity UK Foundation and £72,946 of funding for the helpline evaluation funded by Oak Foundation through John Hopkins University. In addition, the full three years of funding from Nominet for the Intercept project has been paid to us increasing the balance held by £148,617 from £470,488 in March 2024 up to £619,105 at the end of March 2025.

This level of restricted grant funding secured for the year ahead enables us to budget and plan more confidently, though it will be difficult to sustain at quite this level once the spending of year 2 and 3 Nominet funding is underway in 2026 and 2027. It will take a substantial new project and grant funding to replace the Nominet levels in reserve at the year end.

Growth in reserves 2020-2025



Unrestricted reserves

Our surplus of £157,366 for the year increased our unrestricted reserves to £1,372,984 (2024: 1,215,648).

Designated reserves

Included in the unrestricted reserves are designated reserves totalling £112,195 (2024: £116,584).

On an annual basis, the net book value of LFF's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2025, this amounted to £30,782 (2024: £43,084).

The trustees have also set aside £81,413 for the following commitments and planned expenditure in 2026.

- £39,113 to complete the first year of the new policy officer post
- £8,000 to fund a cyber security review
- £15,000 to invest in a new fundraising database
- £10,800 for the Windows 11 upgrade
- £8,500 for a practitioner team development event

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three-to-six months of total expenditure (excluding gifts in kind). This equates to £1,124,952 to £2,249,904 in monetary terms (2024: £1,096,527 to £2,193,054).

This reserves policy results from the trustees' review of risk in light of the following issues.

- **Working capital required for growth**
  Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
  Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
  We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The price rises and additional pressures on local authority budgets**
  Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of the timing of renewal**
  It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. The final signing off of government grant paperwork can also take months and political uncertainty can result in delays of six months plus.
- **Grant payment cash flow**
  We have to be able to fund the costs of grant-funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

There can also be a significant time lag between grant-funded projects starting and the payments being finalised and received, so we need to be able to fund our work in the interim period.

Consideration of the adequacy of current reserve levels

At the end of March 2025, we achieved unrestricted, undesignated, free reserves of £1,260,689 equivalent to 3.36 months expenditure and ahead of the minimum three months' target by £135,737. (2023: £1,098,964 – 3.01 months - ahead of target by £2,437).

Whilst we are pleased to be within the target range, the trustees are mindful that with organisational growth the target increases as expenditure increases. Therefore, the financial objective to make surpluses and build reserves remains until such time as our free reserves sit more comfortably within the range of three to six months.

The budget for 2026 expects expenditure of £5,250,070 excluding gifts in kind, and we plan to make a surplus of £100,000. This will keep us within the target range but reserves measured in months expenditure cover drop back to 3.18 months.

Going concern

The trustees have reviewed LFF's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future, therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the senior leadership team and the trustee board, with mitigation steps put in place and monitored on an ongoing basis.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the Governance, Finance, Operations and Risk committee.

Related party transactions

There were several related party transactions in the year ended 31 March 2025 (2024: several). Details are set out in note 24 to the financial statements.

Statement of trustees' responsibilities

The trustees (who are also directors of The Lucy Faithfull Foundation for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards).

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 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 Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards 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 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, 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. 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. Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make them self-aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The trustees' report was approved by the board of trustees on 19 September 2025 and signed on its behalf by:

Jane Leach BSc FCA
Chair

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources 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 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and the environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 155, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at:
www.frc.org.uk/auditorsresponsibilities
This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud Irregularities, including fraud, are instances of noncompliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) (2019). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be with the completeness and timing of grant income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Governance, Finance, Operations & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, Scottish Charity Regulator, designing audit procedures over the completeness and timing of grant income, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

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, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 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 charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Helen Blundell LLB FCA FCIE DChA
Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor
Black Country House, Rounds Green Road,
Oldbury, B69 2DG

[Date] 14 November 2025

Financial review

Statement of financial activities

for the year ended 31 March 2025

		Unrestricted Funds 2025 £	Restricted Funds 2025 £	**Total Funds 2025 £**	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £
Income from:							
Donations and legacies	2	241,888	-	**241,888**	230,439	-	**230,439**
Charitable activities	5	2,027,523	2,840,661	**4,868,184**	2,098,579	2,460,909	**4,559,488**
Investments	3	59,111	-	**59,111**	37,792	-	**37,792**
Total Income		**2,328,522**	**2,840,661**	**5,169,183**	**2,366,810**	**2,460,909**	**4,827,719**
Expenditure on:							
Raising funds	4	138,924	-	**138,924**	120,102*	-	**120,102**
Charitable activities	6	2,032,262	2,426,211	**4,458,473**	1,986,511*	2,361,029	**4,347,540**
Total Expenditure		**2,171,186**	**2,426,211**	**4,597,397**	**2,106,613**	**2,361,029**	**4,467,642**
Net income (expenditure) and movement in funds		**157,336**	**414,450**	**571,786**	**260,197**	**99,880**	**360,077**
Reconciliation of funds							
Total funds brought forward		**1,215,648**	**960,161**	**2,175,809**	**955,451**	**860,281**	**1,815,732**
Total funds carried forward	18, 19	**1,372,984**	**1,374,611**	**2,747,595**	**1,215,648**	**960,161**	**2,175,809**

*2024 comparatives have been restated to reflect the change in overhead allocations implemented in 2025. Refer Note 1g) in accounting policies.

The notes on pages 163 to 182 form part of these financial statements.

Financial review

Balance sheet

as at 31 March 2025
Registered number: 02729957

	Note	**2025 £**	2024 £
Fixed assets			
Intangible assets	11	**23,993**	**33,591**
Tangible assets	12	**6,789**	**9,493**
Investments	13	**100**	**100**
		30,882	**43,184**
Current assets			
Debtors	15	**673,127**	**551,438**
Cash at bank and in hand		**2,592,108**	**2,087,969**
		3,265,235	**2,639,407**
Creditors			
Amounts falling due within one year	16	**(548,522)**	**(506,782)**
Net current assets		**2,716,683**	**2,132,625**
Net assets		**2,747,595**	**2,175,809**
Funds			
Unrestricted funds	18	**1,372,984**	**1,215,648**
Restricted funds	19	**1,374,611**	**960,161**
Total funds	**18, 19**	**2,747,595**	**2,175,809**

The notes on pages 163 to 182 form part of these financial statements.

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 19th September 2025 and signed on their behalf by:

Jane Leach BSc FCA
Chair

Financial review

Statement of cash flows

for the year ended 31 March 2025

	Note	2025 £	2024 £
Cash flows from operating activities			
Net cash provided by operating activities	25	**446,330**	**276,316**
Cash flows from investing activities			
Interest received	3	**59,111**	**37,792**
Purchase of tangible fixed assets	12	**(1,302)**	**(9,707)**
Net cash used in investing activities		**57,809**	**28,085**
Change in cash and cash equivalents in the reporting period		**504,139**	**304,401**
Cash and cash equivalents at the beginning of the reporting period		**2,087,969**	**1,783,568**
Cash and cash equivalents at the end of the reporting period		**2,592,108**	**2,087,969**

The notes on pages 163 to 182 form part of these financial statements.

Financial review

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland 2019, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally.

The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore, the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning are sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis. The cash balance at the yearend was £2,592,108 (2024: £2,087,969) of which £1,429,256 was unrestricted (2024: £1,222,931 unrestricted).

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, and although we expect it to be very challenging to achieve the full budgeted surplus of £100,000 for 2026, we are confident that we will get to a surplus position.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors. Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Donations are recognised on a receipt basis.

Legacies are recognised at the earlier of estate accounts or receipt.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accrual basis.

(g) Expenditure

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Restatement of expenditure comparatives
In 2025, we have made a change to the allocation of unrecoverable overheads so that all the charity's activities bear a fair and proportionate amount of the cost. Previously assessments and intervention and training and consultancy carried these costs. The change affects note 4, 6 and 7 and comparatives have been restated to reflect the new allocation policy.

Dilapidation provision – the Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company. Redundancy and termination payments are made in line with the terms of settlement agreements and accrued at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the Charity value of donated services as gifts in kind (refer to note 2) and records expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the Charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary assets (in excess of £10,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films 33.33% straight line
Business system implementation 20% straight line

Amortisation is included in charitable activities expenditure.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment 33.33% straight line
Furniture and fittings 20% straight line
Office refurbishment 25% straight line

The Charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the yearend. Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year for future events post-year-end where the terms and conditions imposed on this income have not been met.

Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

(p) Taxation

The company is a registered Charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

(q) Volunteers

Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We had twelve Circles volunteers and benefited from the support of another seven volunteers, and students who supplement our staffing resource with specialist clinical skills or administrative support.

(r) Pensions

With effect from May 2014, the Charity automatically enrols all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities.

The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

(s) Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Grant income recognition - The grant income is recognised at the point when the charity has full entitlement to the income and for multi-year grants, has met any performance delivery requirements.
- Project expenditure allocation – where there are alternative funds supporting expenditure the trustees make judgements about the most appropriate restricted funding source to utilise and opt to allocate against unrestricted funds on occasion so that restricted funding can be reserved for the next year.
- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	**Total Funds 2025 £**	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £
Donations	110,572	-	**110,572**	110,697	-	**110,697**
Gifts in kind	97,588	-	**97,588**	81,538	-	**81,538**
Service users' donations	4,151	-	**4,151**	1,530	-	**1,530**
Fundraising events	27,577	-	**27,577**	13,513	-	**13,513**
Legacy income	2,000	-	**2,000**	23,161	-	**23,161**
Total income from donations and legacies	**241,888**	**-**	**241,888**	**230,439**	**-**	**230,439**

Gifts in kind includes the value of Google, Snapchat, Meta, and Microsoft advertising, which was £97,588 (2024: £80,038.) The balance of £1,500 in 2024 is the value of training marketing consultancy provided pro bono by Felicia Willows.

3. Income from investments

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	**Total Funds 2025 £**	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £
Bank interest from monies on deposit	**59,111**	**-**	**59,111**	**37,792**	**-**	**37,792**

4. Expenditure on raising funds

	Staff costs 2025 £	Support costs 2025 £	**Total Costs 2025 £**	Staff costs 2024 £	Support costs 2024 £	Total Costs 2024 £
Fundraising costs	**115,576**	**23,348**	**138,924**	**101,086***	**19,016***	**120,102***

2024 comparatives have been restated to reflect the change in overhead allocations implemented in 2025. Refer Note 1g) in accounting policies.

5. Income from charitable activities

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	**Total Funds 2025 £**	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £
Government funding for:						
Stop It Now helpline	-	1,030,463	**1,030,463**	-	886,727	**886,727**
Young people services including Inform	-	204,464	**204,464**	-	107,500	**107,500**
Tackling online child sexual abuse	-	1,800	**1,800**		7,500	**7,500**
Online CSA deterrence campaign	-	170,000	**170,000**	-	170,000	**170,000**
LFF Scotland	-	270,138	**270,138**	-	244,950	**244,950**
LFF Wales	-	199,265	**199,265**	-	199,265	**199,265**
	-	**1,876,130**	**1,876,130**	**-**	**1,615,942**	**1,615,94**
Charitable trust grant funding for:						
Stop It Now helpline	22,587	-	**22,587**	65,160	-	**65,160**
Tackling online child sexual abuse	5,000	132,669	**137,669**	30,803	75,891	**106,694**
Young people services including Inform	45,374	89,189	**134,563**	68,252	172,109	**240,361**
Advocacy and communications	266,997	356,239	**623,236**	126,901	340,000	**466,901**
LFF Scotland	28,000	148,836	**176,836**	42,998	160,000	**202,998**
LFF Wales	602	-	**602**	-	-	**-**
Research and evaluation	63,420	237,850	**301,270**	71,430	86,548	**157,978**
Circles	25,619	(252)	**25,367**	26,634	10,419	**37,053**
Strategic development & core activities	84,401	-	**84,401**	22,822	-	**22,822**
	542,000	**964,531**	**1,506,531**	**455,000**	**844,967**	**1,299,967**
Other income generated from:						
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	1,030,404	-	**1,030,404**	1,158,746	-	**1,158,746**
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	207,762	-	**207,762**	182,049	-	**182,049**
Training and consultancy activities for local authorities, statutory agencies and other organisations	224,105	-	**224,105**	240,841	-	**240,841**
University contributions to Research	3,972	-	**3,972**	11,237	-	**11,237**
Circles Contract	19,280	-	**19,280**	50,706	-	**50,706**
	1,485,523	**-**	**1,485,523**	**1,643,579**	**-**	**1,643,579**
Total income from charitable activities	**2,027,523**	**2,840,661**	**4,868,164**	**2,098,579**	**2,460,909**	**4,559,488**

Financial review

6. Expenditure on charitable activities 2025

	Unrestricted expenditure 2025			Restricted expenditure 2025			Total expenditure 2025		
	Staff costs £	Other costs £	**Total Costs £**	Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
Stop It Now helpline	96,739	32,166	**128,905**	859,714	170,749	**1,030,463**	**956,453**	**202,915**	**1,159,368**
Assessments and interventions	709,228	103,020	**812,248**	-	-	**-**	**709,228**	**103,020**	**812,248**
Tackling online child sexual abuse	167,928	43,412	**211,340**	75,847	11,812	**87,659**	**243,775**	**55,224**	**298,999**
Working with young people and families	55,934	19,332	**75,266**	191,020	56,942	**247,962**	**246,954**	**76,274**	**323,228**
Advocacy and communications	233,263	180,385	**413,648**	227,597	104,849	**332,446**	**460,860**	**285,234**	**746,094**
LFF Scotland	75,916	21,435	**97,351**	346,013	72,881	**418,894**	**421,929**	**94,316**	**516,245**
LFF Wales	12,281	4,825	**17,106**	170,894	28,371	**199,265**	**183,175**	**33,196**	**216,371**
Training and consultancy	111,026	35,397	**146,423**	-	-	**-**	**111,026**	**35,397**	**146,423**
Research and evaluation work	65,047	16,435	**81,482**	87,873	21,482	**109,355**	**152,920**	**37,917**	**190,837**
Circles of support & accountability	35,159	13,334	**48,493**	121	46	**167**	**35,280**	**13,380**	**48,660**
	1,562,521	**469,741**	**2,032,262**	**1,959,079**	**467,132**	**2,426,211**	**3,521,600**	**936,873**	**4,458,473**

6. Expenditure on charitable activities 2024

	Unrestricted expenditure 2024			Restricted expenditure 2024			Total expenditure 2024		
	Staff costs £	Other costs £	**Total Costs £**	Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
Stop It Now helpline	89,132	26,039	**115,171**	804,434	166,988	**971,422**	**893,566**	**193,027**	**1,086,593**
Assessments and interventions	737,168	103,330	**840,498**	-	-	**-**	**737,168**	**103,330**	**840,49**
Tackling online child sexual abuse	174,313	39,667	**213,980**	67,698	12,991	**80,689**	**242,011**	**52,658**	**294,669**
Working with young people and families	67,639	16,031	**83,670**	180,530	72,328	**252,858**	**248,169**	**88,359**	**336,528**
Advocacy and communications	187,901	144,395	**332,296**	237,946	105,999	**343,945**	**425,847**	**250,394**	**676,241**
LFF Scotland	67,259	16,371	**83,630**	347,982	65,117	**413,099**	**415,241**	**81,488**	**496,729**
LFF Wales	5,965	2,700	**8,665**	162,974	36,291	**199,265**	**168,939**	**38,991**	**207,930**
Training and consultancy	96,688	39,527	**136,215**	-	-	**-**	**96,688**	**39,527**	**136,215**
Research and evaluation work	73,779	17,467	**91,246**	66,055	23,696	**89,751**	**139,834**	**41,163**	**180,997**
Circles of support & accountability	59,965	21,175	**81,140**	7,415	2,585	**10,000**	**67,380**	**23,760**	**91,140**
	1,559,809	**426,702**	**1,986,511**	**1,875,034**	**485,995**	**2,361,029**	**3,434,843**	**912,697**	**4,347,540**

2024 comparatives have been restated to reflect the change in overhead allocations implemented in 2025. Refer Note 1g) in accounting policies.

7. Support costs 2025

	Finance 2025 £	IT 2025 £	HR 2025 £	**Total 2025 £**
Stop It Now helpline	65,101	29,174	36,954	**131,229**
Assessments & intervention	45,610	20,439	25,890	**91,939**
Tackling online child sexual abuse	16,789	7,524	9,530	**33,843**
Working with young people and families	18,150	8,134	10,303	**36,587**
Advocacy and communications	47,343	21,216	26,873	**95,432**
LFF Scotland	28,988	12,990	16,455	**58,433**
LFF Wales	12,150	5,445	6,896	**24,491**
Training & consultancy	8,222	3,684	4,667	**16,573**
Research and evaluation work	10,716	4,802	6,083	**21,601**
Circles of support and accountability	2,732	1,224	1,551	**5,507**
Fundraising	7,801	3,496	4,428	**15,725**
	263,602	**118,128**	**149,630**	**531,360**

7. Support costs 2024*

	Finance 2024 £	IT 2024 £	HR 2024 £	**Total 2024 £**
Stop It Now helpline	43,648	17,807	14,154	**75,609**
Assessments & intervention	92,574	37,767	30,020	**160,361**
Tackling online child sexual abuse	11,064	4,514	3,587	**19,165**
Working with young people and families	12,635	5,155	4,098	**21,888**
Advocacy and communications	50,092	20,436	16,244	**86,772**
LFF Scotland	18,651	7,609	6,047	**32,307**
LFF Wales	7,803	3,183	2,531	**13,517**
Training & consultancy	18,891	7,707	6,127	**32,725**
Research and evaluation work	6,796	2,772	2,204	**11,772**
Circles of support and accountability	3,422	1,396	1,110	**5,928**
Fundraising	4,509	1,840	1,462	**7,811**
	270,085	**110,186**	**87,584**	**467,855**

2024 comparatives have been restated to reflect the change in overhead allocations implemented in 2025. Refer Note 1g) in accounting policies.

8. Net income is stated after charging

	Staff costs £	Support costs £	**2025 total £**	2024 total £
Governance costs:				
Auditor's remuneration for:				
for the audit of the annual financial statements	-	25,178	**25,178**	**22,883**
VAT advisory services	-	1,184	**1,184**	**-**
Trustees' training & DBS checks	-	2,400	**2,400**	**500**
Trustees' meetings	-	4,402	**4,402**	**1,289**
Governance Review	-	4,950	**4,950**	**-**
Company secretarial	6,537	102	**6,649**	**6,732**
Apportionment of management time	29,293	2,405	**31,698**	**31,943**
	35,830	**40,621**	**76,451**	**63,347**
Depreciation and amortisation charges			**13,604**	**11,877**
Operating lease payments			**111,270**	**117,613**

9. Staff

	2025 full time equivalent no.	2024 full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	**88**	83
Governance	**1**	1
Total staff	**89**	**84**

The average headcount for 2025 is 135 (2024: 138).

	2025 £	2024 £
Staff costs for the group comprised:		
Wages and salaries	**3,246,379**	**3,178,256**
Social security costs	**305,292**	**279,482**
Healthcare	**12,579**	**10,702**
Levy	**2,181**	-
Pension costs	**70,745**	**67,489**
Total staff costs	**3,637,176**	**3,535,929**

In 2025, one employee earned between £80,000 and £90,000 and three employees earned between £60,000 and £70,000 (2024: one employee earned between £70,000 and £80,000 and two employees earned between £60,000 and £70,000).

The total employee benefits of the key management personnel of the Charity were £515,670 (2024: £424,065).

There were no ex gratia costs in the year (2024: £11,075 ex gratia costs relating to two staff).

10. Trustees

There was £376 of reimbursed expenses to two trustees in the year (2024: £332 reimbursed to four trustees). No trustees received remuneration during either accounting period.

11. Intangible fixed assets

	Business system implementation £	Internally developed website and films £	Total intangible assets £
At 1 April 2024	47,987	269,340	**317,327**
At 31 March 2025	**47,987**	**269,340**	**317,327**
Amortisation			
At 1st April 2024	14,396	269,340	**283,736**
Charge for the year	9,598	-	**9,598**
At 31 March 2025	**23,994**	**269,340**	**293,334**
Net book value			
At 31 March 2024	33,591	-	**33,591**
At 31 March 2025	**23,993**	**-**	**23,993**

12. Tangible fixed assets

	Computer and equipment £	Furniture and fittings £	**Total £**
At 1 April 2024	92,156	58,044	**150,200**
Additions	1,302	-	**1,302**
At 31 March 2025	**93,458**	**58,044**	**151,502**
Depreciation			
At 1 April 2024	82,663	58,044	**140,707**
Charge for the year	4,006	-	**4,006**
At 31 March 2025	**86,669**	**58,044**	**144,713**
Net book values			
At 31 March 2024	9,493	-	**9,493**
At 31 March 2025	**6,789**	**-**	**6,789**

13. Investments

	2025 total £	2024 total £
Unlisted investment in dormant subsidiaries	**100**	**100**
Total	**100**	**100**

The charity holds unlisted investments at a net book value of £100 (original cost of £100) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Proncipal activity	Class of shares	% of share capital held
Stop It Now UK & Ireland Limited: Company No: 4197678	England	Dormant	Ordinary £1	100%
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant	Ordinary £1	100%

14. Taxation

The company is a registered charity, and as such, is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2025 £	2024 £
Trade debtors	**267,401**	**261,166**
Prepayments	**78,470**	**87,323**
Accrued income from charitable activities	**35,497**	**52,826**
Accrued grants income	**291,759**	**150,123**
Total	**673,127**	**551,438**

16. Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	**153,454**	**117,751**
Amount due to group undertakings	**100**	**100**
Taxation and social security	**93,262**	**103,510**
Accruals	**150,500**	**190,665**
Deferred income	**151,206**	**94,756**
	548,522	**506,782**
Deferred income is made up as follows:		
Deferred income at 1 April 2024	**94,756**	**71,476**
Resources deferred in the year	**142,512**	**94,756**
Amounts released from previous years	**(86,062)**	**(71,476)**
Deferred income as at 31 March 2025	**151,206**	**94,756**

As on 31 March 2025, the Charity was holding funds received in advance for work that will be undertaken in the year ended 31 March 2026.

17. Financial instruments

Assets that are debt instuments measured amortised cost	2025 £	2024 £
Trade debtors	**267,401**	**261,166**
Accrued income from charitable activities	**35,497**	**52,826**
Accrued grant income	**291,759**	**150,123**
Cash at bank and in hand	**2,592,108**	**2,087,969**
	3,227,083	**2,552,084**

The impairment to trade debtors during the year was £7,741 (2024: £10,584).

18. Funds 2025

	1 April 2024 £	Income £	Expenditure/ funds released £	31 March 2025 £
Unrestricted				
General funds	**1,098,964**	1,713,807	1,552,082	**1,260,689**
Funds held in Investments	**100**	-	-	**100**
Charitable trust grants				
Oak Foundation	**-**	242,000	242,000	**-**
The Samworth Foundation	**-**	25,000	25,000	**-**
The Indigo Trust	**-**	250,000	250,000	**-**
Anonymous donor	**-**	25,000	25,000	**-**
Designated funds				
Special projects in 2026				
Policy officer	**-**	39,113	-	**39,113**
Cyber security review	**-**	8,000	-	**8,000**
Windows 11 upgrade	**-**	10,800	-	**10,800**
Fundraising database	**10,000**	5,000	-	**15,000**
Practitioner team development event	**8,500**	8,500	8,500	**8,500**
Digital investment to increase reach	**30,000**	-	30,000	**-**
Funds for advocacy assets e.g. materials and animations to simplify and explain the public health approach to prevention	**20,000**	-	20,000	**-**
Conference with NWG Network	**5,000**	-	5,000	**-**
Future years depreciation				
New business system	**33,591**	-	9,598	**23,993**
Scotland alarm system	**1,404**	-	481	**923**
Server	**8,089**	1,302	3,525	**5,866**
Total unrestricted funds	**1,215,648**	**2,328,522**	**2,171,186**	**1,372,984**
Total restricted funds (refer Note 19)	**960,161**	**2,840,661**	**2,426,211**	**1,374,611**
Total funds	**2,175,809**	**5,169,183**	**4,597,397**	**2,747,595**

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds, and the trustees have specifically set aside £81,413 in 2026 to cover specific project expenditure (2025: £73,500), and a further £30,782 (2024: £43,084) to cover the cost of future years' depreciation charges on fixed assets.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objectives of the Charity. A breakdown of these is included in Note 19.

18. Funds 2024

	1 April 2023 £	Income £	Expenditure/ funds released £	**31 March 2024 £**
Unrestricted				
General funds	**870,097**	1,853,226	1,624,359	**1,098,964**
Funds held in Investments	**100**			**100**
Charitable trust grants				
Oak Foundation	**-**	125,000	125,000	**-**
The Samworth Foundation	**-**	55,000	55,000	**-**
The Indigo Trust	**-**	250,000	250,000	**-**
Anonymous donor	**-**	25,000	25,000	**-**
Designated funds				
Special projects in 2024				
Digital investment to increase reach	**40,000**	5,377	15,377	**30,000**
Funds for advocacy assets e.g. materials and animations to simplify and explain the public health approach to prevention	**-**	20,000	-	**20,000**
Fundraising database	**-**	10,000	-	**10,000**
Conference with NWG Network	**-**	5,000	-	**5,000**
Staff CFT training commitment	**-**	8,500	-	**8,500**
Future years depreciation				
Office changes Epsom & Birch House	**181**	-	181	**-**
New business system	**43,188**	-	9,597	**33,591**
Scotland alarm system	**1,885**	-	481	**1,404**
Server	**-**	9,707	1,618	**8,089**
Total unrestricted funds	**955,451**	**2,366,810**	**2,106,613**	**1,215,648**
Total restricted funds (refer Note 19)	**860,281**	**2,460,909**	**2,361,029**	**960,161**
Total funds	**1,815,732**	**4,827,719**	**4,467,642**	**2,175,809**

19. Restricted Funds 2025

	1 April 2024 £	Incoming resources £	Resources expended £	**31 March 2025 £**
Government Funding				
Ministry of Justice				
for Stop It Now helpline - MOJ	-	216,727	216,727	-
Home Office				
for Stop It Now helpline	-	800,000	800,000	-
for IIOC Deterrence Campaign	**10,000**	170,000	140,590	**39,410**
for Shore - Young people website	-	100,000	100,000	-
for Shore - follow on service	-	100,000	591	**99,409**
NHS				
for tackling child sexual exploitation - NHS	**144**	-	144	-
The Scottish Government				
for LFF Scotland activities	**3,300**	260,784	260,784	**3,300**
City of Edinburgh				
for LFF Scotland schools' activities	**5,646**	9,354	15,000	-
The Welsh Government				
for LFF Wales early intervention	-	97,153	97,153	-
for LFF Wales primary prevention	-	94,612	94,612	-
Conwy County Borough Council				
for LFF Wales Parent Protect	-	7,500	7,500	-
Office of the Police and Crime Commissioner for Surrey				
for Inform Plus, Engage Plus and Inform for young people	**17,841**	15,000	13,928	**18,913**
Office of the Police and Crime Commissioner for Northumbria				
for Stop it Now helpline	-	5,000	5,000	-
Total Government funds	**36,931**	**1,876,130**	**1,752,029**	**161,032**
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus and Inform Young People	**45,000**	45,000	45,000	**45,000**
for head of research & evaluation	**95,415**	50,000	56,383	**89,032**
Nominet UK				
for online CSA warning messaging	**470,488**	300,000	151,383	**619,105**
EU (Protech)				
for monitoring offenders' IT devices	**49,624**	-	21,481	**28,143**
Oak Foundation				
for helpline evaluation work with Prevention Global	**-**	84,525	11,579	**72,946**
World Childhood Foundation				
for research	**-**	4,382	4,382	-
John Ellerman Foundation				
for advocacy	20,000	40,000	30,000	**30,000**

19. Restricted Funds 2025 (cont.)

	1 April 2024 £	Incoming resources £	Resources expended £	**31 March 2025 £**
Circles UK				
for COSA delivery	**419**	(252)	167	**-**
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	**-**	100,000	38,000	**62,000**
Garfield Weston				
for Inform Young People	**-**	15,000	-	**15,000**
Henry Oldfield Trust				
for Inform Young People	**10,000**	-	10,000	**-**
Austin Hope & Pilkington				
for Inform Young People	**5,000**	-	5,000	**-**
Paul Hamlyn Foundation				
for Inform Young People partner training	**34,652**	-	25,953	**8,699**
29th May 1961 Charitable Trust				
for young people online resources	**-**	6,000	-	**6,000**
Spring Impact				
for young people services	**-**	5,858	4,697	**1,161**
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, and Engage Plus	**4,726**	50,000	48,562	**6,164**
Indigo Foundation				
for collaborative policy work	**-**	16,239	10,329	**5,910**
KPMG Foundation				
for work in Schools	**99,166**	-	52,626	**46,540**
The Fidelity UK Foundation				
for Evaluation and Impact Directors & team roles	**-**	98,943	15,530	**83,413**
Anonymous Trust				
for LFF Scotland prevention activity	**-**	55,000	38,462	**16,538**
Changing Ideas				
for LFF Scotland prevention activity	**-**	16,836	3,311	**13,525**
The R S Macdonald Charitable Trust				
for LFF Scotland Schools' activities	**5,646**	15,000	16,337	**4,309**
Anonymous Trust				
for LFF Scotland prevention activity	**5,000**	15,000	20,000	-
Baillie Gifford & Co				
for LFF Scotland fundraiser	**43,094**	25,000	30,000	**38,094**
AB Charitable Trust				
for LFF Scotland prevention activity	**22,000**	22,000	22,000	**22,000**
The Volant Charitable Trust				
for LFF Scotland prevention activity	**10,000**	-	10,000	**-**
Souter Charitable Trust				
for LFF Scotland prevention activity	**3,000**	-	3,000	**-**
Total Charitable Trust funds	**923,230**	**964,531**	**674,182**	**1,213,579**
Total Restricted Funds	**960,161**	**2,840,661**	**2,426,211**	**1,374,611**

19. Restricted Funds 2024

	1 April 2023 £	Incoming resources £	Resources expended £	**31 March 2024 £**
Government Funding				
Ministry of Justice				
for Stop It Now helpline - MOJ	**-**	216,727	216,727	**-**
Home Office				
for Stop It Now helpline	**-**	660,000	660,000	**-**
for IIOC Deterrence Campaign	**28,956**	170,000	188,956	**10,000**
for Shore website	**-**	100,000	100,000	**-**
NHS				
for tackling child sexual exploitation - NHS	**4,899**	-	4,755	**144**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	**11,349**	-	11,349	**-**
The Scottish Government				
for LFF Scotland activities	**10,550**	224,950	232,200	**3,300**
City of Edinburgh Council				
for LFF Scotland schools' activities	**-**	20,000	14,354	**5,646**
The Welsh Government				
for LFF Wales early intervention	**-**	97,153	97,153	**-**
for LFF Wales primary prevention	**-**	94,612	94,612	**-**
Conwy County Borough Council				
for LFF Wales Parent Protect	**-**	7,500	7,500	**-**
Office of the Police and Crime Commissioner for Surrey				
for Inform Plus, Engage Plus and Inform for young people	**15,000**	15,000	12,159	**17,841**
Office of the Police and Crime Commissioner for Northumbria				
for Stop It Now helpline	**-**	5,000	5,000	**-**
Office of the Police and Crime Commissioner for North Wales				
for Stop It Now helpline	**-**	2,500	2,500	**-**
Warwickshire Police Community Fund				
for Stop It Now helpline	**-**	2,500	2,500	**-**
Total Government funds	**70,754**	**1,615,942**	**1,649,765**	**36,931**
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus and Inform Young People	**45,000**	-	-	**45,000**
for International activity	**3,462**	-	3,462	**0**
for head of research & evaluation	**68,887**	87,623	61,095	**95,415**
Nominet UK				
for online CSA warning messaging	**300,722**	300,000	130,234	**470,488**
EU (Protech)				
for monitoring offenders' IT devices	**67,945**	-	18,321	**49,624**
Oak Foundation				
for helpline evaluation work (with Seto & Letourneau)	**2,948**	(1,075)	1,873	**-**

19. Restricted Funds 2024 (cont.)

	1 April 2023 £	Incoming resources £	Resources expended £	**31 March 2024 £**
John Ellerman Foundation				
for Advocacy	**-**	40,000	20,000	**20,000**
Circles UK				
for COSA implementation	**-**	10,000	10,000	**-**
for COSA delivery	**-**	419	-	**419**
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus and Inform Young People	**-**	50,000	50,000	**-**
Shanly Foundation				
for Inform Young People	**2,000**	-	2,000	**-**
Henry Oldfield Trust				
for Inform Young People	**-**	10,000	-	**10,000**
Austin Hope & Pilkington Trust				
for Inform Young People	**-**	5,000	-	**5,000**
Paul Hamlyn Foundation				
for Inform Young People partner training	**19,522**	30,000	14,870	**34,652**
for cost of living rises	**-**	3,000	3,000	**-**
Charles Hayward Foundation				
for young people online resources	**10,350**	-	10,350	**-**
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, and Engage Plus	**4,684**	50,000	49,958	**4,726**
Global Partnership to End Violence Against Children				
for online deterrence Chatbot	**73,346**	-	73,346	**-**
KPMG Foundation				
for work in Schools	**90,376**	100,000	91,210	**99,166**
NOTA				
for R&D	**5,000**	-	5,000	**-**
Anonymous Trust				
for LFF Scotland prevention activity	**4,191**	55,000	59,191	**-**
The R S Macdonald Charitable Trust				
for LFF Scotland Schools' activities	**-**	20,000	14,354	**5,646**
Anonymous Trust				
for LFF Scotland prevention activity	**-**	15,000	10,000	**5,000**
Baillie Gifford & Co				
for LFF Scotland fundraiser	**43,094**	30,000	30,000	**43,094**
AB Charitable Trust				
for LFF Scotland prevention activity	**22,000**	22,000	22,000	**22,000**
The Robertson Trust				
for LFF Scotland prevention activity	**16,000**	-	16,000	**-**
The Volant Charitable Trust				
for LFF Scotland prevention activity	**10,000**	15,000	15,000	**10,000**
Souter Charitable Trust				
for LFF Scotland prevention activity	**-**	3,000	-	**3,000**
Total Charitable Trust funds	**789,527**	**844,967**	**711,264**	**923,230**
Total Restricted Funds	**860,281**	**2,460,909**	**2,361,029**	**960,161**

20. Analysis of net assets between funds for the year ended March 2025

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	30,882	1,342,102	**1,372,984**
Restricted funds	-	1,374,611	**1,374,611**
Total funds	**30,882**	**2,716,713**	**2,747,595**

20. Analysis of net assets between funds for the year ended March 2024

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	43,184	1,172,464	**1,215,648**
Restricted funds	-	960,161	**960,161**
Total funds	**43,184**	**2,132,625**	**2,175,809**

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 12 members at 31 March 2025 (2024: 15).

22. Commitments under operating leases

At 31 March 2025 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & buildings 2025 £	Land & buildings 2024 £
Not later than one year	**97,366**	**111,201**
One to five years	**235,163**	**331,697**
	332,529	**442,898**

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2024: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2024: £3,300).

23. Related party transactions

During the year we had the following related party transactions.

Donations were received that are associated with trustee David Lundholm: £500 from Legal and General as a result of a nomination from David, plus donations of £752 from David Lundholm himself (2024: we received £500 from Legal and General, £455 from David Lundholm's wife and a further £252 from David Lundholm himself).

A donation was received from trustee Martin Kersey for £250.

In the prior year we paid Mills & Reeve LLP for legal work costing £4,227 and we received a donation from Mills and Reeve LLP of £500. These are deemed to be related party transactions as Jill Mason, one of our trustees, is a partner of the firm.

We also paid NOTA £13,624 (2024: £7,078) for membership, conference attendance, training courses and recruitment advertising. NOTA is deemed to be a related party as Lynn Saunders, one of our trustees is Chair of the training committee at NOTA and Stuart Allardyce, Director of LFF Scotland has been Chair of NOTA since May 2023 and prior to that he held the post of Vice Chair.

24. Reconciliation of net income to net cash flow from operating activities

	Note	2025 £	2024 £
Net income/(loss) for the reporting period		**571,786**	**360,077**
Depreciation charges	8, 11, 12	**13,604**	**11,877**
Interest received	3	**(59,111)**	**(37,792)**
(Increase) in debtors	15	**(121,689)**	**(43,909)**
Increase (Decrease) in creditors	17	**41,740**	**(13,937)**
Net cash provided by operating activities		**446,330**	**276,316**

25. Analysis of changes in net debt

	1 April 2024 £	Cashflow £	31 March 2025 £
Cash at bank	**2,087,969**	504,139	**2,592,108**

Additional info

Officers and contacts

Life President
Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons
Mr Martin Brewer BA (Hons)
Mrs Hilary Eldridge
The Baroness Howarth of Breckland OBE
(deceased 23 March 2025)
Mr Richard Monk CMG, OBE, QPM
Mr E M Nock OBE BA (Jt Hons) Dip IPD
Ms Annie Shepperd OBE
Sir Richard Tilt
Mr John Trotter LLB (Hons)

Trustees
Mrs Jane Leach BSc FCA
Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych
Ms Joy Chamberlain FCA
Mr Martin Kersey BSc FCIPD
Dr Gopi Krishnan MRCPsych (resigned 16/04/2024)
Mr Fred Langford (appointed 08/12/2023)
Mr David Lundholm BA (Hons) MBA
Dr Michael Marett-Crosby MA DPhil
Mrs Jill Mason LLB (Hons)
Dr Paul Monks BA, MB. BChir, M.Sc. MRCPsych (resigned 06/12/2024)
Mr John O'Brien CBE
Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS (resigned 24/03/2025)
Ms Lynn Saunders OBE
Professor Alec Spencer BA (Hons) MA MRes
Mr Paul West QPM DL

Company Secretary
Mrs Annabel Kroeger BAcc CA(SA)

Senior management team
Ms Deborah Denis PGDip Dip CIPR, chief executive officer
Mr Stuart Allardyce MA (Hons) MSW, director of Lucy Faithfull Foundation Scotland
Mrs Alison Dexter MInstLM MCIPD, director of people services
Mr Tom Fisher, director of research and impact *(appointed 20/01/25)*
Mrs Frances Frost, director of advocacy and communications
Mrs Annabel Kroeger BAcc CA(SA), director of finance
Mr Adrian McNulty CQSW Diploma in Probation Studies (DipProbation), director of operations
Mrs Sian Meader deputy director of operations

Registered name
The Lucy Faithfull Foundation

Registration numbers
Registered company number 02729957
Charity number 1013025
Scottish registered Charity number SC039888

Registered office and principal address
2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ

Independent auditor
Crowe U.K. LLP, Black Country House, Rounds Green Road, Oldbury, B69 2DG

Bankers
HSBC Bank Plc Redditch Commercial Centre Church Green West, Redditch, Worcestershire, B97 4EA

Solicitors
Mills & Reeve LLP, 78-84 Colmore Row, Birmingham, B3 2AB

Additional info

Board of trustees

Jane Leach
BSc FCA (Chair)

Jane is a chartered accountant and senior advisor at the Bank of England and has been a trustee of Lucy Faithfull Foundation since 2013, and our Chair since the end of 2023. She has over 30 years' experience in finance and leadership, and spent much of her career at KPMG, where she qualified as an accountant and was a partner for 12 years.

She was part of the global finance leadership at HSBC before taking on a strategic change program there. Following HSBC, Jane joined The Bank of England as Senior Advisor, leveraging her finance skills to support the financial health of the UK. She has significant commercial board and leadership experience and currently chairs Jupiter Asset Management's main fund manager Jupiter Unit Trust Managers, is on the board and chairs the Audit/ Audit and Risk Committees of payments firm Paypal (UK), the insurer AIG (UK), and asset manager J O Hambro Capital Management Ltd.

"It is an absolute privilege to chair this wonderful organisation. I never cease to be inspired by the people at Lucy Faithfull who bring such energy, commitment, bravery, and research based depth of understanding to tackling the tragedy of child sexual abuse. They work tirelessly in often painfully difficult circumstances to make change happen, whilst getting the maximum from every penny provided by our funders. As a long standing trustee I have seen the growing impact that the Foundation has, as well as seeing that there is so much more to be done."

Dr Michael Marett-Crosby
MA, D. Phil (Vice-Chair)

Michael leads a group of healthcare, education and refugee relief charities that work for the people of Myanmar (Burma) with the UN and other agencies to deliver humanitarian support, human rights monitoring, healthcare and education. This work focuses on alleviating the impact of the 2021 military coup and the 2025 earthquake, and supporting a new democracy in Myanmar.

His international and Burmese teams support scholarships, access to learning, healthcare and the relief of suffering across the country's states and regions.

He was previously a Catholic priest and worked with young people in prison settings. He was interim CEO of The Lucy Faithfull Foundation in 2019.

"The Lucy Faithfull Foundation works to deliver on its promise to young people - a world in which they can live without the fear of abuse. To do this, our extraordinary staff show innovation and daily commitment to keep children safe, and to work with those who threaten young people's safety. The charity is growing new ways of reaching those who need its help. Its work is vitally important in today's world."

Joy Chamberlain
FCA (Treasurer)

As a Chartered Accountant by background, Joy initially worked with PwC before stepping into the healthcare sector in senior positions at Partnerships in Care in 1997 before becoming their CEO in 2011. In 2016, she led the formation of Elysium Healthcare as a result of the sale of 22 hospitals from Partnerships in Care and Priory. Joy also took the company through a sale process in early 2022 with global provider Ramsay Health Care purchasing the business. Elysium now supports over 2200 service users in 87 specialist services in the field of mental health, learning disabilities & autism, neurological and child & adolescent mental health services.

With over 20 years' experience in the specialist healthcare sector, Joy is a strategic leader who delivers on the core objectives of the business whilst ensuring that people remain at its heart. With a passion for quality, she leads services to deliver outcome-focused treatment and care whilst always ensuring that her teams retain the core values that she stands for.

"In the past few years since being a trustee, I have seen the Foundation grow stronger, its strategy and leadership empowering the organisation to do everything they need to do in order to keep children safe and eradicate this social problem. "

Dr Gopi Krishnan
MRCPsych (resigned 16/04/2024)

Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed first-hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of the Foundation is now more important than ever – preventive intervention before harm occurs."

Dr Mike Harris
BSc MB BS MRCS LRCP FRC Psych

Mike is a consultant psychiatrist. He has previously been a medical director, operational director and chief executive in the NHS and the independent sector. He has been chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He is currently chair of Improving Lives, a Nottingham-based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

"It is a real privilege to be a trustee of this amazing organisation. The fantastic staff, led by an inspirational group of directors work with some of the most troubled people in the country, hearing their stories every day. They do this with grace, dignity and enthusiasm helping through their work to keep young people safe from sexual abuse."

David Lundholm
BA (Hons) MBA

David is an investment director, working in the Fintech team at Legal & General, where he has worked for the past four years. He serves as a non-executive director across portfolio investments. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"The work of the Foundation has never been more important. I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Martin Kersey
BSc FCIPD

Martin is an experienced HR professional having held Global, European and UK roles for private and not for profit organisations. Most recently he worked for St Andrews Healthcare, one of the UK's leading mental healthcare charities where he had responsibility for HR, Research and Education. He was a Charity Trustee and Board Member for nine years, Martin has also held senior HR roles for Rental Initial, Burger King and Hertz Car Rental. Martin is a graduate of the London School of Economics.

Outside work Martin can be found travelling with camera and back-pack, whilst following West Ham United.

Martin has been impressed with the caring and compassionate culture within LFF, the can-do attitude and the professionalism displayed by LFF employees:

"…it's a workplace that staff are proud and passionate about the real difference they make to people's lives everyday, and this is truly inspiring."

Fred Langford

Fred is Director of Technology – Online Safety at UK Communications Regulator Ofcom, a Visiting Professor at the University of Suffolk and a member of the REPHRAIN (Bristol University) and INHOPE (International Hotline Association) Advisory Boards. He's also a Non-Exec Director of the Games Rating Authority.

Previously, as Deputy CEO/CTO of the Internet Watch Foundation (IWF) and President of INHOPE, Fred focused on Internet Policy, Cybersecurity, Child Protection, and Online Technologies. With 30 years of experience in Commercial, CSOs, Military, and Regulatory sectors, he has developed services to reduce the risk of illegal content online for billions of internet users. Fred has held leadership roles in various organizations, including Former Chair of the UK Council for Internet Safety and a Board Member of the UK Home Office Child Abuse Image Database Strategic Group. He serves as an expert advisor to governments, parliamentarians, law enforcement, and NGOs.

"As a technology leader with a deep commitment to using my skills for societal good, I am honoured to join the board of the Lucy Faithfull Foundation. Their unwavering dedication to preventing child sexual abuse aligns perfectly with my passion for creating safe and secure digital environments. Together, I hope we will harness the power of technology to protect and empower the most vulnerable members of our society."

Jill Mason
LLB (Hons)

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with about 30 years' experience advising NHS (commissioners and providers), independent sector providers, and not-for-profit organisations on all aspects of the law relating to the care of patients, service users and residents. This particularly relates to the Mental Health Act, Mental Capacity Act, public inquiries, inquests, and risk management. Jill advises, writes articles and blogs and delivers training in all these areas. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve.

"This is my fourth year as a trustee. I have been so impressed by the dedication of all the staff. Such vital work is undertaken by the Foundation and the issues seem to have been magnified this year. You can easily take for granted growing up without fear or exploitation, but one shouldn't…"

Dr Paul Monks
BA MB BChir MSc MRCPsych (resigned 6/12/2024)

Paul is a consultant in general and forensic psychiatry. He has worked in low- and medium-secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. For much of the last two decades, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been the clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers. Paul currently works as a consultant community forensic psychiatrist at South London and Maudsley NHS Foundation Trust.

"I am inspired by the Foundation's overarching purpose of preventing child sexual abuse and the dedication and resilience of its staff in pursuit of it, particularly over recent years. The foresight and expertise of the team mean that the Foundation is very much at the forefront of tracking and tackling new challenges posed by digital technology."

John O'Brien
CBE

John joined the civil service in July 2002 as Director of the Criminal Records Bureau. In 2006, he moved to the Home Office to lead the response to the Bichard Inquiry and subsequently as Director of Safeguarding. In this role, he was responsible for policy on safeguarding and public protection, public order and the sponsorship of the Disclosure and Barring Service and the Security Industry Authority. He was seconded, as Secretary, to the Independent Inquiry into Child Sexual Abuse on its establishment as a statutory inquiry in 2015.

In this role, he was responsible for the effective management of the Inquiry and acted as the main contact between the Inquiry and the Home Office as the sponsor department. He also established the Truth Project to enable victims and survivors of child sexual abuse to share their experiences with the Inquiry and put forward suggestions for change.

"Having been involved in public protection policy for many years and hearing first-hand the accounts of victims and survivors during the Inquiry I have seen the lifelong impact of child sexual abuse. I have seen the work of the Foundation during my time in the civil service and its preventative work is critical to delivering a world free of such abuse. I am delighted to be able to support it in achieving this goal."

Professor D Perkins
BSc MSc PhD CPsychol AFBPsS (resigned 24/03/2025)

Derek is a chartered clinical and forensic psychologist with West London NHS Trust, and Visiting Professor of Forensic Psychology at Royal Holloway University of London, School of Law and Social Sciences. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the online Protect research group on internet-related sexual offending. He has worked clinically, carried out research and published on the assessment and treatment of those convicted of sexual offending, including the interface between mental health and sexual offending, internet-related sexual offending, child sexual abuse, and sexual homicide.

"I have a long history with the Foundation, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic, the only full-time, residential UK facility at the time for the treatment of those who had sexually offended. From then, the Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Dr Lynn Saunders
OBE PhD MA BA CQSW

Lynn has been Professor of Applied Criminology at the University of Derby since 2021. She previously worked in the criminal justice system for 35 years, most recently as the governor of MHP Whatton, a large treatment site for people convicted of sexual offences. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity with the aim to help prevent sexual re-offending. She was appointed as an Independent Member of the Parole Board in England and Wales in 2024.

Lynn was awarded honorary doctorates from Nottingham Trent University in 2015 and Keele University in 2018, in recognition of her work with people with sexual convictions both nationally and internationally, to the ultimate aim of preventing further victims. She was also awarded an OBE in 2017's New Year Honours list and received the Guardian Public Leadership award in 2018. Lynn has been a trustee of the Foundation since 2018. She says:

"The Lucy Faithfull Foundation's innovation and commitment to research into the treatment of child sexual abuse is recognised across the world. Its initiatives in sexual harm prevention, the development of the research base and the support practitioners working in this area are considered to be an exemplar to others."

Professor Alec Spencer
BA (Hons) MA MRes

Alec is a former prison governor who established the first intervention programme for sexual offenders in Scottish Prisons (STOP). He later served as director of rehabilitation and care and was a member of the Scottish Prison Service Board. He was chairman of the Scottish Accreditation Panel for Offender Programmes, an adviser to the Justice Committee of the Scottish Parliament on their Inquiry into Child Sexual Offending and, for a temporary period, chief officer of a Community Justice Authority.

He has published a book on working with sex offenders, and was Scottish chair of the National Organisation for the Treatment of Abusers (NOTA) and a member of the Association for the Treatment of Sexual Abusers (ATSA). He founded and chaired the charity Families Outside to support families of prisoners and was Chair of Includem, a Scottish charity working with youngsters in trouble. He was chair of the Scottish Association for the Study of Offending and convener of the Scottish Consortium of Crime and Criminal Justice. He is an honorary professor at the University of Stirling, an expert member of their Ethics Panel, and a non-executive director of Community Justice Scotland and chair of its Audit and Risk Committee.

"My own links with the Foundation go back to 1992, the year LFF began. Since then, the Lucy Faithfull Foundation has built an enviable record in the research and treatment of child sexual abuse. In particular the Stop It Now helpline attempts to be proactive and help prevent child sexual abuse by reaching out to those worried about what they might do."

Paul West
QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the Chief Constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He was an independent member of the Judicial Appointments Commission (2012-2024), a member of the Prison Service Pay Review Body (2016-2023), and since 2023 has been an Independent Member of the Parole Board.

Since retiring from the police service, Paul's many voluntary roles have included significant involvement in school governance, as chair of governors at a large independent school in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings he was also the board's nominated safeguarding lead. He is an honorary fellow of the University of Worcester, where he previously was a member of the Board and vice-chair of governors.

Away from work, Paul's passion has always been listening to and playing classical music. He is an accomplished amateur musician, and plays both violin and viola in several orchestras in Worcestershire and the wider West Midlands. In addition, he has been a member of a Worcestershire-based string quartet since 2005.

Paul was appointed as a Deputy Lieutenant of Worcestershire in 2019.

"I have valued deeply my association with LFF throughout the last eleven years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, but in recent years it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children in a wide range of educational settings. The Foundation really can and does make a huge and positive difference in so many young people's lives."

Additional info

With sincere thanks

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

29th May 1961 Charitable Trust

The A B Charitable Trust

Austin Hope and Pilkington Trust

Baillie Gifford & Co.

Charles Hayward Foundation

Circles UK

City of Edinburgh Council

Conwy County Borough Council

The Dawes Trust

The Dulverton Trust

The Emmanuel Kaye Foundation

EU Commission

The Fidelity UK Foundation

Garfield Weston Foundation

Global Partnership to End Violence Against Children

Google

Greater Manchester Police and Crime Commissioner

Henry Oldfield Trust

Home Office

The Indigo Trust

John Ellerman Foundation

KPMG Foundation

Meta

Microsoft

Ministry of Justice

National Organisation for the Treatment of Abuse

NHS

Nominet UK

Oak Foundation

Office of the Police and Crime Commissioner for Northumbria

Office of the Police and Crime Commissioner for North Wales

Office of the Police and Crime Commissioner for Surrey

Paul Hamlyn Foundation

Porticus UK

The Robertson Trust

The RS Macdonald Charitable Trust

The Samworth Foundation

The Scottish Government

Souter Charitable Trust

Shanly Foundation

Snapchat

Spring Impact

The Volant Charitable Trust

Warwickshire Police Community Fund

Whitegates Children's Trust

The Welsh Government

Visit our website to find out more about our work or to donate and help us keep children safe
lucyfaithfull.org.uk

Lucy Faithfull Foundation Scotland:
lucyfaithfull.org.uk/scotland

Lucy Faithfull Foundation Wales:
lucyfaithfull.org.uk/wales

Find out about our Stop It Now helpline (0808 1000 900) and campaign:
stopitnow.org.uk

Our Shore website provides a safe space for teenagers worried about their own or a friend's sexual behaviour:
shorespace.org.uk

Facebook: @LucyFaithfullFoundation

Instagram: @lucyfaithfullfoundation

X (Twitter): @Lucy_Faithfull_

YouTube: @Lucy_Faithfull_Foundation

LinkedIn: The-Lucy-Faithfull-Foundation

The Lucy Faithfull Foundation
2 Birch House, Harris Business Park, Hanbury Road,
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LUCY FAITHFULL FOUNDATION

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THE LUCY FAITHFULL FOUNDATION

England & Wales - Charity number 1013025

Accounts

LUCY
FAITHFULL
FOUNDATION

Annual report and financial statements

2023/24

Our strategic pillars

Reach

To ensure that everyone knows we are here for them – whether they need help for themselves or for someone they know.

Research

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our insights about effective practice with agencies and the broader public.

Advocacy

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

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Jane Leach, Lucy Faithfull Foundation chair

Overview

Welcome from our chair

It was an absolute pleasure to take over as chair at our AGM in December.

At that meeting, Deborah, our chief executive, and I paid tribute to our outgoing chair, Mike Harris, who stood down after five years at the helm. Over this time, Mike provided inspiring leadership to the board and I am delighted that he continues to serve as a trustee.

I have been a trustee of LFF since 2013 and have always been so proud of the impact we have. The staff are an amazing group of people who are absolutely dedicated to the cause. They work so hard to achieve great things, and this year was no different.

In May, we announced our million-pound Project Intercept to revolutionise how we stop online child sexual abuse. Backed by Nominet, this ground-breaking initiative uses behavioural science, partnerships and innovation to position effective online warnings across the internet to prevent illegal behaviour. In July, we started our Circles project in the West Midlands, to support the rehabilitation of people who have committed sexual offences. Circles are interventions proven to reduce risk in people who might pose a risk of sexual harm. In September, we launched our Shore website and chat service, a confidential service for teenagers concerned about their own or someone else's sexual thoughts and behaviour. In February, we published the independent evaluation of our chatbot project. The project involved us working with the Internet Watch Foundation and Aylo (owners of Pornhub UK) to pilot a chatbot and warning message aiming to deter online child sexual abuse. The evaluation demonstrated that the 18-month trial could reduce the number of online searches that are indicative of intent to find sexual images of children.

It has been an inspiring and ambitious year and we have another one coming up. We are moving into the last year of our strategic plan, which gives us an excellent opportunity to take stock and create a new strategy to outline where we will concentrate our efforts for the next five years. We are eager to take up the challenges ahead.

Thank you to everyone who has helped continue our work, including our funders and supporters who share our mission. Thank you also to the board for their dedicated service. We have had the pleasure of welcoming two new trustees to the board, Martin Kersey, an experienced HR professional, and Fred Langford, Director Technology – Online Safety, at UK communications regulator, Ofcom. We are thrilled they have joined us. We also said goodbye to Vic Baines who stood down after serving for five years. Thank you, Vic, for everything you did for the charity.

It is with a great sense of hope that I look to the year ahead. We have a lot to do but I know the team at LFF is up to the task. Thank you to all the staff who work so hard, day in and day out, to keep children safe from harm.

Jane Leach

“I have been a trustee of LFF since 2013 and have always been so proud of the impact we have. The staff are an amazing group of people who are absolutely dedicated to the cause. They work so hard to achieve great things, and this year was no different.”



Deborah Denis, Lucy Faithfull Foundation chief executive officer

Overview

Welcome from our chief executive officer

This year we continued to make a huge contribution to child protection and ensured children across the country stay safe.

In addition to starting new projects and interventions to prevent harm, our clinical team supported decision-making situations by delivering hundreds of assessments and interventions. Our Stop It Now helpline helped more people than ever, and hundreds of others were supported through our services to tackle online sexual offending. We work to reduce future risk in people who have caused harm, but we also support their families – the wives, partners, children, parents and siblings who have to come to terms with what a loved one has done.

In December, we launched our new visual identity. We worked with an agency to review how best to present ourselves and our resources, now and for the future, and I have been heartened by the response from those we support, and the organisations we partner with. We are working on even more improvements through a major digital project to ensure that people can quickly and easily find the help they need, when they need it. It's vital we get this done, because our website visitors went up to almost 1.3 million this year, which is 13% more than the previous year. And our public profile is rising – we had phenomenal press coverage across the BBC, Sky, Woman's Hour, The Guardian, The Times and The i, showcasing the whole range of our work.

Our research continues to have a big impact. We published three Faithfull Papers and the webpage was accessed more than 3,500 times. We published a book chapter and four academic articles with another two submitted for peer review and five in draft. We developed a new evaluation framework for our work with adults who have offended online and their families. And our helpline and online self-help resources were selected as one of seven high-potential perpetration prevention interventions to be evaluated by Prevention Global, an initiative led by the Moore Center for the Prevention of Child Sexual Abuse at Johns Hopkins Bloomberg School of Public Health and The Royal's Institute of Mental Health Research, funded by the Oak Foundation.

We also ramped up our advocacy. We responded to multiple consultations and attended a host of roundtables and events on themes ranging from the Online Safety Bill (now Act) to the threat of artificial intelligence, to the Pornography Review which is investigating gaps in UK regulation that allow exploitation or abuse to take place online. We know the value of collaborating with others in our advocacy efforts and will continue to partner with organisations to drive the changes we need and ensure we work to prevent abuse at the very earliest opportunity. If society is to really keep children safe then we must all work to prevent abuse before it happens. For that, we need child sexual abuse to be seen, and treated, as a public health problem – and we will make this our advocacy focus in the year ahead.

All in all, it's been a busy year, and the work cannot stop. Next year we will be just as busy, working just as hard to keep children safe and we will look to the future by developing our next strategic plan. As we do so, I say thank you to all our staff, funders, donors, supporters and trustees who help us deliver on our mission to protect children. Child sexual abuse is preventable, not inevitable.

Deborah Denis

What we do

Everything we do protects children from sexual abuse.
We keep children safe by:



Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children.

We help thousands of people each year who call, email or talk to us via live chat.



Helping people achieve positive change and offence-free living.

Our direct delivery services and online self-guided interventions help people make better choices and live a good life.



Creating safer environments in families, communities and online.

We work to prevent abuse from happening in the first place, or from happening again if it already has.



Equipping professionals with knowledge and tools to better protect children.

We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse.



Influencing social and political attitudes about how children can best be protected.

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse.

Our values

The way we behave as an organisation is crucial for our success. Our values help guide our actions, and help ensure we achieve our purpose.

We act with integrity

We are ethical, open and honest. We are research-driven and base our actions on evidence.

We follow through on our words and act with professionalism, show respect and consideration to all and do what is right.

We are collaborative

We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.

By sharing insights and opportunities, we can achieve the best possible outcomes for children.

We are innovative

Because the risks to children change, our response is always evolving.

Practice-based insights and evaluation drive us to develop innovative services and pioneering interventions for wherever they are needed, online or offline.

We are ambitious

We are brave in our efforts, ambitious for our impact and committed to contributing to the body of knowledge around protecting children.

We aim to be the best we can be, strive for excellence in everything we do, and encourage colleagues and beneficiaries alike to reach their full potential.

We have hope

We know child sexual abuse is preventable, not inevitable. So, we have hope.

Hope that inspires action. For a future free from sexual abuse for all children.

Overview

Our strategy: We said, we did

Our 2020-2025 strategic plan sets out our key aims to achieve greater impact and protect more children from sexual harm, building on our achievements over more than 30 years. The plan outlines our areas of focus, and our key objectives which are centred around the three pillars of reach, research and advocacy. This year, we made excellent progress against each of our strategic aims.

Reach

Imagine... if all adults who pose a sexual risk to children, get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm from occurring in the first place, and crucially, can access confidential help when they need it.

Aim 1

To ensure that everyone knows we are here for them – whether they need help for themselves or for someone they know.

- We worked directly with 15,450 people across our services (2022/23: 16,705).
- Nearly 1,300,000 users visited our websites.
- 8,774 people received advice and support from our **Stop It Now helpline**.
- We completed 270 **assessments** for local authorities and others and delivered 84 pieces of **intervention**.
- We started delivering psychological assessments and undertook two assessments for a local authority.
- We worked with 439 men arrested for online offences to help prevent future offending.
- We supported 292 family members affected by the arrest of a loved one for online offences and a further 957 people engaged in online peer support.
- We worked with 109 young people who had got into trouble online.
- We trained 171 people from 10 agencies across the UK and Ireland including those in health, education, the justice service, NGOs and care homes in how to help young people who have got into trouble online.
- We delivered 86 **training** events reaching 1,174 professionals in England.
- We delivered 20 training events reaching 583 professionals in **Scotland**.
- We delivered two half-day webinars for professionals and four keynote speaking events reaching 417 beneficiaries in **Wales**.
- We supported 29 separate press engagements, more than doubling the total from last year (14), including in the BBC, Sky, Woman's Hour, The Guardian, The Times and The i.

Research

Imagine... if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.

Aim 2

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our insights about effective practice with agencies and the broader public.

- We published **three Faithfull Papers** which share data and insights about how best to prevent child sexual abuse based on our work.
- Dr Sarah Wefers et al published our research on understanding and deterring online child grooming.
- A paper was published exploring the impact of our public health campaign to deter viewing of child sexual abuse images online.
- Stuart Allardyce published a paper exploring responses to sibling child sexual abuse.
- We supported the publication of a paper looking at international secondary prevention initiatives to address the use of online child sexual exploitation material.
- **The University of Tasmania's independent evaluation** of our chatbot project was published. The evaluation has been instrumental in building the evidence base for warning messages to be deployed in online environments where searches for illegal material can be made. Vitally, the report showed that there was a statistically significant reduction in searches for sexual images of under-18s over the 18-month project.
- We started a project with Cardiff University to explore the role of bystanders in preventing child sexual abuse and commenced a systematic literature review.
- We started work with Professor Michael Seto at the University of Ottawa Institute of Mental Health Research to develop an evidence base for intrafamilial child sexual abuse prevention.
- We developed methodologies for an evaluation of our helpline and online resources being conducted with Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa. The evaluation will assess the impact we have in reducing risk and strengthening protective factors relating to online child sexual abuse offending.
- Dr Erifili Efthymiadou and Dr Sarah Wefers conducted a symposium on research undertaken by LFF to understand the pathways and implementing best practice to prevent and disrupt online child sexual abuse offences at the IATSO conference.

Advocacy

Imagine... if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at their core.

Aim 3

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

- Whilst the Online Safety Bill continued to progress through Parliament, we worked in coalition with charitable partners to support briefings to parliamentarians with quotes and case studies, and endorsed open letters. As a result, the government amended the Bill to include highly effective age verification for pornography sites and social media platforms, and announced the Independent Pornography Review.
- We submitted a wide-ranging response to the Independent Pornography Review call for evidence, drawing on insights from all areas of our work, and attended a round table hosted by Baroness Bertin, who is leading the review.
- We responded to both the government's call for evidence and the consultation on mandatory reporting.
- We worked with the Welsh Government and key partners to start creating the next National Action Plan for Preventing and Responding to Child Sexual Abuse, leading on the prevention strand.
- We provided evidence about online harm to the Scottish Parliament Justice Committee.
- In collaboration with the Centre of expertise on child sexual abuse (CSA Centre), we published new guidance for social workers and other professionals to support the whole family when a parent has offended online.
- We held a joint conference with NOTA in November on the public health approach to prevent child sexual abuse.
- We published 28 blog posts.
- We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group.
- We worked with the WeProtect Global Alliance as part of their Civil Society Reference Group.
- We are active members of the National Crime Agency-led Prevent Board and Protect and Prepare Boards.
- We are part of the steering group of IICSA Changemakers, a group of more than 64 organisations across the sector who are committed to ensuring that the recommendations of the Independent Inquiry into Child Sexual Abuse (IICSA) are a turning point for change.

2023/24 at a glance

April 2023

We issued a press release on our new deterrence campaign creative video 'Triggers', which generated 185 pieces of coverage in national and regional press.



As part of the campaign, we ran three parallel regional campaigns in the South West, North West and Wales to gain local coverage and reach people in these areas.



To support the publication of our Faithfull Paper, 'The indirect harm of online child sexual abuse: the impact on families of people who offend', CEO Deborah Denis was interviewed by Sky News. She highlighted the data which shows that 72% of survey respondents whose family member had been arrested for online child sexual abuse offences showed symptoms indicative of post-traumatic stress disorder.



Director of LFF Scotland, Stuart Allardyce, took part in the first-ever International #SiblingsToo Day event. Starting in Auckland, New Zealand, and finishing in Hawaii, USA, a series of three live online webinars covered just about every world time zone.



May 2023

We attended PIER23 (the Policing Institute for the Eastern Region conference) with CEO Deborah Denis presenting insights from seven years of campaigning to deter online child sexual abuse.



We **announced** three-year funding of £930,000 from Nominet UK to stop people from viewing sexual images and videos of children online. This ground-breaking initiative aims to disrupt and deter people from offending through warning messages which challenge behaviour and signpost to help to change.



We attended and presented at NOTA 2023 in Cardiff about our protective parenting interventions; our newly-developed safety plans to manage situations involving sibling sexual abuse, digital safety and harmful sexual behaviour in schools; and developing and testing deterrence campaign material targeting people engaging in online sexual communications with children.





We collaborated with over 64 organisations as **IICSA Changemakers** in inspiring a national mission to prevent child sexual abuse and to improve support to victims and survivors by urging the government to implement recommendations from the Independent Inquiry into Child Sexual Abuse.

Stuart Allardyce gave evidence at the Criminal Justice Committee at the Scottish Parliament on tackling online child abuse, grooming and exploitation.



June 2023

Tom Squire appeared on the **Betrayal Podcast** which told the story of a wife and mother to three children in Utah who discovered her husband had sexually offended. Tom spoke about the motivations of those who've offended and how we support people in similar positions to lead good lives and not offend. Betrayal was one of the highest-rated true crime podcasts in both the UK and the US following its release.



Deborah Denis spoke to BBC News for their **investigation into Artificial Intelligence (AI)** being used to create sexual images of children. Deborah spoke about how this should be a wake-up call to us all – tech companies, law enforcement, child protection agencies and more. Deborah said: "The time to act is now."



Vicky Young, senior helpline manager, alongside Ellen Janssen from Stop It Now! Netherlands, **presented at the 39th Operational Meeting of the INTERPOL** Specialists Group on Crimes against Children (SGCAC) in Lyon. They highlighted the need for prevention services that work with people who offend or have offended in the past.

July 2023

We **started our Circles project** in the West Midlands, which aims to rehabilitate people who have committed sexual offences to help them to not offend again. Adrian McNulty, director of operations, was quoted in an article in Stoke-on-Trent Live.



Claire Short, national manager for LFF Wales, highlighted our work around the prevention of child sexual abuse within marginalised communities to 145 delegates at an NHS Welsh Sexual Assault Services event.

August 2023

An exhibition was held at LFF Scotland titled 'The Knock NOC: the lived experiences of non-offending partners and children' curated by doctoral researcher Naomi McGookin. The exhibition was a collection of images, poetry and prose to show the impact of the arrest of a loved one for online sexual offending.





LFF Wales attended the national Eisteddfod in Llŷn and Eifionydd, Boduan, Gwynedd where Julie Morgan, the Minister for Social Services visited the stand.

September 2023

Google welcomed director of Stop It Now, Donald Findlater, and helpline manager, Chris Pummell, for the first in-person Stop It Now Ireland conference in Dublin. **The event, called Child Sexual Abuse Prevention: A Public Health Approach**, brought together experts and key professionals responsible for child protection to discuss strategies to eradicate child sexual abuse and exploitation.



In response to increased interest in our training course on sibling sexual abuse, we made information on sibling sexual abuse available on **our website**.

We launched our **Shore website**, a dedicated resource and confidential chat service for teenagers concerned about their own or someone else's sexual thoughts and behaviour. Covered as a **major news feature** by The Guardian, Shore is a safe space for young people to learn about sexual relationships and behaviour, while receiving reliable information and advice to educate and protect them from harmful sexual behaviour, both online and offline.

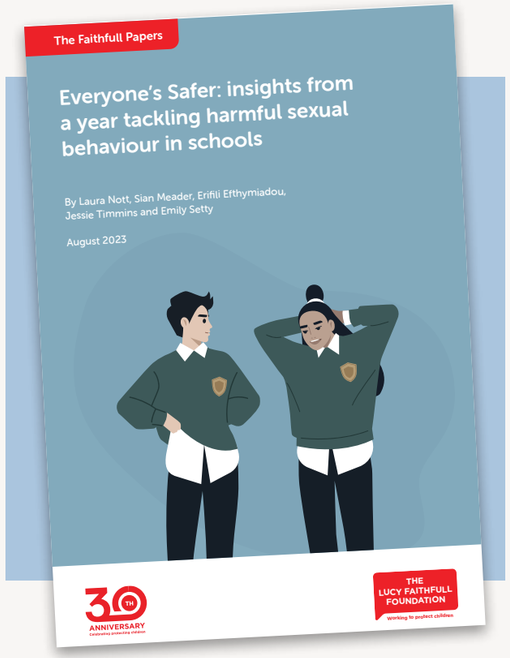


Deborah Denis **appeared on BBC** Radio 4's flagship programme Woman's Hour to talk about the shame and guilt women feel when a family member is arrested for sexual offences against children.



October 2023

We published a **Faithfull Paper** on our trailblazing Everyone's Safer project to tackle harmful sexual behaviour in schools. With support from the KPMG Foundation and in collaboration with the University of Surrey, a three-year action research project was started. The findings from the first year were highlighted in this Faithfull Paper.



The Online Safety Bill **received royal assent** on 26 October. During the passage of the Bill through Parliament, we supported briefings to parliamentarians with case studies and quotes about how pornography use can become problematic for some people. Through sector collaboration, the government amended the Bill to include highly effective age verification for adult sites and social media platforms, and announced the Independent Pornography Review. Deborah Denis attended an event in Parliament later that week, to celebrate the passage of the Online Safety Act, a key moment in the safety of children online.



November 2023

Our '**Everyone's Safer**' project won The Children & Young People Now award for the best personal, social, health and economic education initiative that helped develop young people's knowledge, skills and attributes in managing the challenges of modern life.



We updated our **Get Help and Get Support** self-help resources on our Stop It Now website to make them easier to access and more user-friendly.

We launched **another deterrence campaign PR story** to deter people from online grooming, which achieved 685 pieces of coverage.


INDEPENDENT

Half of adults who chat online with strangers do not check age – poll

The survey was carried out for the child protection charity the Lucy Faithfull Foundation.

Informed by research revealing that more than 28% of UK adults regularly speak with people they do not know online, we released a new online film **"Spotlight"** to warn adults engaging in sexual conversations with under-16s that this behaviour is illegal and has severe consequences.



We hosted a **joint conference** with NOTA on preventing child sexual abuse. The conference covered a range of different aspects of prevention focusing on the public health approach and included keynotes speeches, workshops and an opening address by a survivor.



Gill Jones was keynote speaker at a MedicaCPD/NOTA Wales professionals event in Llandudno, attended by 120 participants from Wales and North West. She spoke about technology assisted harmful sexual behaviour and young people growing up online in 2023.

December 2023

We **unveiled our refreshed identity** at our AGM. We updated our look to reflect our ambition to create a world free from child sexual abuse. It is bold, using a red line next to our name to denote a barrier that should not be crossed to ensure children are protected. We also brought our Scotland and Wales teams under the Lucy Faithfull Foundation umbrella.

LUCY FAITHFULL FOUNDATION

We listen.
We research. We innovate.
We intervene.
We talk, we share, we support.
We do everything we can to
stop child sexual abuse.
BEFORE IT HAPPENS.

Stop it now

We commenced work with the Welsh Government on the new National Action Plan for prevention of child sexual abuse using a theory of change model.

January 2024

In response to a **VKPP report** that found that almost half of child sexual abuse crimes reported to police in 2022 were offences committed by children, Deborah Denis was interviewed alongside NPCC lead, Ian Critchley, by Vanessa Feltz. Deborah spoke about the impact of early exposure to pornography and our Shore website.



February 2024

We launched a Faithfull Paper exploring how **situational prevention** plays a key role in preventing child sexual abuse, and how we all can identify risks in everyday situations and take steps to keep children safe from harm. It highlighted simple, practical and applicable steps that can be taken by professionals, parents, caregivers, and community members to actively contribute to child safety.



We worked closely with The i newspaper for a special **double-page spread** feature all about our Stop It Now helpline.



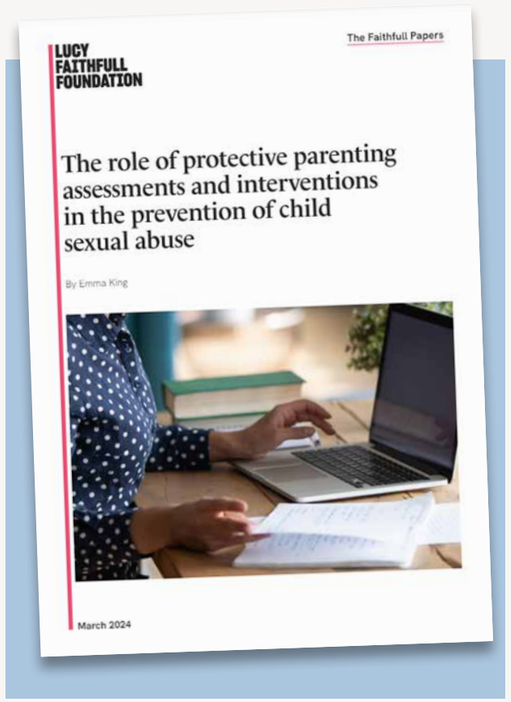
An independent evaluation was published about our work with the IWF and Aylo to implement a first-of-its-kind chatbot on Pornhub UK. The chatbot and warning message aimed to deter online child sexual abuse and the evaluation demonstrated that the 18-month trial could reduce the number of online searches that may potentially be indicative of intent to find sexual images of children. **Wired magazine covered the story** with the headline: "A Pornhub chatbot stopped millions from searching for child abuse videos".



We responded to Ofcom's consultation on illegal harms, the first major consultation from the new regulator. Our pioneering work with large search engines to deploy warnings was recognised and adopted in Ofcom's recommendations for the first Code of Practice for search services.

March 2024

We published a **Faithfull Paper** focused on one of our growing areas of work, protective parenting assessments and interventions, showcasing how our expert practitioners use their specialist knowledge to help professionals and families keep children safe.

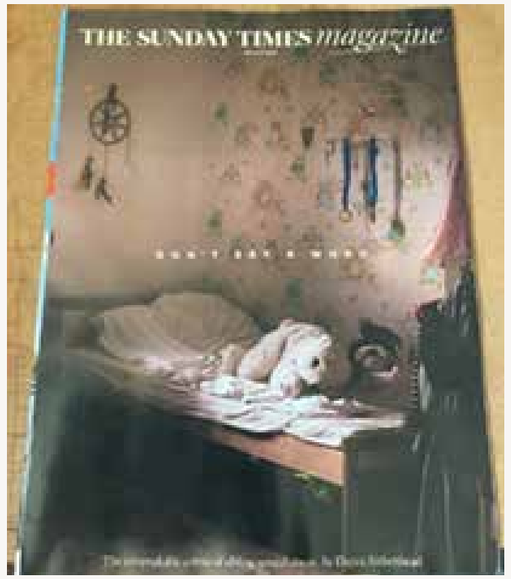


As part of our annual online child sexual abuse deterrence campaign media work, we launched a press story about the dangers of **AI-generated sexual images of children**. This generated 185 pieces of coverage.

BBC

Offenders confused about ethics of AI child sex abuse

We were proud to see the important issue of sibling sexual abuse covered as a full front page and multi-page spread for a Sunday Times Magazine special report. Stuart Allardyce was quoted in the report and he gave advice on what actions parents could take to better safeguard their children.



Achievements and performance

Anonymous advice and support: Stop It Now UK and Ireland helpline

Since 2002, our **Stop It Now helpline** has been offering help, support and interventions to prevent child sexual abuse and exploitation. People who contact us do not have to give any identifying information like a family name, address or telephone number, and they can use our confidential chat or secure email services if they are not ready to speak to someone.

When our advisors pick up the phone or answer a chat, they don't know what type of caller* will be on the other end. Each caller is different, and our experienced and compassionate advisors handle every contact with care and professionalism.

*For brevity, 'callers' include those who call, email and use live chat

Our primary target groups

50% of callers



Adults concerned about their own sexual thoughts about, or behaviour towards, children:
to encourage them to recognise their behaviour as abusive or potentially abusive and to seek help to change.

26% of callers



Adults concerned about another adult who may be a sexual risk to children:
to encourage them to recognise the signs of abusive behaviour in those close to them and to seek advice about what action to take.

6% of callers



Parents, carers or others concerned about the sexual behaviour of a child or young person:
to encourage them to recognise the signs of concerning or abusive behaviour and to seek advice about what positive action they can take.

Additional target groups

9% of callers



Professionals seeking case advice and support.

2% of callers



People concerned that their child has been sexually abused or is at risk.

2% of callers



Survivors of child sexual abuse looking to make sense of what happened to them or discuss present-day risk.

5% of callers fall outside our target groups and include, for example, people with general internet concerns, requests for general information, and inappropriate callers.

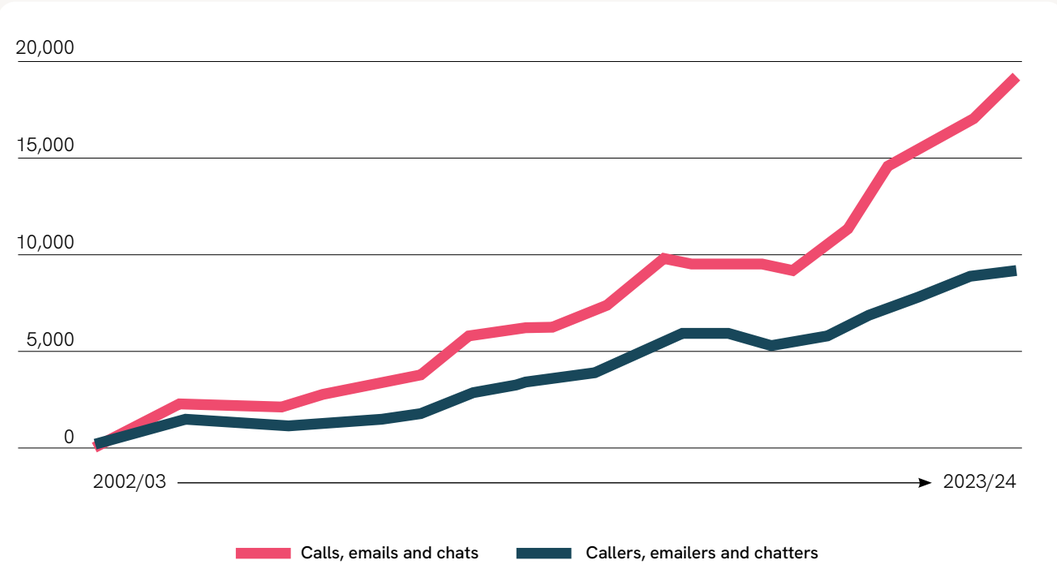
Our reach in 2023/24

We helped 8,774 people who made 19,328 contacts between them ('contacts' includes calls, chats and emails). This is a small increase in callers (8,614) and a larger increase in contacts (16,764) showing the demand for repeat interactions with the helpline. While some people contact us just once, others will call multiple times, sometimes over an extended period. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member's behaviour around children will likely need ongoing support and therefore contact us more often than a professional calling for case advice.

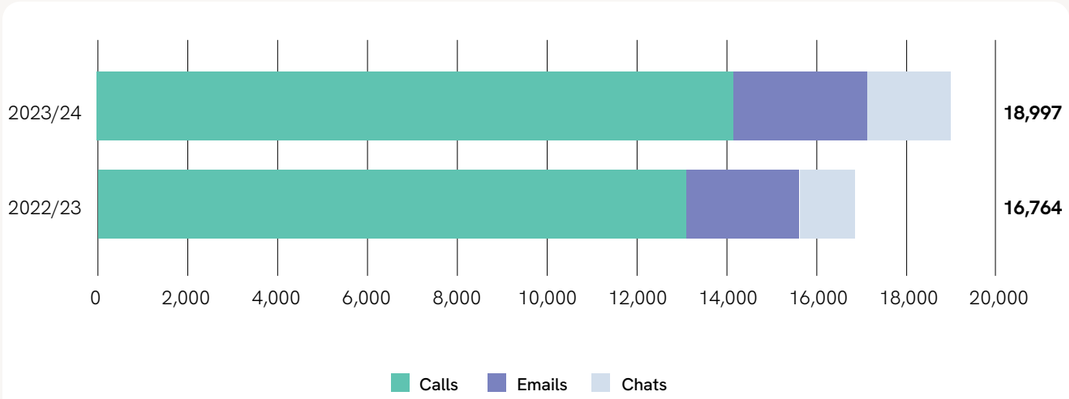
While our opening hours remained the same, we saw the impact of staff recruited in the previous year and we extended the availability of the chat service from four shifts across three days of the week, to six shifts across five. As a result, our advisor hours increased from 17,297 to 20,110. Despite this increase in advisor hours, missed caller data remained much the same as last year, with 5,410 people being unable to get through on their first attempt (2022/23: 5,402). The proportion of missed callers eventually getting through to the helpline on a subsequent attempt was also very similar: 54% (2,915 out of 5,410) in 2023/24 compared to 53% (2,844 out of 5,402) in 2022/23. We remain concerned that despite our increase in capacity and delivery, we are still not helping all the people who need us.

An upgrade to our telephone system will impact our ability to record missed caller data in the future, however, we will be able to continue to monitor the number of missed calls.

Total contacts and callers/emailers/chatters since 2002



How people contacted us



“Absolutely amazing, so professional and understanding. Compassionate too. So happy with the service and communication here. So pleased to have found out about this website and helpline.”

Female concerned about her teenage son’s sexual behaviour

“Fantastic, proactive, kind, impartial, thoughtful and understanding guidance. The advisors are selfless guardians of sanity. Thank you.”

Adult male concerned about his sexual thoughts about children

How we help people

We:

- **talk through the issues, helping callers clarify their concerns**
- **explore any immediate child protection considerations and agree on safeguarding steps needed to minimise risk**
- **provide information and support to help callers make sense of their situation and think about next steps**
- **discuss available options, including referral to another agency or our own follow-up services**
- **advise callers about actions to consider and agree on one or more protective actions callers will take**

We are far more than a listening service

97%

of people we helped agreed on one or more actions to take to protect a child – reducing the likelihood of offending or reoffending

94%

of repeat callers tell us they had taken the actions they had previously agreed on

We protect children by preventing offending

There are few places people can go for help if they are concerned they might sexually harm a child. Just as there are few places people can go if they have concerns about someone they know. We are one of those places.

In 2023/24:

- **536 people** contacted us saying that they had not harmed a child but were concerned about their sexual thoughts towards children and their risk of committing a contact offence. That’s 13% of callers concerned about themselves and 6% of the total callers. It is 11% lower than 2022/23 (601)
- **279 people** contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. That is 13% of callers concerned about another adult and 3% of total callers. It is also 10% lower than 2022/23 (312)

“I am so thankful this exists... The advisor was so helpful and completely compassionate and non-judgemental which I’m sure will only help. I was beginning to get a bit overwhelmed about it all recently and shame is such a strong thing. Especially when you have already suffered yourself. I am so grateful for the advisor and for this site so far. Thank you much for the compassion and support on my first call to the helpline. I felt scared and anxious at first, but the advisor helped me to feel calm.”

Adult male survivor

Trends and themes

Artificial intelligence

This year, we started receiving calls from people concerned about the illegal use of artificial intelligence (AI). From mid-November to the end of March we spoke to 34 people who talked about AI.

- The majority (25) were adults concerned about their own behaviour. Seven of them had committed offences using AI but were not arrested or known to the authorities, a higher proportion (28%) than the percentage of callers who call concerned about their offending behaviour not involving AI (18%).
- Five were adults concerned about a young person who had committed offences using AI, of whom three had not been arrested.
- Three were professionals calling for advice (one police officer, and two working in education).
- One was an adult concerned about another adult's use of AI.

We are collating anonymised insights and trends from these calls and sharing them with key partners who are looking at how to prevent AI from being used to cause harm, including the Home Office.

AI concerns: a snapshot of calls

Josie, 25, had found our helpline details on Google. She contacted us after her long-term partner, Steven, disclosed that he had been looking at sexual drawings of children created by AI. Josie was worried about the significance of this content and the potential consequences for Steven.

Jacklyn, 35, contacted the helpline with concerns about her 13-year-old stepson, Marcus. Jacklyn had found an image on Marcus' mobile phone of her face merged, using an AI app, with a naked body. She reported feeling shocked as she had never had any prior concerns about his behaviour. She had not yet spoken with Marcus or her husband about this matter and was not sure how to broach the subject or whether it was best to say nothing.

Isaac, 56, contacted the helpline in January 2024 having recently been arrested for possessing AI-generated sexual images of children that he had sourced from X (Twitter). He said he had been struggling with "a long-term pornography addiction", which was exacerbated by stress, mostly related to work. On further exploration, it became apparent that Isaac had a long-standing sexual interest in children, and that he felt exploring AI images was less harmful than seeking out images of real children – something our helpline advisors were able explore and challenge.

Concerns about online behaviour

There was a 34% increase (59 vs 44) in the number of adults calling us concerned about the online behaviour of another adult, but when no offence had been committed. Concerns ranged from worries about a loved one's use of adult, legal pornography, to others who were not sure if the images they had seen their loved one viewing were illegal or not. We also spoke to 59 parents who were worried about their child's online behaviour, up 44% on the previous year (41). We welcome this increase, which shows that people are recognising online risks and possible concerning behaviour in others and seeking help and support when they need it.

Further support

Some people we help need additional in-depth or specialist support. We can provide some of this through a follow-up service where callers can speak to an LFF practitioner. This could be, for example, in cases where young people have displayed worrying sexual behaviour and they and their parents need help to implement changes to prevent harm. Our range of online resources are also useful to callers, and our advisors often talk people through the help available, including:

'Get Help' online self-directed intervention

Self-help for people worried about their own or someone else's online sexual behaviour towards children

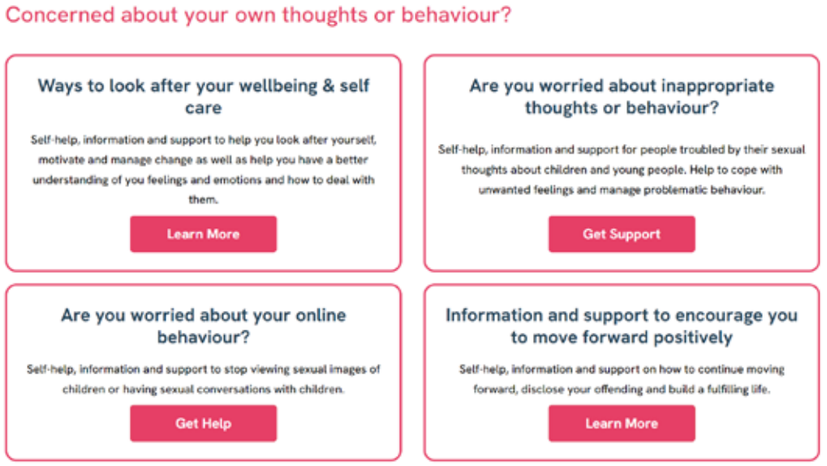
'Get Support' online self-directed intervention

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet

Parents Protect

Information, support and advice for parents, carers and families looking to prevent child sexual abuse

> **"The advisor was very helpful in listening to my situation and directing me to resources that will help assist me in understanding why it occurred and how to get the support I need."**
>
> Adult male who had committed online sexual offences



Collaboration across the sector

We work with others across the sector to ensure we and all those working to protect children from harm are aware of the support available from different agencies. Our helpline team keep an up-to-date library of resources to signpost callers towards and we regularly host presentations from partner organisations in our helpline advisor training schedule. We also provide training and awareness inputs for other agencies, including Nightline, the Crown Prosecution Service, Acts Fast, the Police and Crime Commissioners Association, Samaritans and Barnardo's.

> **"I am proud of our collaboration with the Lucy Faithfull Foundation. Over the past year, their Stop It Now helpline has directed over a hundred callers to NAPAC – a testament to our joint dedication to supporting survivors of childhood abuse. This partnership allows us to offer a truly holistic approach, providing compassionate care that empowers individuals to heal and thrive. Together, we not only support survivors but also work tirelessly to prevent future abuse from happening. Lucy Faithfull Foundation's commitment and expertise are invaluable, making a tangible difference in the lives of those we support every day."**
>
> Gabrielle Shaw, Chief Executive of the National Association for People Abused in Childhood (NAPAC)

> **"We really value our partnership with the Lucy Faithful Foundation and specifically the work of the Stop It Now helpline; we look forward to continuing our work together and strengthening the Met call-back scheme."**
>
> Jo Lloyd, Detective Chief Inspector, Metropolitan Police Service

Technological innovations to intervene online

We completed our two-year project with the Internet Watch Foundation (IWF) to implement and evaluate a chatbot targeting people trying to find sexual images of children on Pornhub UK, the adult pornography website operated by Aylo. The automated chatbot attempts to engage users in conversation and then points them towards our services for help to change their behaviour. In February, we published the independent evaluation of the project conducted by colleagues at the University of Tasmania. The evaluation was instrumental in building the evidence base for warning messages to be deployed in online environments where searches for illegal material can be made. Vitally, the report showed:

- there was a statistically significant reduction in searches for sexual images of under-18s over the 18-month project
- the chatbot and warning message were shown together 2.8 million times
- there were 1,656 requests for details of our help services following the message/chatbot
- there were 490 visits to our Stop It Now website after seeing a warning message
- 68 Stop It Now helpline callers were identified as having interacted with the chatbot

Crucially, the chatbot experiment showed that warning messages and chatbots have a deterrent effect on people looking for sexual images of under-18s on adult pornography websites.

Given this promising data, we are now bringing the chatbot into Project Intercept, our Nominet-funded work to develop and scale up online warning messages (see section: advocacy and communications).

We are grateful to the Global Partnership to End Violence Against Children who originally funded the chatbot project.

Working with the international Stop It Now family

We continued to work with partners who run Stop It Now projects across the world through regular meetings to discuss operational and strategic issues. We are delighted that the manager for Stop It Now Brussels joined the network, resulting in representation from all the projects across the world.

Thank you

We remain grateful to our core funders, the Home Office and the Ministry of Justice, for their ongoing support, without which the helpline would not exist to help the thousands of people who call every year. We are also grateful to Indigo Trust who provided much-needed funding for the helpline this year.

Case study: Stop It Now UK and Ireland helpline

Robert's story

Robert, 42, contacted Stop It Now for the first time in early 2024, three days after being arrested and placed on police bail on suspicion of online sexual communication with children. During his police interview, Robert admitted fully to the illegal online behaviour. Robert works in retail, lives with his parents, and has no access to children. He is currently on bail until July and presented in a highly distressed state.

What we did

Initial advice from the helpline focused on stabilising Robert's mental health. As encouraged by the advisor, Robert arranged an urgent GP appointment and called back to the helpline the next day, confirming that he had been prescribed antidepressants by his GP. Over the next month, Robert called the helpline every two weeks and reported improvements in his wellbeing and mental health. As he no longer had access to any internet-enabled devices, an advisor arranged to have our Get Help self-help modules sent to him by post. On a subsequent call it became evident that he was struggling to grasp some of the content of the modules to do with offending pathways, so a series of one-hour call-backs were arranged with a Lucy Faithfull Foundation practitioner to support his understanding after completing each module.

The outcome

Robert is continuing to keep in touch with the helpline and has completed 4 of his 5 allocated Get Help call-backs. He initially wrestled with the fact that responsibility for his illegal behaviour rests solely with him. He is clear that the call-backs with the practitioner have helped him apply what he learnt from the Get Help modules to himself and is now looking to attend our Engage Plus programme to continue to build a good life without offending. He remains anxious about the police investigation and subsequent court appearance, but receives continuing support from his immediate and extended family. In discussion with the police, he now has a mobile phone that does not have internet access and he has begun to use his parent's computer, but only when under their supervision.

Stop It Now UK and Ireland helpline

Last year we said we would…

1. **Develop a diversity plan to extend our reach and meet the needs of more people within our key target groups.** Our diversity plan was implemented. We offered a translation services to callers and made navigation of our online resources easier. Across the year we started to collect diversity data to help us understand our audiences better, and inform future service development.
2. **Implement live chat for under-18s hosted on a new website for young people, in partnership with the LFF young people team.** Our Shore website and live chat service launched in September. By the end of March, 25,596 users had visited and 106 individual chatters and emailers contacted us (see section: working with young people and families: preventing harmful sexual behaviour).
3. **Complete a Cardiff University short-term evaluation of our live chat service and agree on evaluation items and methodology with Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa for a three-year evaluation project funded by Oak Foundation (see section: research and international).** Cardiff University has submitted its article to the Journal of Sexual Abuse, and we are delighted that our collaboration with them will continue. Our work with Professors Elizabeth Letourneau and Michael Seto has progressed well, with the evaluation due to start in the year ahead.

This year we will…

1. **Start the evaluation of the helpline under the Oak Foundation Prevention Global project with Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa.**
2. **Develop a webinar to share helpline insights and make this available for as many professionals as possible through networks such as NOTA and the NWG Network.**
3. **Publish a Faithfull Paper looking at trends and insights from the helpline.**





Achievements and performance

Professional services: assessments, interventions and case consultancy

Our multi-skilled practitioner team provides expert assessments and intervention for the family court system, local authorities and others. We provide a national service and are approved by the Legal Aid Agency to provide expert witness testimony to the family courts.

We provide expert assessments and intervention for:

- **children from the age of five who have displayed harmful sexual behaviour**
- **adults who have, or who are alleged to have, committed a sexual offence against a child**
- **protective adults, including parents and carers**

We also provide consultancy to support any professional or organisation working with individuals and families affected by child sexual abuse or harmful sexual behaviour.

Each case is different, but we always help people working with families to create safer environments for children by guiding statutory and third-sector organisations in safe decision-making.

Specialist assessments

These include:

- assessments of adults who have offended, or have allegations made against them
- protective parenting assessments of partners and families of people who have offended
- dual assessments with partners around the risk of sexual harm to children, and the ability to protect children from sexual harm
- assessments of parents/carers where there are harmful sexual behaviour concerns about young people within the family
- working jointly with our young people's specialist practitioners to provide assessments of whole families

This year, we started delivering psychological assessments and undertook two assessments for a local authority. We also trained our staff on using the Risk for Sexual Violence Protocol (RSVP) for assessments and some senior practitioners were trained in the Structured Assessment of Protective Factors against Sexual Offending (SAPROF-SO), a tool designed specifically for the assessment of protective factors in people with a history of sexual offending.

Case study: Professional services

Psychological assessments

We were asked by a local authority to assess a mother and father who had one child.

The father had a historical conviction for sexual offences against children from around 20 years prior, as well as a history of anti-social behaviour, substance misuse and domestic violence against the mother. Concerns were also raised regarding the mother's relationship history, which involved a number of relationships with men with previous sexual abuse concerns and domestic abuse issues.

What we did

We assessed the father's risk of sexual harm to his child, whether he could see his child unsupervised, as well as his risk of engaging in further domestic violence. The local authority further requested for him to be assessed on his insight into his offences, his ability to recognise unsafe relationships, and whether ongoing intervention would be required to manage any risks.

The request regarding the mother was to assess her ability to protect her child from any risks posed by the father or any other person; her awareness of the risk posed to her by the father; and her ability to co-parent with him. We were also asked to assess her understanding of safe and unsafe relationships and any intervention she might need.

Our assessments used clinical interviews, structured professional judgement risk assessments and psychometric measures focused on personality traits, mental health and experiences of relationships.

We produced a comprehensive assessment that contributed to decision-making by the local authority about child protection, and identified intervention work for both parents to increase the safeguarding of their child.



Interventions

Our interventions with individuals or couples include bespoke interventions with people who have perpetrated harm (or are alleged to have) and work with their family members – partners or parents and carers. Our protective parenting intervention aims to improve parents' ability to protect their children from sexual harm. Our interventions for children and young people are bespoke and designed to respond to and support the child or young person's individual needs.

Case consultancy

Our specialist staff provide expert child protection and safeguarding advice and consultancy to statutory and voluntary organisations. We assist clients to work through complex issues and develop clear and effective action plans for clients. We help frontline staff take a fresh look at a case, discuss key themes, provide input around formulation, risk management and safety planning, and signpost to further support or interventions.

Psychology

Our psychology team supports all areas of our work from training delivery to research and evaluation. This year, the team launched an internal research library and a quarterly research round-up, to ensure staff have ready access to the most relevant and up-to-date research. We also started mapping out a career path from trainee practitioner to practitioner, supported the development of a new evaluation framework for assessments and interventions, and finished the year ready to start providing psychometrics within assessments of young people.

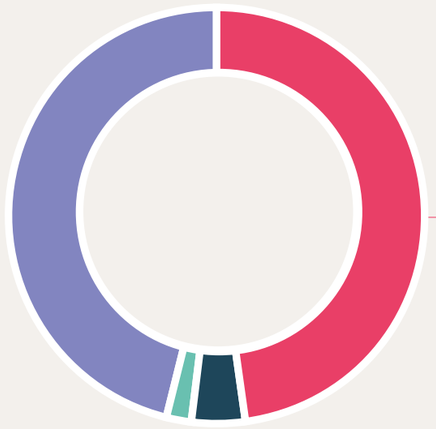
Our reach in 2023/24

Assessments, interventions and case consultancy

256

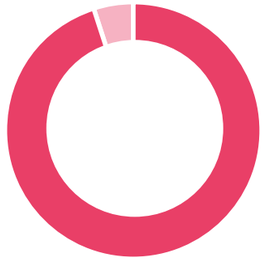
We delivered 256 risk assessments and 14 case consultancies (270 total), an increase compared to 2022/23 (243). We also delivered 84 pieces of intervention, an increase from 75 in 2022/23.

Types of assessments



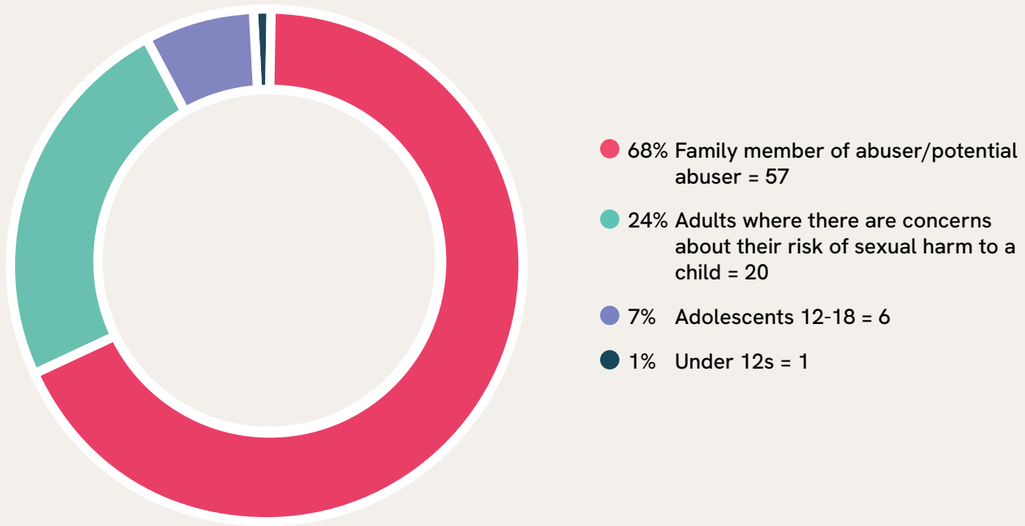
- 48% Adult abuser/potential abuser = 124
- 4% Adolescents 12-18 = 10
- 2% Under-12s = 5
- 46% Adults where there are concerns about their risk of sexual harm to a child = 117

Breakdown:
Gender of adult abuser/potential abusers =117

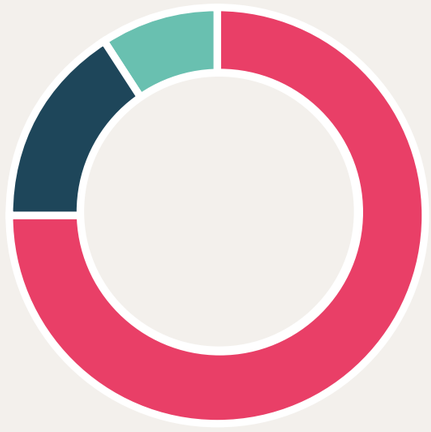


- 97% Male = 114
- 3% Female = 3

Types of interventions

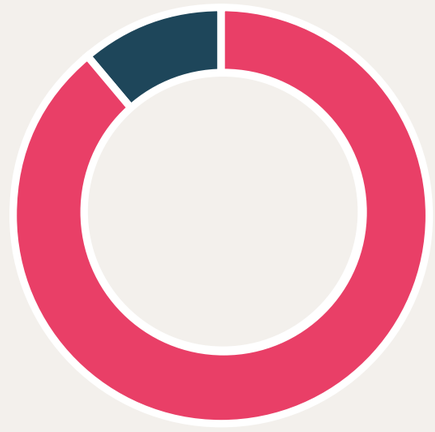


Who commissioned assessments*



*numbers will include repeat bookers so will not total all assessments (270) or interventions (84)

Who commissioned interventions*



*assessments 'other' includes those who have self-funded, faith and health-based organisations, and a sporting body.

Case study: Professional services

Assessments

Mr and Mrs James have two children: a boy aged five and a girl aged two. Mr James has not been living with his family for over a year due to his arrest and subsequent conviction for online sexual communication with a 13-year-old. Police bail required that he not live at home, although he has maintained regular contact with his children throughout, supervised by either his wife or the children's grandparents. With the criminal case now concluded, Mr and Mrs James are keen to resume life as a "normal family", with Mr James living back at home. In light of the conviction, Children's Services regard him as a high-potential sexual risk who should not be allowed to live with children. They referred the couple to us to undergo specialist assessments concerning Mr James' sexual risk to his children, Mrs James' capacity to protect her children and the potential for family reunification.

The assessments

Mr and Mrs James met our practitioner in person, both separately and together, with one overall report covering both aspects of the requested assessments. The practitioner spoke with the social worker involved with the family, and had access to the Crown Prosecution Service papers relating to Mr James' conviction, including transcripts of the online conversations. The social worker was able to report on the children's wellbeing, including the views of the school and nursery.

The interviews with Mr and Mrs James explored their views on and attitudes towards the concerns for their children's safety in light of Mr James' online behaviour. They also covered their respective backgrounds, upbringing and relationships, their relationship with one another, their boundaries, strengths and weaknesses, their views on parenting and safeguarding the children, and their hopes for the future. As well as using direct questions, the interviews included discussing a range of scenarios relevant to their current family circumstances. The assessment of Mr James's risk to his children explored his online sexual behaviour, his motivation for offending, pornography use and sexual interests, his pathway to desisting from offending and his relapse prevention plan. It included utilising the Risk for Sexual Violence Protocol (Version 2) structured professional judgement tool. The assessment of Mrs James explored her insight into the concerns about her husband's offending, her perspective on Mr James' risk and her insight into indicators of concerns in him and in the children. It considered her ability to be a powerful adult protector, providing stability, open communication, and physical and emotional safety for the children.

The outcome

An extensive assessment report provided to Children's Services concluded that Mr James posed a low risk of further sexual offending generally, including a low risk of sexually offending against his own children. There was no evidence of a primary sexual interest in children, he bitterly regretted his sexual offending behaviour and had undertaken an intervention programme with a psychologist with relevant expertise to explore his behaviour in detail and develop a robust relapse prevention plan. Moreover, he evidently had a strong and positive relationship with his wife and children, with various sources confirming the children benefited from their relationship with him.

The assessment of Mrs James concluded that she was a powerful protective presence in the household. She had also attended sessions with Mr James' psychologist, and the couple had undertaken extensive work to repair their relationship after the impact of Mr James' offending on them as a couple. Mrs James had a good understanding of child sexual abuse and the warning signs of concerning behaviour in children and in adults. She demonstrated strength of character, independence, resilience and importantly, confidence in taking protective actions. Independent reports from the school and nursery were positive about their parenting. The couple engaged proactively in the assessment process, and it was clear that they were willing to take steps to actively safeguard the children and create a safe home environment.

It was recommended that with a clear safety plan in place, consideration should be given to allowing Mr James to return to the family home. Based on the assessments, the social worker involved in the case was able to close the Child In Need Plan and agreed to allow Mr James to return to his family home and live with his children.



Assessments, interventions and case consultancy

Last year we said we would…

1. **Work to extend the range of interventions we offer to protect children – including the development of clear frameworks for the delivery of our interventions for adults.** We reviewed our existing intervention materials and implemented a standard set of objectives supported by a range of resources. We also held internal training and development sessions for staff.
2. **Extend the reach and range of LFF consultancy work across adults, children and young people.** Case consultancy numbers have increased from last year, with the majority involving children and young people. Building on the skills and experience of our practitioners, we will continue to promote our expertise to professionals.
3. **Publish a Faithfull Paper, sharing our unique expertise and practice insights into our protective parenting interventions.** We published this in March: **The role of protective parenting assessments and interventions in the prevention of child sexual abuse.**

This year we will…

1. **Focus on understanding our impact, including implementing new ways of collecting feedback from people who commission our services.**
2. **Train our practitioners in Compassion Focused Therapy (CFT) – a trauma-focused way of engaging with people we work with that also has benefits for staff care and wellbeing. We will review how we incorporate CFT methods in our assessments and interventions.**
3. **Review the assessment and interventions we offer for children and young people and their families. Our referral numbers decreased, so we will investigate why, and review what we can offer to ensure we are meeting the needs of these people.**

Achievements and performance

Circles of Support and Accountability

In July, we started a Circles of Support and Accountability project in the West Midlands region. One of a number of new projects across the country funded by a HM Prison and Probation Service (HMPPS) contract, it saw our return to delivering Circles, having closed our last Circles in 2017/18.

Circles are a proven intervention to reduce risk in those who might pose a risk of sexual harm. Circles are community-based initiatives, designed to reduce sexual offending. They are an innovative and successful contribution to child protection. Circles are made up of 4 to 6 trained volunteers from the local community who help to support one person who has sexually offended – the Core Member. They work in close partnership with criminal justice agencies, and the Core Member is subject to probation oversight throughout the process.

The Circle provides practical skills and support to the Core Member, according to their needs, which might include social skills, finding work or hobbies, or looking for suitable accommodation. This helps reduce the risk of reoffending and limits isolation where offending behaviour often starts.

Volunteers commit to meeting with the Core Member for 12 to 18 months supporting them to recognise unhelpful thoughts, feelings and patterns of behaviour which might link to their risk of offending, and encourage them to develop more healthy strategies.

Volunteers are supported by a professional Circle Coordinator, who liaises with other key professionals working with the Core Member, including police, probation, health and housing.

Our reach in 2023/24

Circles of Support and Accountability

50

We trained 43 volunteers, assessed seven core members and started three Circles, two in Stoke on Trent and one in Birmingham.

Antonia, a previous West Midlands Circle volunteer, said:

> **“I started volunteering with Circles as I was interested in gaining experience working with people who had committed offences and preventing re-offending; what I gained as a volunteer was so much more.**
>
> **The experience of being trusted to be part of a reliable support system, getting to know somebody who might struggle with trust and is fearful of rejection, and then watching that person grow and change was brilliant. It was also great to work together with other volunteers and professionals who were compassionate and from all walks of life. Overall, it was the inspiration for me to train to be a psychologist.**
>
> **The best part was watching the Core Member make meaningful changes to his life. We know from research into sexual offending that social isolation and lack of healthy relationships can increase risk. We got to watch our Core Member improve his social skills and gain confidence in problem solving things like managing triggers and employment and accommodation difficulties.**
>
> **To anyone wondering about getting involved, you won’t regret it and you get lots of training and support. I feel privileged to have been allowed to do it twice.”**

Looking ahead

We welcomed the opportunity to tender for the HMPPS contract and were delighted to start delivering Circles again. While we knew the two-year contract would come with challenges and some financial risk, we were prepared to manage these on the basis that any losses in year one would be offset in year two. A slow start and changes to the referral process resulted in contract payments from HMPPS of £50,706 only covering 58% of our costs, with the remaining amount being supported by a £10,000 grant from Circles UK and £26,634 from our unrestricted funding. In addition, uncertainty around the longevity of the project meant we could not take on any new core members, which resulted in us not being able to generate further contract income. While we remain committed to delivering Circles, we cannot afford to sustain the project without confirmed funding for our core costs. At the end of the year the contract was placed on hold while we worked with HMPPS and Circles UK to achieve this.

Achievements and performance

Achievements and performance

Tackling online child sexual abuse: services for those arrested and their families

Online child sexual abuse continues to be a huge problem with no signs of abating. Since 2019 the number of sexual images of children reports have increased by 87%[1] and each month, around 800 people are arrested in the UK for offences related to viewing and sharing those images, and having sexual conversations with children.

While undoubtedly more needs to be done to prevent online offending in the first place (see section: advocacy and communications), we make sure services are available for people affected by an arrest. This includes those who have caused harm, to help them manage their behaviour in the future, and it includes their families, who struggle with the emotional and practical impact of the arrest of a loved one. We offer evidence-based psycho-educational programmes as well as online support services.

Inform Plus – to help prevent viewing sexual images of children

This programme is for men who are under investigation for, or have been arrested, cautioned or convicted of, viewing sexual images of children online. Delivered as a group or individually, it helps men understand their behaviour and implement strategies to avoid reoffending. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Of Inform Plus participants who completed evaluations:

- **all reported making good or maximum progress on their ability to reduce their risk of reoffending**
- **98% reported making good or maximum progress in understanding their own offending behaviour patterns**

> “The course was immensely useful and has prevented me from finding myself in a much darker place. I feel that it has been the first stepping stone towards getting my life back on track. Many thanks to the team for their professionalism and understanding, which has improved my self-esteem substantially.”

Inform Plus participant

1 WeProtect Global Alliance, Global Threat Assessment 2023



Inform Plus

211

Across England and Wales, 146 men attended the group programme, 34 completed the course on an individual basis, and an additional 31 men had a single assessment session.

That’s 211 men in total, an increase of 23% compared to 2022/23 (171).

Case study: Inform Plus

Josh's story

Josh, 35, first contacted our Stop It Now helpline in August 2022 after being given our contact details by the police. He had not been arrested, but officers had attended his property, seized all electronic devices and told Josh he was being investigated on suspicion of possessing sexual images of children, stored on his Dropbox. On his call, he accepted full responsibility and admitted to viewing sexual images of children for sexual gratification, although he denied any attraction to children in real life. Josh worked as an engineer, lived with his wife who was supportive of him, and had no access to children. He said that since the arrest his mental health had "gone downhill" and he felt he was struggling to get through the day.

Over a series of calls, Josh was forthcoming during the exploration of his behaviour and able to offer lots of insight into his past. He had a history of trauma and is a survivor of childhood sexual abuse. He shared that his understanding of sex had been shaped by this abuse, which affected his ability to form healthy relationships. Consequently, he said he often relied on online coping mechanisms such as gaming and pornography. He said his pornography use had escalated during the COVID-19 lockdowns and that the frequency of his viewing habits had "got out of hand".

He reported that he had initially searched for sexual images of children online using Google and then through various social media platforms. He said he had exchanged images with other adults online. When thinking back on this aspect of his behaviour, he spoke about the welcome sense of "community" he had experienced.

What we did

On the first call, our advisors focused on Josh's wellbeing. We recommended he visit his GP for a mental health assessment, which resulted in being prescribed antidepressants. We encouraged him to engage with our online self-help resources, Get Help, both for his wellbeing but also to develop a better understanding of his offending behaviour. Given the concerns about his pornography use, we recommended he read "In the Shadows of the Net", to help him understand more about how problematic internet-based sexual behaviours can manifest. He was keen to take further steps to tackle his behaviour and went on to complete our Inform Plus programme.

The outcome

Josh responded positively to our support and diligently followed our recommendations. Commenting on the programme, he said he felt he had benefited most from exploring the impact on the victims. He said that seeing images through a screen had added a "distance and detachment from the children in the images" and that "it had been very easy to lose empathy". He said that the programme had caused him to experience "a flood of empathy for them." He said he had come to recognise that "these children were suffering the same abuse that I had once suffered myself." He was adamant that he would never view sexual images of children again.

Josh was charged with three counts of possession of illegal images. He was sentenced to 100 hours of unpaid work, a three-year community order and was placed on the sex offenders register for five years. Josh lost his job as an engineer as a result of his conviction and it took some time to find contract work. He feels the future is still very uncertain and remains on medication for depression. However, he has greatly reduced his use of adult pornography and his wife continues to offer him support.

In 2023, Josh was invited back to an Inform Plus group as a guest speaker and he shared his journey, but especially what he learnt since his arrest. He said he was glad to do this as it gave him a sense of purpose.



Engage Plus – to help prevent online sexual communication with children

This programme is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence. Like Inform Plus, it is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Engage Plus

85

Across England and Wales 43 men from completed the group programme, 23 completed the course on an individual basis, and an additional 19 had a single assessment session.

That's 85 men in total, an 18% increase on 2022/23 (72).

Of Engage Plus participants who completed evaluations:

- **97% reported making good or maximum progress on their ability to reduce their risk of reoffending**
- **all reported making good or maximum progress in understanding their own offending behaviour patterns**

> **"Just want to say thank you for listening, for giving an understanding and allowing a platform to install necessary change in life."**
>
> Engage Plus participant

Case study: Engage Plus

Ben's story

Ben, 40, came to us seeking support following a 2017 conviction for sexual communication with children. His conviction related to conversations he had with who he thought were 13- and 14-year-old girls, but who turned out to be police officers. Ben is subject to a 10-year Sexual Harm Prevention Order and is on the sex offender register for 10 years. The first six months of his sentence were custodial. He is now supervised by police, lives alone and has no access to children.

Ben contacted us as he recognises that loneliness is a risk factor for him, and he had recently secured a job as a long-distance lorry driver, resulting in him being alone a lot of the time. As a relapse prevention strategy, he wanted to revisit why he behaved as he did and to "be better prepared so that it will never happen again." He said his time in prison had been "harrowing" and was determined not to go back.

What we did

Ben described how had engaged in online conversations with adults to reduce loneliness, but he acknowledged that this escalated to inappropriate and illegal interactions with individuals he thought were teenagers. He expressed regret that he had ignored the age of those he communicated with online, but also recognised he had found it easier to talk with teenagers than with adults. The new job is important to him and he does not want to jeopardise it or risk another prison term. Thus, looking to make sure he has the necessary tools to manage his behaviour in the future. He enrolled on our Engage Plus Programme.

The outcome

Ben said he experienced a range of emotions before and after participating in the programme. Initially, he felt nervous and uncertain about what to expect, especially as his conviction was from years ago. But after completing the programme he reported feeling relieved, more knowledgeable, and more aware of the topic areas covered by the programme.

He said he found all sessions extremely useful, but particularly appreciated the sessions covering victim empathy. He said he had learnt more about his risk factors and the steps he should take to make sure he did not offend again. These steps included not using online platforms that are designed for young people and, with his renewed awareness of the law, checking the ages of people he engaged with online to ensure they are adults. He was keen to develop healthy, adult support networks, perhaps through the lorry driving community and with others he had met at the gym he had recently joined. He asked if it was okay to call the helpline every now and then to update on his progress.

Inform

This programme is for partners, adult family members or friends of people who have been arrested for online offending. They are often in crisis and Inform provides a much-needed safe space for people to talk about what they are going through and gain support from others. It can be delivered as a group or individually.

Inform

165

Across England and Wales, we worked with 165 family members or friends.

That's a 53% increase compared to 2022/23 (108). In part, this is because we increased our capacity to deliver, and therefore the timeliness of starting groups. But we are also seeing increased demand. Between Inform, our Family and Friends Forum and our Stop It Now helpline, we are able to help families and friends at various stages in their journeys, enabling more people who need us to know about our services and make use of them.

Of Inform participants who completed evaluations:

- **92% said they felt less isolated after the programme**
- **79% said they felt more positive about the future**

> **"Just want to say thank you for helping me get through an already difficult situation in a sensitive way and without judgement. I appreciate everyone that works hard to support the families involved."**
>
> Inform participant

> **"Thank you for this course. I'm grateful for the support it has offered and has reduced my sense of isolation."**
>
> Inform participant

Case study: Inform

Martin and Josephine's story

Martin, 69, and Josephine, 71, are both retired and first contacted our Stop It Now helpline in May 2023 after their son Caleb, 40, told them he had been arrested for viewing sexual images of children online. They said Caleb had moved back into their home – his bail conditions prevent him from living at home with his children, aged 9 and 13. Caleb works as an IT technician, and outside of his immediate family he had no access to children.

Martin and Josephine explained that Caleb had been happily married for 15 years and that his wife was struggling to come to terms with what Caleb had done. We suggested they pass our helpline details to both Caleb and his wife.

Martin and Josephine described their distress on learning of Caleb's arrest, mentioning sometimes feeling overwhelmed and isolated. They are now avoiding contact with friends as they feel ashamed of what their son has done. That said, they want to support him as best they can, including by supervising his contact with his children - their grandchildren, which involves a seven-hour weekly trip to collect the children and return them home afterwards. They wanted to try and understand why Caleb had done what he did, and what this meant for his immediate and longer-term future.

What we did

Martin and Josephine were referred to information for adults in their situation on our Stop It Now website. They were also given information about our Inform programme, completed separate initial programme assessments to explore their individual needs in more detail as well as their suitability for the course, and completed the programme together.

The outcome

When Martin and Josephine completed the programme, Caleb was still living with them and was awaiting the outcome of the police investigation. They continued to supervise his visits with his children. Caleb's wife had not yet felt able to speak with Caleb and she had not called our helpline. Caleb had called, and was attending our Inform Plus programme.

Martin and Josephine felt the course helped them understand their son's behaviour and while they still struggled with what he had done, they felt better able to talk to him about what was happening. They said they felt better able to manage the emotional impact of the arrest, and had gained strength from being in a group with others going through a similar situation. They felt they had a greater understanding of the criminal justice processes and the involvement of children's services, all of which resulted in them feeling more hopeful for the future.

Our programme facilitator said Martin and Josephine actively engaged with the content and consistently came with questions. She said it was evident they were using the resources provided to better understand their son's behaviour and help navigate future challenges.

Reducing waiting times for initial meetings across our programmes

This year, we recruited seven additional programme facilitators to help us respond to demand for our services, taking our team of sessional staff up to 22. At the start of the year, demand was high with people waiting up to five weeks for an initial meeting. We are now seeing people in one to two weeks. Our new recruits are highly skilled, with experience in social work, therapy, probation and the charity sector.

Focusing on quality and evaluation

We implemented a new quality assurance process. While we consistently receive positive feedback from people we support, we now have additional measures in place to ensure ongoing quality delivery. This includes a thorough induction for new programme facilitators, observation of delivery, and a regular group supervision forum where facilitators can access advice and support from the wider team and supervisors.

We finished the year poised to start using new evaluation measures for Inform Plus and Engage Plus, following the development of a new evaluation protocol for programmes. We identified new measures following a robust process including new theories of change for each programme and a literature review. For Inform, we worked on introducing pre- and post-programme data collection for the first time. The insights we will gather will not only help us measure the impact and evaluate the effectiveness of Inform, but also help us present different types of data to funders, the public, and partners working in this area. The introduction of these new measures across our programmes will ensure each programme achieves its core objectives.

Family and Friends Forum

This is an invaluable peer support network for family and friends of people who have sexually offended online. Users can register and post their own experiences, offering and receiving advice as they navigate their way through the distress and trauma of the arrest of a friend or family member. Running now for six years, the forum continues to go from strength to strength.

Family and Friends Forum

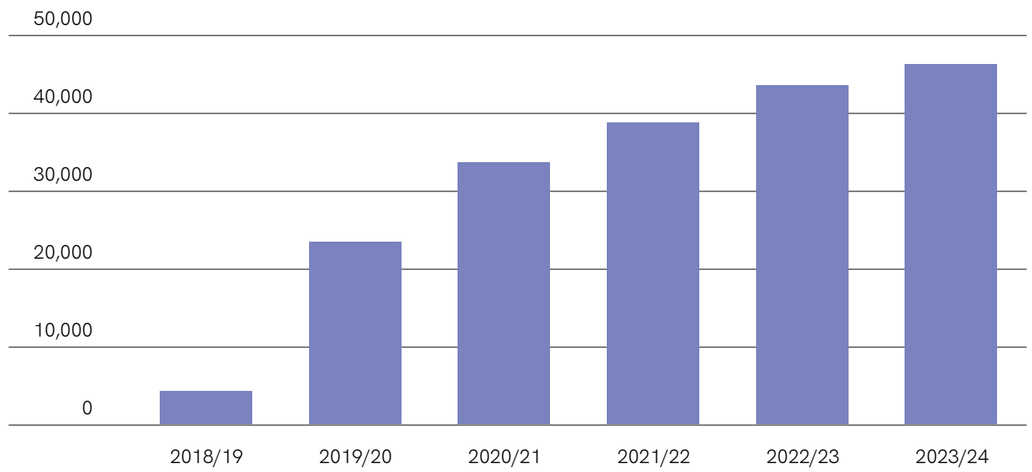
13,856

13,856 posts were made by 957 active users across 1,664 new topics. The forum was viewed by 45,669 users, a 4.7% increase compared to last year (43,625), including over 240,900 sessions, a 5.7% increase. This shows that many people value reading the forum, even if they do not post on it themselves. Support offered by peers on the forum is a lifeline for many. It provides support that they cannot find anywhere else.

> **The people on this forum fill me with hope and the solidarity you offer gives me strength.**

Forum user

Family and Friends Forum web users since it launched



Increasing engagement

In April, we introduced direct messaging in response to recommendations from our 2021 external evaluation. The service allows registered users to message others privately. It was piloted for three months, with feedback telling us that users appreciated the ability to share information that might not be suitable for the public forum. Users also noted that the service enhances the ability to form more meaningful connections and fosters discussions on specific topics or everyday matters that may seem insignificant in the wider issues of forum users. We implemented it fully in July, and across the year 212 users sent 6,078 messages between them.

Following requests, we piloted a virtual meeting of forum users and are planning more dates across the year ahead.

> **I'm glad I have helped in some small way by sharing my story. I do pop in and read the forum from time to time. It's strange, but even though I'm moving on, it's still important at times, for me to feel part of this group, as no one else in my world can really relate to what I've gone through and continue to go through.**

Forum user

We would like to thank all those who support our work to prevent online child sexual abuse including The Emmanuel Kaye Foundation, Porticus UK and The Dawes Trust.

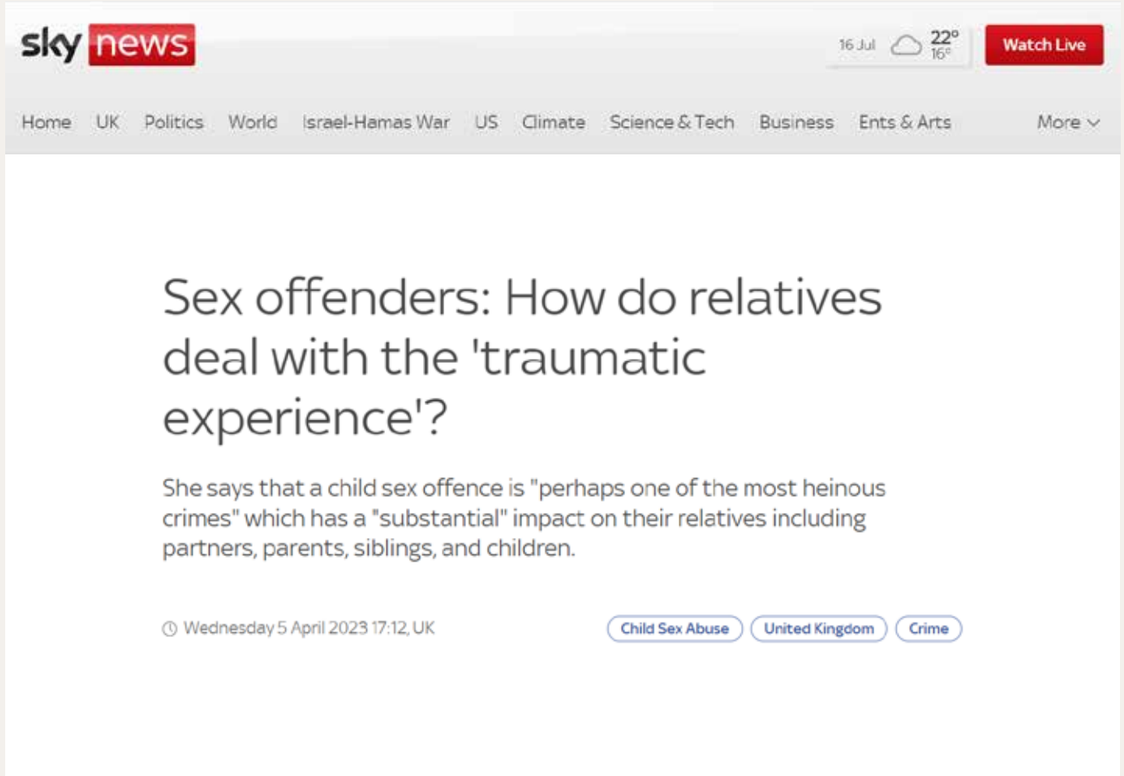
Services for those arrested and their families

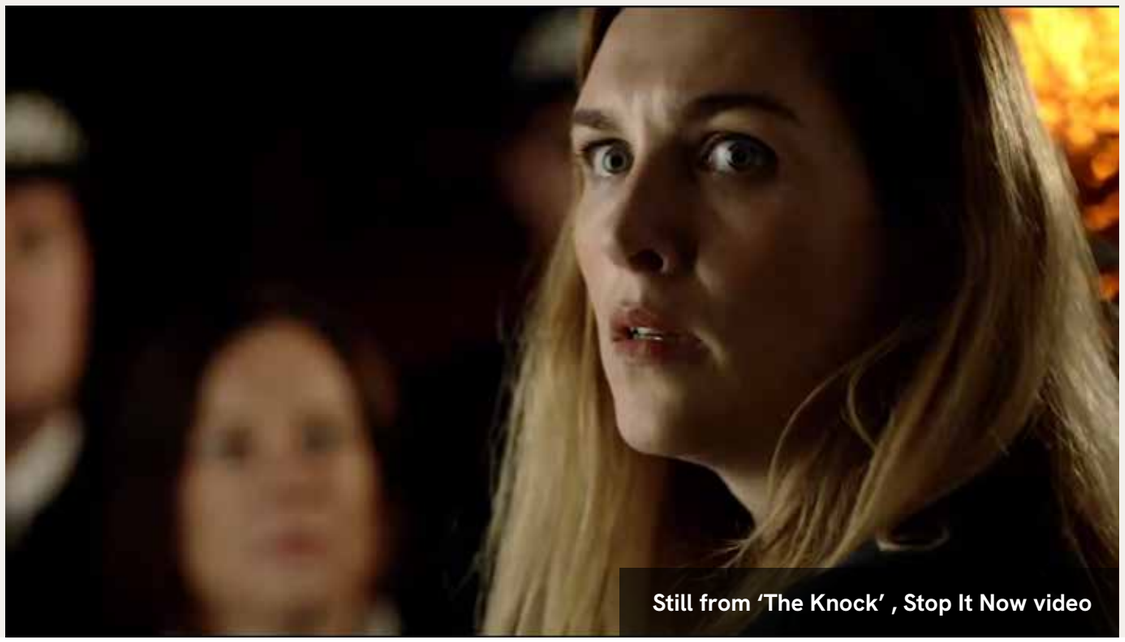
Last year we said we would…

1. **Promote our programmes to both showcase our delivery and ensure greater sector awareness. We will work with the media and communications team to explore how we can promote the programmes and the forum across our websites and social media.** Our chief executive, Deborah Denis, appeared on Sky News and Radio Four's Woman's Hour to talk about the impact on families when a family member is arrested for sexual offences against children. Our Family and Friends Forum, Inform and Circles programmes were highlighted in a special feature in The Mirror. Throughout the year, we have also trialled innovative new messages and content for social media to promote our programmes to drive awareness for both professionals and potential service users.
2. **Update the Inform manual using findings from the forum evaluation and incorporate trends, themes, and topics discussed/raised on the forum. For example, we will review how trauma-informed both the material and our delivery of the material are.** This work commenced in 2023/24 and will continue into the year ahead.
3. **Scope out the involvement of users in the running of the forum, following the recommendations of our forum evaluation. We will explore a quarterly forum user steering group, to discuss the forum, for example, what works, what doesn't, ideas to take it forward and ideas for the future. In addition, we will explore forum user moderation, which could increase our capacity to moderate and reply to messages on a more frequent and personal level.** A scoping paper was produced, exploring possible avenues for user engagement, including concepts such as peer moderation and the creation of a user steering group.

This year we will…

1. **Continue to ensure quality delivery, for example, through a review of our programmes' quality assurance approach and the launch of a bi-annual forum user satisfaction survey on the forum.**
2. **Take forward what we learnt from our scoping exercise into how we can increase user engagement with the development of the forum, including through virtual meetings and a user steering group.**
3. **Seek to take a more personal approach to our communications, to reach our audiences in the right way at the right time.**





Still from 'The Knock' , Stop It Now video

Achievements and performance

Working with young people, families and professionals to prevent harmful sexual behaviour

Police data indicates that harmful sexual behaviour amongst under-18s accounts for just over half of all reported child sexual abuse and exploitation crimes[2]. We are dedicated to working to prevent harm, respond effectively, and help rebuild lives.

Support for young people concerned about their own thoughts or behaviour

In September we launched **Shore**, our website for teenagers worried about their own sexual thoughts or behaviour, of that of a friend. This pioneering website provides a safe space to navigate the complexities of sexual relationships and behaviour, offering reliable information and advice on a range of topics including consent, the law, online risks and concerns about sexual thoughts or behaviours. The anonymous and confidential chat and email allow young people to get advice and support on issues relating to both online and offline sexual behaviour. The site also invites young people to engage via our 'have your say' page, where they can share feedback on the website, submit their own experiences to feature on our 'real-life stories' page or submit questions for the 'your questions, answered' page.

The website launch was covered in The Guardian, and we held a launch webinar attended by more than 200 people, with input from Deborah Denis (our CEO), Professor Elizabeth Letourneau (director of the Moore Center for the Prevention of Child Sexual Abuse at Johns Hopkins Bloomberg School of Public Health) and Rachel Haynes (our senior practitioner). This was followed up by a further story in The Guardian, which told one family's story.

Since we launched:

- more than 25,000 users have visited the Shore website
- there have been 35,600 sessions with 82,000 page views
- 106 people contacted us through Shore live chat and email
- 182 chats and emails were responded to

2 https://www.vkpp.org.uk/news/vkpp-launch-national-analysis-of-police-recorded-child-sexual-abuse-and-exploitation-csae-crimes-report-2022/

Shore: who contacted us?

19%
Under 18s (U18s) who had committed an online offence involving indecent images of children (n=20)

17%
U18s concerned about their own sexual thoughts about children (n=18)

10%
Victims/survivors of child sexual abuse (n=11)

8%
Professionals (n=9)

6%
U18s who are concerned about their general online behaviour (n=6)

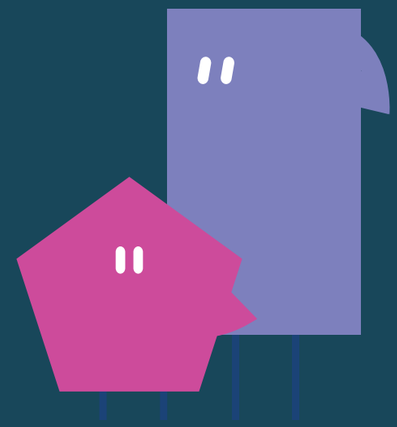
5%
U18s who have engaged in harmful sexual behaviour offline (n=5)

4%
U18s concerned about the thoughts of behaviour of someone else (n=4)

4%
Adults concerned about the thoughts or behaviours of a young person (n=4)

3%
Adults concerned about a child or young person who is at risk/showing signs of being sexually abused or being groomed online (n=3)

24%
Other (n=26)*
*includes adults who have committed offences, adults concerned about another adult, and contacts that do not fall within our remit



Of the under 18s who contacted us, 72% had not yet spoken to an adult about what was worrying them in relation to their own thoughts or behaviour, demonstrating the value of giving young people a safe space to access information, advice and support.

A snapshot of contacts

Sanjay, 17, contacted us after seeing an advert for Shore on Snapchat. He disclosed he had inappropriately touched his younger cousin (aged 7) when he was 12 years old. Over a series of chats, it came to light that his behaviour may have been influenced by his experience of sexual abuse by his grandfather when he was a younger child. The Shore advisors were the first people Sanjay had ever shared these experiences with.

Luke, 14, told us he was concerned about sexual thoughts and feelings he was having towards younger girls. He said these thoughts started when he was 13, and he was struggling to understand where they had come from. He said he was feeling nervous about going to school, in case he experienced an inappropriate sexual thought and an urge to masturbate. He described feeling shameful and out of control of his sexual thoughts. He was worried his parents would judge him if he went to them for advice.

Dean, 18, contacted us after being arrested by the police. He had been viewing pornography regularly since the age of 12 and over time had started having sexual conversations with adults online, who shared illegal sexual images of children with him. He expressed a lot of shame around his online behaviours and had attempted suicide in the past. His family had been supportive and since his arrest, he started seeing a counsellor at school for support. Dean felt worried about being drawn back to the sexual behaviour online and wanted help and support to make sure this didn't happen.

Alana, 15, was in foster care. She told us she had several friends who she felt only wanted to have sex with her. These relationships were impacting her self-worth and she spoke of smoking marijuana to deal with the difficult sexual encounters. She subsequently told our advisors that these 'friends' were adult men and it became clear she was being sexually exploited. Over time, advisors emphasised her right to safety, exploring how she might safely cut contact with these men and build trust with the adults in her life who are there to support and protect her.

Shore has been visited by people in 138 countries. Although Shore is a UK resource, this highlights the global need for the service, which is one of very few of its kind in the world.

"This is the most impressive teen website I've seen to support and guide on this topic. Lots of great grounding language and tools for teens to navigate their thoughts, feelings, behaviours and needs."

Christina Knepper, Research Program Coordinator, Johns Hopkins Bloomberg School of Public Health, Department of Mental Health, Moore Center for the Prevention of Child Sexual Abuse

"I think Shore is so vital because there are very few good services in this sector – Lucy Faithfull [Foundation] is the only organisation I am confident and comfortable signposting others too for this type of work, with all ages."

Feedback from a professional

We are grateful to the Home Office for supporting this work, and to the Charles Hayward Foundation and the Esmée Fairbairn Foundation for their initial funding to develop the website.

Everyone's Safer: our project to support effective leadership responses to harmful sexual behaviour in schools

Our three-year project working to address harmful sexual behaviour in schools has completed its second year, meeting its target to directly support 10 schools across the West Midlands each year for three years. The project, supported by KPMG Foundation, aims to:

- make schools safer places for children and young people by preventing harmful sexual behaviour
- ensure schools respond well when a harmful sexual behaviour incident occurs
- collect evidence and insight to influence government and education strategy, benefitting schools far beyond the direct reach of the project

In each year we support ten schools across the West Midlands and surrounding counties, taking the total number of schools up to 20 so far. Each school engagement starts with research to help understand the context and circumstances of the school's experiences of harmful sexual behaviour, which is followed by the development of a bespoke engagement plan. These can include a variety of activities and interventions ranging from providing direct support and educational input for pupils and parents to supporting decision-making amongst school leaders.

The project is being evaluated by Dr Emily Setty (senior lecturer in criminology at the University of Surrey) and following the report into the first year of the project, we published a **Faithfull Paper**.

By March 2024 we had identified the next ten schools to take part in the third and final year of the project.

Supporting a broader spectrum of schools

Across the year, our schools project lead gave additional support to 89 schools through a call-back consultation service on our Stop It Now helpline.

The majority of callers required support with safety planning for individual students and a smaller number of schools requested support with their whole-school approach, such as teacher training or group interventions for students.

Examples of support delivered include a three-session twilight training package for a cluster of Staffordshire schools, an online assembly to address harmful sexual behaviour for Year 10 students, and work with a primary school in Worcestershire to tailor and apply their PSHE curriculum.

"I advised a colleague to call your helpline when she was concerned about the sexual behaviour of one of her students. She received fabulous advice which has really improved day-to-day safety in school."

A designated safeguarding lead from one of these schools



Case study: Working with young people, families and professionals

Everyone's Safer

A support worker from a large independent school called our Stop It Now helpline about Sam, a 12-year-old boy who had displayed harmful sexual behaviours towards numerous students in his year group through unwanted touching over and under clothing. Our advisor discussed how best to safeguard the children who have been harmed and also how best to support Sam, and arranged a one-hour follow-up call with our schools project lead.

On the call, our schools lead and the support worker codesigned an engagement plan. The plan included an assembly on harmful sexual behaviour for the whole year group delivered by our schools lead and a specialist young people's counsellor; one-to-one safety planning for six students who were directly affected, and drop-in counselling support for other students and staff.

After the engagement, our project lead and counsellor shared the following reflections with the school staff.

- Students described varying impacts of the harmful sexual behaviour they had experienced, such as feeling "shaken", "uncomfortable", "worried", "upset", "confused" and "taken aback".
- All affected students were currently feeling safe in school.
- Students suggested:
  - having confidential, private spaces to report concerns in school, physically and online
  - whole-year group talks about boundaries and harassment so they know what is okay and what is not okay
  - Year 7s being able to change lessons before the other students so that corridors feel safer

The support worker said:

"Thank you so much for the work you carried out this week. It has been hugely helpful and valuable for both the pupils and more broadly us, as a school."

The school's safeguarding manager said:

"Thanks for all the fantastic work that you did whilst you were here. We are so grateful for all the work you have undertaken and the reflections so far have been enormously helpful."

In completing this work, we were also able to test and evaluate new safety plan templates for students who have been harmed by sexual behaviour. These templates will soon be shared on our help for schools webpage.

Inform Young People

This is a course for young people who have got into trouble for harmful or illegal sexual behaviour online. The course helps to:

- understand what has happened and why
- develop responsible behaviour
- improve safety and prevent more harm
- get information about what might happen next and build hope for the future

It can also help family members find the best way to support their child at such a distressing time.

Inform Young People

94

We worked with 94 young people – 84 completed the programme and we had review sessions with another 10 (2022/23: 96). We also worked with 28 parents and caregivers (2022/23: 42).

We are increasingly seeing more complex cases coming through to our Inform Young People programme, for example, because the young person has additional needs or because of the behaviour itself.

It has become more difficult to find funding for our Inform Young People Programme, in part because of increased demand on charitable trusts and foundations. We will be exploring alternative funding sources, including statutory funding or commissioning opportunities to help increase the sustainability of the project.

In the year ahead, we will commission an independent evaluation of Inform Young People. We are grateful to the Paul Hamlyn Foundation for supporting this.

> **"Without Inform YP, I would never have been able to open up about my problem. They gave me the opportunity to turn my life around and plan a future for myself and I am 100% a better person because of it. Don't be afraid to talk."**
>
> Training participant

> **"We never ever thought we would find our family in this situation and the impact has had a huge effect on my son, my husband and my mental health. Having kind people listen to my worries and give advice was a blessing that we have not taken for granted."**
>
> Parent of young person

- **92% of young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future.**
- **75% of parents and carers who provided feedback said they felt more confident that their child can use the internet safely and responsibly in the future.**

Helping others help young people

This year, we continued our project to equip other agencies to work with young people who have exhibited harmful sexual behaviour online. With arrests for viewing sexual images of children online growing and a substantial proportion of these being young people, we know we cannot reach everyone who needs help on our own. That's why we're grateful to the Paul Hamlyn Foundation for funding us to train others in our Inform Young People programme.

We trained 171 people from 10 agencies across the UK and Ireland including those in health, education, the justice service, NGOs and care homes. This is a slight decrease compared to 2022/23 (185 people from 34 organisations).

Case study: Inform Young People

Daniel's story

Wendy, 43, contacted our Stop It Now helpline after her 16-year-old son, Daniel, was arrested for viewing sexual images of children. She was referred to us by CAMHS. Daniel has ADHD, dyslexia, and dyspraxia, and lives at home with his parents and has one sister who lives away at university.

Wendy told us that Daniel's illegal online behaviour started when he was 14 years old; he had been viewing adult pornography and found illegal images by accident. At first, he viewed images of children the same age as him, which then escalated to him viewing images of younger children.

Since his arrest, Daniel has been experiencing suicidal thoughts but says he has no intent of acting on them. He has been receiving professional support from a psychologist for this and his ADHD. He has also been prescribed antidepressants.

What we did

One of our young people's practitioners met with Daniel and his parents to discuss the Inform Young People programme and assess whether this would be a good fit for Daniel. The programme was tailored to Daniel's situation and circumstances and employed the Good Lives Model as the basis to help him understand his illegal behaviour and the needs he was seeking to meet. Danial was very motivated to learn how to prevent a repetition of the behaviour. The eleven sessions focused on helping Daniel understand more about the reasons behind his offending behaviour, and developing knowledge and skills to prevent it from happening again. Areas we covered included the law and consent, 'understanding my own behaviour,' and the impact of pornography on young people. Daniel completed the Inform YP programme and developed a safety plan which included installing parental controls and filters on his devices and signing up to an agreement that he would not access pornography.

Our practitioner kept in regular contact with his parents and provided follow-up support via phone calls and email.

The outcome

Daniel expressed having a much clearer understanding of the law, legal/illegal behaviour, the potential consequences of offending behaviour and the negative impact pornography can have on young people. He had identified a number of coping strategies to deal with his emotions and he was committed to continuing to engage in self-care activities to soothe his anxiety. He agreed to focus on activities that made him happy, such as playing football, and continuing to spend more time with friends his age.

Daniel received a one-year community order and was not required to be placed on the sex offenders register. The Youth Court Judge and the Youth Offending Service commented that Daniel was in a much better place after completing the programme and that while he would be supported by the Youth Offending Services for the next year, he would not be required to complete any intensive, offence-focused interventions.

Working with young people and families

Last year we said we would…

1. **Launch our website for young people worried about their own or someone else's sexual thoughts, feelings or behaviour where they can receive trusted support and advice and pilot a chat facility enabling young people to get help in real-time.** We launched our Shore website in September and it logged 25,596 users to the end of March 2024.
2. **Collaborate with the University of Birmingham and Brook to create a UK evidence-based traffic lights tool to aid professionals in responding to incidents of harmful sexual behaviour among 13 to 18-year-olds.** The first stage of data collection has been completed, and the project is ongoing.
3. **Secure funding for and maintain the current level of delivery of Inform Young People to children and young people.** We managed to keep numbers steady across the year, but funding for our work with young people has been, and remains, a challenge.

This year we will…

1. **Commission an external independent evaluation of our Inform Young People programme.**
2. **Build a meaningful and continuous programme of youth engagement, to ensure the voices of young people inform our work.**
3. **Work to ensure all young people know about the help available through our Shore website.**

Achievements and performance

Advocacy and communications: influencing policy and public debate, driving awareness

Advocacy

Our advocacy work aims to influence the systemic changes that are needed to keep children safe. We revisited our strategy, adjusting our five goals to include our work raising awareness of the harm suffered by families when a loved one has offended, and calling for better support. A key feature of our advocacy work is collaboration and we work with partners across the sector to be a collective louder voice. We are grateful to our funders The Indigo Trust, Oak Foundation, The Samworth Foundation and John Ellerman Foundation for supporting our advocacy efforts.

Goal 1

Raising awareness of child sexual abuse and how to prevent it

Whilst the Online Safety Bill continued to progress through Parliament, we worked in coalition with charitable partners to support briefings to parliamentarians with quotes and case studies and endorsed open letters. Following royal assent, Ofcom issued its first major consultation on illegal harms in which it recognised the preventative approach we pioneered with Google and Bing to deploy content warnings that signpost to our Stop It Now services. These warnings have been cemented as a recommendation in Ofcom's first code of practice for search services and we used our response to the Ofcom consultation to encourage the new regulator to go further.

Goal 2

Promoting the public health approach

We held a joint conference with NOTA, in November, on the public health approach to prevent child sexual abuse. Prevention was considered through a multi-agency public health lens and attendees gained confidence in their roles to prevent child sexual abuse having acquired knowledge, skills and tools to use in their work. The conference was opened by Megan Hinton, victim and survivor advocate at the Marie Collins Foundation, and the voices of survivors were evident throughout.

Goal 3

Further understanding that those who offend can be helped to change

The government announced the independent Pornography Review and we have used the opportunity for scrutiny to ensure that the voices of those we work with are heard in relation to the contribution that pornography made in their pathways to offending. We attended a roundtable hosted by Baroness Bertin who is leading the review, participated in a coalition led by charitable partners and submitted a wide-ranging response to the call for evidence, drawing on insights from all areas of our work.

Goal 4

Raising awareness of the harm suffered by families when a loved one has offended

In collaboration with the Centre of expertise on child sexual abuse, we published new guidance for social workers and other professionals to support the whole family when a parent has offended online. For families who find themselves in this situation, the impact can be devastating and the guidance provides practice-led information and resources so that professionals are better able to support families who suffer this harm.

Goal 5

Improve understanding of harmful sexual behaviour and ensure responses are child-centred

Following a recommendation from the Independent Inquiry into Child Sexual Abuse, the government announced that it would be implementing mandatory reporting. We responded to both the call for evidence and consultation and continued our participation in IICSA Changemakers, a group of more than 60 members committed to ensuring that IICSA spearheads much-needed change. We emphasised in our submission, and through engagement with the government, the vital need to preserve confidential safe spaces for young people to come forward with concerns that they may have been harmed sexually or may have harmed someone else sexually. In considering the form of mandatory reporting to implement, we urged that consideration be given to the unintended consequence that young people might not reach out for the support they need, which would be a step backwards for child protection.

Communications

There is no single approach to stopping child sexual abuse, so we have different projects and services for varied audiences. Our public communications represent all of our work to all of these audiences and support our three strategic pillars: ensuring we reach whoever needs us; making the best use of our research, expertise, data and insights; and advocating for a preventative approach to child sexual abuse.

Identity

Speaking to diverse audiences, helping them understand that we are there for them, and directing them to the right service became increasingly challenging as we have grown over the years. Following a review with the input of beneficiaries, staff and stakeholders, this year, we launched our new brand and rolled out the refreshed look and tone of voice across our communications. We have continued work to redevelop our websites to reflect these changes, and this work will be completed in 2024/25.

"Love the way you've used a visual line as a barrier, should be very impactful in your creative comms."

Communications Manager, law enforcement

"Really striking, clever and iconic redesign. Inspiring stuff!"

Graphic Designer, Internet Watch Foundation

"This makes things much clearer to understand, particularly re Scotland and Wales. Really like this."

Chair, Marie Collins Foundation.

Websites

Our multiple websites help our diverse audiences receive anonymous support whenever they need it. Combined, these websites had more than 1,292,379 users from across the world (an increase of 13% from 1,142,576) and high engagement.

Our Stop It Now website had 981,960 users from across the world (an increase of 23% from 796,880). This website includes our Get Help and Get Support self-help content for people concerned about their own behaviour and those concerned about another adult. This year, we tailored this content to better suit the audience and ensure it is specific to their needs, and based changes to our family and friends section on feedback through user surveys. We refined the layout and content organisation of all sections to improve accessibility and user journeys, making information about wellbeing and moving forward more prominent.

In June we shared Shore, our new website for teenagers, with key partners and stakeholders through a soft launch, followed by a public launch in September with press engagement (see below), an email campaign and a webinar. This brought nearly 3,000 users in five days.

Based on our refreshed identity and brand hierarchy, in the year ahead we will be integrating content from our Parents Protect website into our Lucy Faithfull Foundation and Stop It Now websites. To prepare for this, in the past year we have concentrated our efforts on the above websites and spent less time promoting Parents Protect.

In the middle of the year we transitioned to a new version of Google Analytics as they retired their old platform. Their two systems differ in data collection which means that data might not be directly comparable between different years, and this year's data may not be completely accurate.

Our websites

Lucy Faithfull Foundation

Creating a world free from child sexual abuse
75,216 users (3% decrease)
119,772 sessions

Stop It Now

Support and advice for anyone when they need it most
981,960 users (23% increase)

Get Support

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children
75,021 users (29% decrease)
83,638 sessions

Get Help

Self-help for people worried about their own or someone else's online sexual behaviour towards children
451,795 users (17% increase)
542,419 sessions

Family and Friends Forum

Peer support for people affected by a loved one's online sexual offending against children
45,669 users (5% increase)
240,900 sessions

Parents Protect

Advice, support and information for parents and carers
131,213 users (42% decrease)
162,130 sessions

Shore

A safe space for teenagers worried about their sexual behaviour
25,596 users (from 26 September – public launch)
35,680 sessions

Upstream

Helping adults in Scotland prevent child sexual abuse
7,398 users (3% increase)
8,239 sessions

Press

With an increased focus on press engagement, our output has seen exceptional growth: we supported 29 separate press engagements, more than doubling the total from last year (14). This covered many different aspects of our work. Here are some highlights.

The I Paper: Stop It Now helpline special feature

This piece provided an opportunity for a wide audience to hear from the people who work on the helpline, their motivations, their professionals skills, and how it feels to provide this type of support.

This piece also heard from two people who had been arrested for viewing sexual images of children and heard about how they worked with us to deal with their offending behaviour and live better lives. Following publication we received calls to our helpline specifically referencing this piece.


How Britain's controversial paedophile hotline is helping to stop child abuse



Sunday Times Magazine: Report into sibling sexual abuse

We provided data, research and expert testimony for a special report about the important issue of sibling sexual abuse covered, and were proud to see it published in March 2024, including on the front page. The prominence of the article, the radio coverage and the podcast helped shine a light on the issue of sibling sexual abuse which, despite being the most common intrafamilial form of sexual abuse, is not well understood.

The Mirror: exclusive feature

We worked closely with a woman whose husband had been arrested and convicted for viewing sexual images of children online to help tell her powerful story. This piece included links to Stop It Now, our clinical programmes and Circles. It gave an opportunity to help the general public understand the impacts of 'the knock' on families of people arrested for child sexual offences, supporting our advocacy goals to see them treated as secondary victims.



Amelia thought her husband was the 'most wonderful person' until police dropped a bombshell (stock photo)

EXCLUSIVE: 'My husband lived a double life as a paedophile, he told me with one chilling word'

The Guardian: Shore

We worked with The Guardian for three major features about Shore, our new website for young people worried about sexual behaviour. This included a news story for the launch which was the lead article on The Guardian website, a follow up piece including testimony from law enforcement, and a powerful case study interview talking to a mother whose teenage son had been arrested for viewing sexual images of children online.

The piece also included testimony from the son himself.


Thousands of UK young people caught watching online child abuse images

Exclusive: children in England, Wales and Northern Ireland found watching or sharing 'the most abhorrent' images, Guardian investigation reveals

More than 6,000 children and teenagers were identified in 2022 across the 21 police forces who responded in full to FoI requests. Photograph: Leon Neal/Getty Images


Pornography driving UK teens towards child abuse material, say experts

Exclusive: Police and charities warn of rise in harmful sexual behaviour among young people

The Lucy Faithfull Foundation said a large proportion of the young people it works with have downloaded child abuse material. Photograph: Dominic Lipinski/PA


'My 17-year-old son was arrested for sharing child abuse images – he said it was a relief'

A mother describes how her autistic son became one of thousands of under-18s caught viewing or sharing indecent images of children

In some regions the majority of people identified by police as watching or sharing indecent images of children were under 18. Photograph: Brian Moore/Alamy



Sky News and BBC Women's Hour: Family and Friends Forum

Deborah Denis was interviewed live on both Sky News and BBC Women's Hour to support our research into the needs of the family of people arrested for online child sexual abuse offences, which found that 72% of survey respondents reported symptoms indicative of post-traumatic stress disorder.

Blog posts

Last year we published 28 blog posts, a substantial increase from the previous year (16). On top of announcements, we published press statements, reflected on high-profile media events and conferences, and continued to shine a light on our key strategic goals.

Topics included: 10 years of delivering our services in Wales, communicating our position on Meta's decision to roll out end-to-end encryption across more of its messaging platforms, launching our new initiatives Shore and Project Intercept, and announcing our latest research-based Faithfull Papers.

Marketing

Our emails to supporters, professionals and schools give them practical support and information about our services that can help them keep children safe. We sent emails 427,745 times with advice and information to supporters and professionals across the UK, 42.4% more than the year before. This increase is partly because we launched Shore, our new website for young people, and widened the reach for some of our Faithfull Papers.



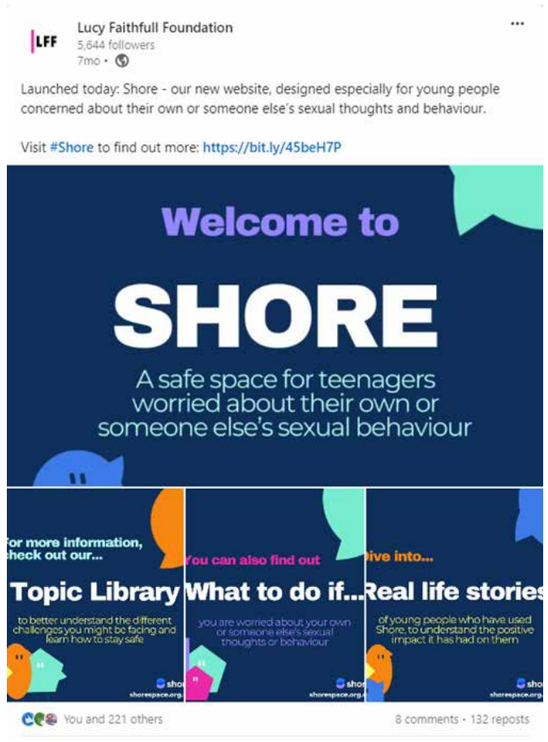
427,745

We sent emails 427,745 times with advice and information to supporters and professionals across the UK.

An average of 13.1% of people clicked on the information in our emails, up from 12.7% in 2022/23 and higher than the 2.7% industry average.

Social media

Our social media performance has made great progress this year, backed by a refreshed brand identity and new content to promote, especially for Shore. Our strategic approach to content creation, audience engagement, and brand representation has yielded exceptionally positive results, driving increased reach, engagement, and brand visibility. A particular highlight was more than doubling our LinkedIn followers to surpass the 5,000 milestone.



Stopping online child sexual abuse

Deterrence campaign

Online child sexual abuse – viewing sexual images of children and adults having sexual conversations with under-16s – is a vast and growing problem. Our campaign to deter people from starting or continuing this illegal behaviour is supported by law enforcement and governments across the UK and has now run for nine phases.

Each campaign phase is independently evaluated, which contributes to the strategic planning of the next phase. Using analysis of helpline call records and online surveys, evaluation of phase 8 (which finished in May 2023) found:

- the campaign drove a clear increase in activity to our Get Help self-help resources
- our Stop It Now helpline and online self-help continue to encourage positive attitude and behaviour change, with the majority of survey respondents reporting at least one positive attitude change, and all reported making at least one positive behaviour change
- crucially, the majority of offenders acknowledged that they needed to do more to stop their behaviour long-term, with most intending to maintain and make further changes

Running between November 2023 – May 2024, phase 8 of the campaign aimed to build on these results. To the end of March 2024:

- We delivered two press stories to national and regional media. For the first time, one focused on grooming deterrence, which was covered in 261 print and online pieces and 1,220 broadcast playouts. The second focused on the increasing dangers of AI being used to make sexual images of children, which was covered in 185 print and online articles, and 18 broadcasters covered the story.
- We worked with 14 partners in the south west, including NSPCC's Together for Childhood, Devon and Cornwall Police, Devon and Cornwall NHS, Cornwall Council, and Devon and Torbay probation services - the third year the campaign has run in the region. We also worked with all police forces in the north west region, again strengthening an ongoing partnership. We're grateful to all for their support and involvement.

Our 'Triggers' awareness film made in the previous campaign phase was shortlisted in the PR Moment awards in the Not For Profit category.

Project Intercept

This year, we launched Project Intercept, our new initiative working with tech companies. The aims of this three-year project are to scale the use of online warnings about the illegality of viewing sexual images of under-18s so they become the norm rather than the exception and build the evidence base for gold standard warnings in different online environments.

We recruited a programme lead and convened our consortium board, which brings together the expertise of the Internet Watch Foundation, the International Policing and Public Protection Research Institute at Anglia Ruskin University, the University of Tasmania and law enforcement. With their help, we completed a literature review on pathways to online offending and developed a framework to guide how we conduct future experiments. We carried out health checks on our current interventions so that they are optimised and are building relationships across a broad range of platforms and services within the tech industry. This has resulted in one new intervention with OnlyFans, and we expect more to be implemented next year.

Following the completion of the evaluation of our chatbot (see section: anonymous advice and support: Stop It Now helpline), it has been brought into Project Intercept, where there will be opportunities to develop and improve it, as well as roll it out to more platforms. Between 1 April 2023 and 31 March 2024, 68,346 global users clicked through to our website from warning messages on Aylo pornography websites (which include Pornhub), including over 1,956 from the UK.

We are grateful to Nominet UK for supporting this innovative project.

Advertising credits

This year, we spent over £79,000 in advertising credits from Google, Meta, Microsoft and Snapchat to help us continue our work in preventing child sexual abuse. Though we have spent less than last year because of staffing issues, credits have allowed us to further raise awareness of our services by advertising on their platforms to reach people who have or might offend, their families, professionals, and the general public. As a result of this funding, our adverts have been served over 15 million times in the UK and brought 51,583 users to our Stop It Now, Shore and Parents Protect websites.



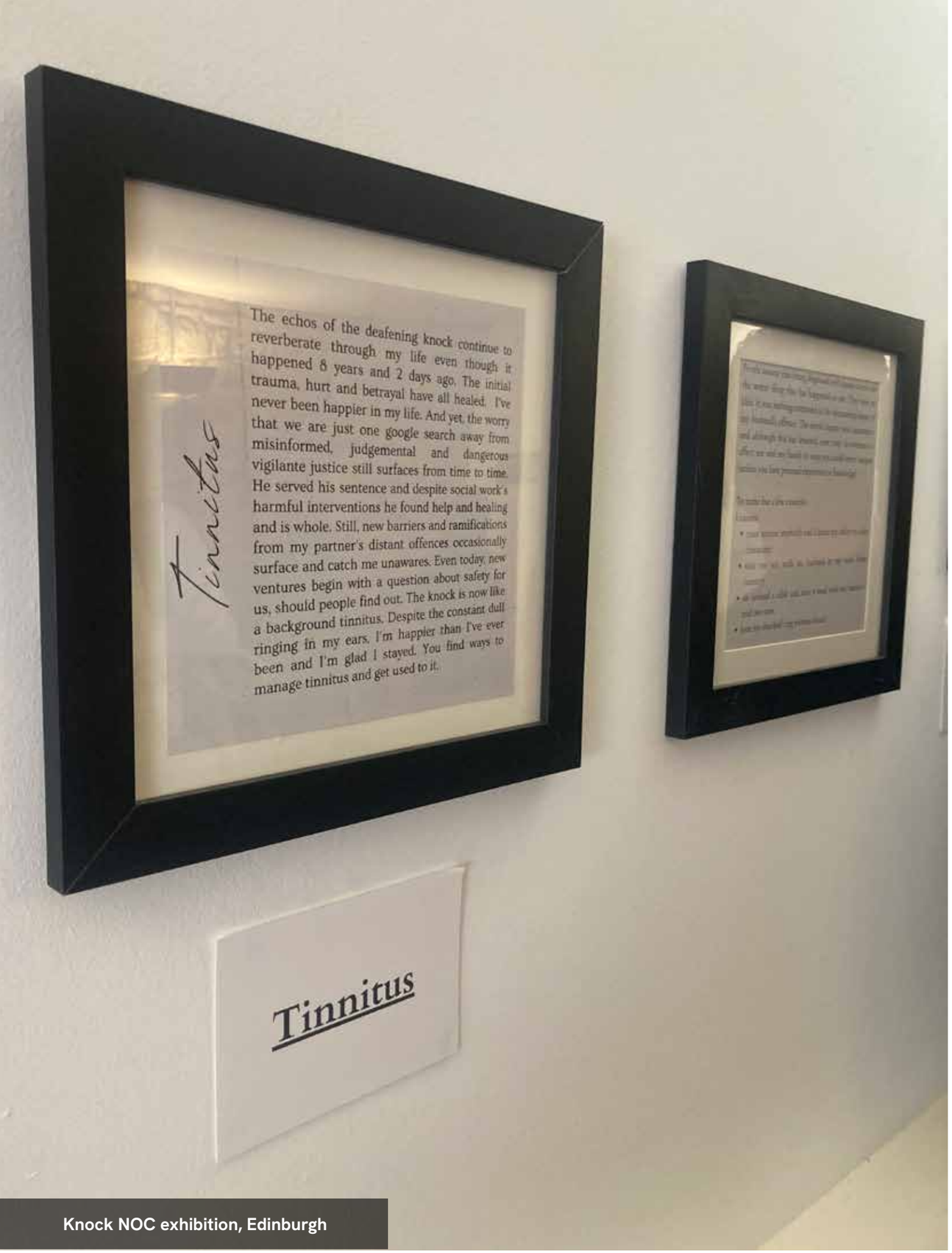
Influencing policy and public debate, driving awareness

Last year we said we would…

1. **Roll out our refreshed identity and branding.** Our new identity, branding and tone of voice are being used across all of our internal and external communications.
2. **Restructure our websites to reflect our new tone of voice and brand guidelines and deliver on our aim to help our audiences easily find the support they need.** We have agreed on a new structure focusing on three core websites (Lucy Faithfull Foundation, Stop It Now, Shore) and will deliver the changes in the year ahead.
3. **Continue to tackle online child sexual abuse through our deterrence campaign and Project Intercept.** The ninth phase of our deterrence campaign ran towards the end of the year (see above) and Project Intercept kicked off with a more intense focus on our engagement with the tech industry.

This year we will…

1. **Continue our identity project by delivering new websites for Lucy Faithfull Foundation and Stop It Now, to ensure everyone who needs us can quickly find support.**
2. **Renew our focus on advocacy in a general election year and with an update due to our five-year organisational strategy.**
3. **Engage with new tech partners through Project Intercept to roll out new warning messages bringing people to our online resources.**



Knock NOC exhibition, Edinburgh

Achievements and performance

Protecting children in Scotland

Our Scotland team runs the only service in Scotland exclusively focused on preventing child sexual abuse. The team works across multiple strands of work and with partner agencies, government departments and law enforcement to keep children safe. In December, Stop It Now Scotland was rebranded to Lucy Faithfull Foundation Scotland to better reflect the work carried out across the country (see section: advocacy and communications).

Working to improve outcomes for families impacted by online offending

We champion the voices of family members and children impacted by a loved one's arrest for online offending, with the goal of helping the police and social work better respond to their needs.

Each year, there are around 800 investigations into adults viewing sexual images of children in Scotland. These people are more likely to be in a relationship and have children compared to other sexual offenders. For partners, discovering this offence is traumatic, bringing feelings of shock, fear and confusion. The impact on children can be devastating. For these family members, the fallout from investigations often leads to relationship breakdowns, being ostracised from their community and overwhelming shame.

Knock NOC exhibition

In August 2023, we hosted an invite-only exhibition at our offices in Edinburgh called "Knock NOC: the lived experiences of non-offending partners and children." Naomi McGookin, a doctoral researcher at Glasgow Caledonian University, and family members of people who had been arrested curated the exhibition.

It featured a collection of images, poetry and prose of family members' experiences as they navigated life after 'the knock' (a term used by families to describe the initial visit from police) and became NOCs (non-offending carers – a term used by social services). The exhibition also included children's experiences through their drawings and journaling.

The exhibition highlighted the needs of family members to practitioners and policymakers and advocated for a more trauma-informed response. Thirty-five people attended the exhibition, including family members, representatives from the Scottish Government, statutory services, charity CEOs, and academics. In November, it was also shown in the Scottish Parliament.

Family members speaking up for better public services

Over the last year, we have been leading a working group called the Scottish Indirect Victims of Indecent Images of Children group. On the group are representatives from key stakeholders such as health, law enforcement, education and people with lived experience. The group's goal is to collaboratively understand more fully what services are required to support partners and family members impacted by the arrest of a loved one for online sexual offences. The group reports to Police Scotland's Multi-Agency Online Child Sexual Abuse and Exploitation Group and will publish a report of findings and recommendations in 2024/25.

Case study: two siblings' story

Caption: Last year we worked with two siblings who produced a diary in which they reflected on their own experience of their journey after their father was arrested. With their permission, it was used in the Knock NOC exhibition and is being used in training by the Centre of expertise on child sexual abuse.



Our direct work with families

We worked with 97 family members of people who had offended, a 30% increase from the previous year (74). All were offered one-to-one support focused on safety and stabilisation responding to the trauma that many partners describe after finding out about their loved one's behaviour. Seventeen progressed on to our Inform group work programme.

Children are particularly impacted when a guardian or parent is arrested for an online sexual offence. They often describe being terrified that their peers and adults will find out, as well as fears and anxieties about what will happen to their loved ones. We supported seven young people (under 18 years old) who were impacted by a parent or guardian's arrest.

Working with families

97

We worked with 97 family members of people who had offended, a 30% increase from the previous year (74).

> **"The [Inform] course was very reassuring and informative, it reassured me I was not alone in this situation and allowed me to understand more about why my son offended. It opened up conversations about my concerns and I was able to speak with people going through the same situation."**
>
> Family member



"Stop It Now does some tremendous work with offenders and also with families. I recently attended and spoke at an event in its offices …The harm that is caused by viewing indecent images of children is huge, and the crime is abhorrent. That should not be understated. However, we should not overlook the fact that there are secondary victims: the families who are traumatised by the investigations into a loved one. It is, indeed, a trauma. I want a justice and social work system that acts with more care and sensitivity and that considers non-offending carers as people—as humans, often with children and with needs and hopes. We need to fund services to produce better outcomes for families and to help them to move on from the distress and trauma when a loved one is arrested."

Willie Rennie MSP, Scottish Parliament debate on online child sexual abuse and exploitation, September 2023

Work with adults who present a risk of harm to children

This is a critical part of our work to prevent child sexual abuse.

Inform Plus

46

We ran four Inform Plus groups with 46 people attending. On average, people who completed pre- and post-evaluation forms reported improvements in managing problematic behaviour (12% increase), in seeing a positive future (40% increase) and a reduction in suicidal thoughts (50% decrease).

Twelve people attended Breaking the Links, our adapted version of Inform Plus for adults who have experienced trauma. Those who attended reported on average, a 51% increase in knowing how to manage their emotions, a 50% increase in understanding why they had offended, and a 64% increase in understanding how trauma had impacted them.

We provided one-to-one support to 85 people who did not meet the criteria for group work or while waiting for a group programme to start in 2024/25.

"Your help, care and encouragement have been absolutely invaluable to me, thank you - and your colleagues - from the bottom of my heart. I wouldn't have survived without you. I really appreciate everything you have done to help me and can't thank you enough. Thank you again for taking the time to listen to me - it has changed my life. I do not know what I would have done without your assistance."

Breaking the Links participant

50% increase

We had a 50% increase in adults who present harm to children access our services.
In total, we supported 143 people (up from 47 in 2022/23) worried about their thoughts, feelings or behaviours towards children, some of whom had been arrested for online offences against children.

Work with young people

We worked with 15 young people who displayed harmful sexual behaviour, helping them understand the impact of their behaviour and desist from further harm and move on positively with their lives. We also provided one-to-one support to the parents of these young people (numbers included in family data above).

We completed year one of a three-year project co-funded by the City of Edinburgh and RS Macdonald Charitable Trust to develop an evidence-based approach to prevent harmful sexual behaviour in school settings.

Young people engaging in harmful sexual behaviour is a very real and increasing problem. To help statutory services support young people appropriately we offered free training on how to deliver our Inform Young People programme. In total, we provided three training sessions to Children and Young People's Centre for Justice, Mid and East Lothian Councils, and Perth Council, reaching 45 professionals.

"I contacted this service as I was looking for help for my 15-year-old child who was struggling with online stuff. LFF Scotland was amazing. They came to the house for the first appointment and to meet my son, and as a family we have never looked back...they helped him so much, with content online, showing him where he was making bad choices and how to not make bad choices in future. The confidence he has got from working with them is amazing...he even tells me stuff that I didn't know! So thank you."

Parent of a young person

Advocacy

One of the main barriers to tackling child sexual abuse is that statutory services typically focus on abuse after it has been identified. To make the country a safer place to grow up, we are advocating for a national strategy to tackle child sexual abuse that focuses on prevention.

During the year, we:

- provided evidence about online harm to the Scottish Parliament Justice Committee
- chaired three meetings of a Child Sexual Abuse Prevention Network, which brings together partner agencies to ensure that survivors' voices are at the heart of prevention
- presented at the ISPCAN International Congress on aspects of our work with young people
- presented our work with adults who sexually offend and who have experienced trauma to the Scottish Forensic Mental Health network
- provided training to Apex looking at the safe employability of adults who have committed sexual offences
- delivered 20 training and awareness events reaching 583 professionals

We would like to thank all those who support our in work in Scotland, in particular the Scottish Government for proving crucial core support.

LFF Scotland

Last year we said we would…

1. **Evaluate Breaking the Links, our group work programme for adults involved with online sexual offences who themselves have a history of trauma.** This work is almost completed and will be published in 2024/25.
2. **Work in two high schools in Edinburgh, working with young people, parents and staff to pilot and evaluate harmful sexual behaviour prevention strategies.** We have now completed year one of this work.
3. **Make publicly available our programme for working with children and young people who have been affected by the arrest of a loved one for an online sexual offence.** This has now been completed and will be published in 2024.

This year we will…

1. **Conclude the Scottish Indirect Victims of Indecent Images of Children group and make recommendations on how the police, social workers and other professionals can positively support partners and family members affected by the arrest of a loved one for a sexual offence.**
2. **Provide training for counsellors and psychotherapists about working with adults who are worried about sexual thoughts, feelings and behaviours towards children.**
3. **Deliver a campaign designed to deter online sexual offending against children in partnership with Police Scotland.**

Achievements and performance

Preventing child sexual abuse in Wales

Lucy Faithfull Foundation Wales works across the country to make sure children are safe. Since 2008, we have worked with the government, charities, frontline services and the general public to make sure everyone is doing what they can to protect children from harm. In December, Stop It Now Wales was rebranded to Lucy Faithfull Foundation Wales to better reflect our work (see section: advocacy and communications).

For the last four years, we have been delivering a number of projects linked to the National Action Plan for Preventing and Responding to Child Sexual Abuse, and we are now entering our final year. We hope that the development of the new action plan will provide opportunities for our vital work with families, communities and people who work with them to continue. We are grateful to the Welsh Government for supporting our two main projects: Keeping children safe from sexual abuse, and Early intervention for vulnerable or at-risk families.

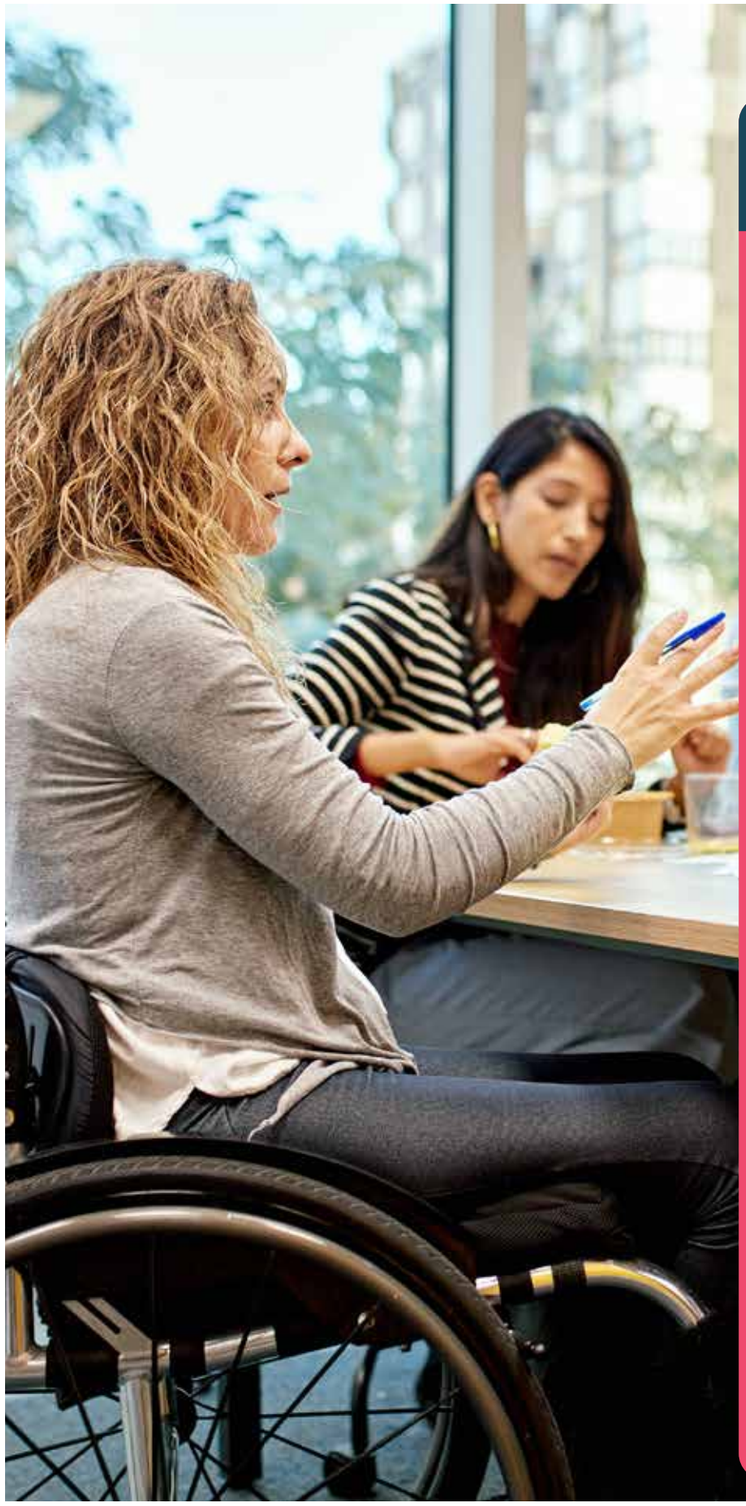
Keeping children safe from sexual abuse

This project aims to ensure parents, carers, professionals and volunteers working with children and families are best placed to prevent child sexual abuse and reduce adverse childhood experiences.



98% of attendees
to our public education sessions would recommend them to a friend and all attendees say they feel supported to protect the people that matter to them from abuse.

We reached 3,998 people
through our education sessions, training sessions, webinars, consultations and newsletters.



Keeping children safe from sexual abuse
In 2023/24 Lucy Faithfull Foundation Wales:

- delivered 123 public education sessions to 1,199 parents and professionals
- delivered six train-the-trainer sessions to 31 people who work with children and families so they can run their own awareness sessions, through which we recruited 11 project champions to deliver Parents Protect sessions in their own communities
- delivered two half-day webinars for professionals and four keynote speaking events reaching 347 beneficiaries
- conducted three consultation sessions with parents and 10 consultation sessions with professionals to help review and refine our child sexual abuse prevention resources
- continued engagement with 6 young people from the STAND (Stronger Together for Additional Needs and Disabilities) youth group. The team supported the development of our Shore website for teenagers
- delivered 15 toolkit sessions reaching 146 people. Sessions equip practitioners with the confidence and knowledge to use our bilingual prevention toolkit for practitioners in their roles. Workshops are open to any groups of professionals across Wales who feel that their staff would benefit from it.
- over the year, 19,970 users from Wales accessed child sexual abuse prevention information from our Stop It Now and Parents Protect websites. The page with the highest engagement was ‘warning signs of abuse’
- we published a blog post reflecting on more than a decade of child sexual abuse prevention in Wales

Case study: LFF Wales

How we helped Plant Dewi

Plant Dewi is a project of the Diocese of St Davids, supporting families in their communities. With a particular focus on supporting fathers and young parents in rural isolation, it offers a range of community-based family support services across Pembrokeshire, Carmarthenshire and Ceredigion.

Given their insights into the scale and nature of child sexual abuse, the Plant Dewi team wanted to ensure the communities they work with had access to information and resources to help keep children safe from sexual harm. We worked with the team to put together a range of events which covered information about understanding and preventing child sexual abuse, keeping children safe online, recognising and responding to harmful sexual behaviour in under-18s, and preventing child sexual exploitation.

We delivered 20 education sessions to 132 people through their Families Together groups. Given the natural sensitivities about discussing matters of child sexual abuse and its prevention in an open forum, we introduced topics and themes gently, using books and video content to support learning, but also ensuring plenty of time for questions and breaks.

As well as the work with the Families Together groups, we delivered an additional eight sessions to 39 people in the Young Parents group. The youngest parent was aged 18 and the oldest aged 26.

Impact

Many parents said they were shocked to learn about the scale and nature of child sexual abuse, but felt it was better to know this and become a little more comfortable talking about it. They valued the practical tips about how to keep their children safe online, worrying behaviours to look out for, and healthy sexual development in children. They also appreciated tips on how to talk to their children in age-appropriate ways about respect, boundaries and consent. Some parents bought printed resources with others signing up to the library so they could all use these resources with children at home. We'll continue to work with and support Plant Dewi, including running more sessions for more families.

"The sessions have been very beneficial. Parents have opened up and shared experiences and are now aware of the support available to them which is much needed. Lucy Faithfull Foundation Wales is an invaluable resource to parents and organisations across Wales."

Families Together project co-ordinator, Plant Dewi.

"The last four sessions have been fantastic! It's been interesting to have thought-provoking conversations around sensitive topics. I have found each session really informative. The facilitator has been a delight to speak with, I have enjoyed the time she has spent with us. I highly recommend that parents receive these sessions. They are a big eye opener to what goes on and the dangers around."

Parent, Families Together

Early intervention for vulnerable or at-risk families

We work with families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse. The interventions are tailored to participants' needs, giving them the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. Each family co-produces a family safety plan to help protect children in the future.

We completed interventions with 60 families, which often involved working with multiple family members, including kinship carers and foster carers. This is an increase compared to 2022/23 (50).

Complex cases

The referrals, this year, remained complex, with increasing amounts of time spent with each referral agency and family. Here are some examples.

- A family where a child had been sexually abused within the community and was now displaying harmful sexual behaviours.
- A family where a young person was subject to police investigation after being exploited online and coerced into sharing sexual images of children they found on the internet.
- A blended family where one child had made a disclosure about being sexually abused by a half-sibling.
- A family where a child with complex needs had been going missing from home repeatedly.

Case study: LFF Wales

Historical sexual abuse within a family

We supported a family of four adults referred by children's services. The agency had concerns about neglect and physical and historical sexual abuse within the family, but the referral centred around recent concerns about sibling sexual abuse by Daniel, 11, against his two younger siblings aged 3 and 4. Daniel was living with his grandparents who were going through the process of being granted kinship care for him. We worked with both of Daniel's grandparents, as well his mother and father.

Over three months we provided educational and emotional support to all four adults. The family had lots of questions and welcomed the opportunity to increase their understanding of the boy's behaviour and learn about strategies to put into place to support him and protect other siblings within the family. We also carried out an AIM under-12 assessment which recommended an intervention for Daniel.

The family co-produced a robust family safety plan to help them care for Daniel and protect his siblings. This included establishing clear boundaries, recognising and responding to inappropriate behaviours and knowing the warning signs to look out for in children and young people who might be being harmed.

"I'm so glad to be able to have been given the time to do this course. I believe it has changed my views and helped myself and my family for a much brighter future. Without this course, I don't know what we would have done. I feel it has been essential to us."

"Working with Claire has been very helpful. She was very reassuring. The sessions were useful and I walked away with lots of resources and knowledge. It is tough to talk about child sexual abuse but I feel that I have benefited massively from participating in sessions with Claire."

The Families First, Conwy Borough Council project

It is a testament to how much the work we do in Conwy is valued that 2024 was the tenth year that we were awarded a grant by Conwy County Borough Council. With funding from Families First, we delivered child sexual abuse prevention awareness sessions to parents and carers across the borough, with a focus on families with children who have additional needs. We delivered 15 sessions reaching 113 people, lower than last year (23 sessions reaching 106 people) reflecting a reduction in funding from £10,000 to £7,500.

When asked what they would do following the session, here's what participants said.

- Be curious and ask questions if concerned.
- Pay more attention to the lives of young people – focus during conversations, and be more attentive.
- Be more aware of potential risk factors and warning signs.
- Make time – ensuring that children are valued, and cared for, and give them a sense of belonging.
- Help young people with their confidence so they know they have the right to speak out, say no and have boundaries.
- Listen more to the day to day details of young people's lives, for example, what is happening with their friends.
- Be more aware and open conversations – don't be scared to talk about it.

Advocacy

Working with the government

We worked with the Welsh Government and key partners to start creating the next National Action Plan for Preventing and Responding to Child Sexual Abuse, and are delighted to have led on the prevention strand. Each workshop used a theory of change methodology to identify the overall goal of the next plan, the strategic aims, the long-term and short-term outcomes, and we are working on the activities and outputs that will enable us to achieve these. We also continued to act as a joint secretariat on the Cross-Party Group (CPG) on Child Sexual Abuse Prevention.

Working with partner agencies

We hosted three Lucy Faithfull Foundation Wales Action Group meetings to facilitate information sharing, good practice and reflection on current trends and concerns, meeting on a quarterly basis with 13 key partners, including Survivors Trust Cymru, Children's Society, Crime Stoppers UK, EYST, Cardiff University, NSPCC Cymru, Arch Diocese of Cardiff, Wales Police School Programme and Barnardo's. Members have engaged in discussions on important topics, for example, recommendations from the Independent Inquiry into Child Sexual Abuse, and the new national action plan. The group also reviewed resources including our **family safety plan** and our **Shore website**.

Working with the public

We attended the National Eisteddfod in Llyn and Eifionydd, Boduan in Gwynedd. We engaged in Welsh and English and met with 166 adults and 269 children and young people, gave out activity packs to 98 families, plus additional resources to professionals, young people and parents, and colouring activities for younger children. We were delighted that Jane Hutt, the Minister for Social Justice, visited the team and our information hub.

The team also spoke with people who chose to share their own experiences of sexual abuse including a 15 year-old-girl who told the team she thought our campaign and resources were wonderful – and so badly needed. She did not want other children to suffer the way she has and felt it was important to get messages out there, and the earlier the better.

Lucy Faithfull Foundation Wales

Last year we said we would…

1. **Continue our Keeping Children Safe project to build the knowledge, confidence and skills of parents and carers in preventing child sexual abuse. We will increase our reach with parents and carers, and other community groups across Wales, for example, foster carers, LGBTQ+ and ethnic minority groups. This will include attending the National Eisteddfod and resuming in-person multi-agency training days.** We have worked with parents in specific community groups, including foster carers and extended our reach with families with children with additional needs. We attended the National Eisteddfod and in place of in-person training events delivered two half-day webinars and four keynote speaking events.
2. **Continue to promote our early intervention project for vulnerable or at-risk families. We will take a more holistic approach with families for better outcomes and develop more resources for families with additional needs.** We supported 60 families following 99 enquiries from local services. We continue to have good relationships with children's services and regularly hold case discussions and attend meetings, and case conferences/reviews when available.
3. **Continue with the Cross-Party Group steering groups, and work with the Welsh Government and the regional Safeguarding Boards on the second national action plan in responding to and preventing child sexual abuse.** We continued to act as a joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and participated in Theory of Change workshops to help create the second national action plan.

This year we will…

1. **Deliver year five of our Keeping Children Safe project to build the knowledge, confidence and skills of parents and carers in preventing child sexual abuse. We will recruit more parent consultation groups to ensure we continue to meet the needs of those we seek to reach.**
2. **Deliver year five of our early intervention project for vulnerable or at-risk families. We will use insight from the work to date to support our holistic approach with families.**
3. **Continue with the Cross-Party Group steering groups, and work with the Welsh Government and key partners on the second national action plan in responding to and preventing child sexual abuse.**

Achievements and performance

Supporting professionals: training and consultancy

We know how important it is that people working with children and families have the knowledge, skills and confidence to identify, respond to and prevent child sexual abuse. We also know how hard this can be. That's why our training and consultancy are designed with people on the frontline in mind.

Our courses are delivered by experienced, skilled, clinical staff who share their practice-based insights. Our materials are continually refreshed and updated to reflect the latest developments, research and evidence.

> **"It will make me a better interviewer – more specific. Less impressionistic."**
>
> Safer Recruitment in Education, participant

Our plans to help more professionals respond to and prevent child sexual abuse

This year, we were fortunate to benefit from some pro bono support from an MBA student who produced a strategic marketing plan for training. The plan detailed how we could shape our communications and approach to delivery to ensure we reach our audiences with the information they need. We are implementing many of the recommendations from the plan and will continue to do so in the year ahead.

Bedding in new courses

We refreshed and delivered two of our newer courses: "Working with families affected by sibling sexual abuse: a roadmap for safeguarding" and "Caring for children who display harmful sexual behaviour: a therapeutic, trauma-informed approach" (for foster and residential carers) and developed a third: "Women who sexually abuse children – an introductory course".

Training and consultancy

1,174

We delivered 86 training events to 1,015 professionals, a decrease compared to 2022/23 (125 events to 2,370 people). We also delivered 16 Safer Recruitment events to 159 people, an increase on 2022/23 (12 events to 123 people).

In total we trained 1,174 people, a reduction from 2,493 the previous year. It isn't easy to pinpoint one single reason why our training output reduced so much this year, although it has returned to levels more akin to 2021/22 numbers (93 events for 1,472 people). We suspect that squeezed budgets within the sector will have had an impact, and training methods have evolved since COVID-19, with some organisations preferring shorter, online events and webinars.

Who we delivered training to

- 47% Local Authority
- 22% Open courses for any sector
- 7% Education
- 6% Police
- 4% Miscellaneous
- 6% NHS
- 6% Charity sector
- 2% Foster care

> **"I feel I have a more in-depth understanding of assessing protective carers and will be able to apply this in practice and assessment."**
>
> Understanding and assessing the protective carer in the context of child sexual abuse, participant

> **"Feel more confident in talking about the subject, also more confident of knowing where to signpost the client for further support."**
>
> Understanding men who sexually abuse children, participant

Number of events we delivered

- **14** Understanding and assessing the protective carer in the context of child sexual abuse
- **12** Understanding men who sexually abuse children
- **8** Understanding and preventing online child sexual abuse
- **8** Safer recruitment train-the-trainer
- **8** Bespoke events created for an organisation
- **7** Preventing sexual harm: assessing risk and decision-making in family contexts
- **7** Safer recruitment in education
- **7** Webinars in various subjects
- **3** Promoting positive pathways for young people who have exhibited harmful sexual behaviour (13 years and over)
- **3** Working with families affected by sibling sexual abuse – a roadmap for safeguarding
- **2** Promoting positive pathways for autistic children who have exhibited harmful sexual behaviour (13 years and over)
- **2** Working with children who display harmful sexual behaviour (12 years and under)
- **2** Caring for children who display harmful sexual behaviour: a therapeutic, trauma-informed approach (for foster and residential carers)
- **2** Women who sexually abuse children – an introductory course
- **1** Safer recruitment in the wider workforce

Feedback from participants is consistently excellent and demonstrates the knowledge and expertise of our trainers and the relevance of the training we offer.

- 95% would recommend our training to colleagues
- 87% said their knowledge of the topic improved
- 86% said their confidence had improved
- 83% said our training will make a great deal or a lot of difference to the way they do their job
- 82% said their skills had improved

Case studies: Training and consultancy

Bespoke training for an organisation

We delivered training to a social enterprise which supports men subject to probation supervision in work, education and employment. Some of their client group have convictions for sexual offences, and this was not an area in which their staff had particular knowledge or expertise. Their objectives were:

1. to understand more about the psychology of sexual offending, including the reasons why people commit such offences and the associated risks
2. to gain a deeper appreciation of the challenges people face in rebuilding their lives
3. to acquire skills in how best to support their clients to achieve these outcomes

We delivered our 'Understanding men who sexually abuse children' training and participants' feedback was extremely positive. Comments included:

"Promoted healthy discussions and challenged our thinking around the subject."

"Gave me skills on specific communication techniques"

"Better understanding and really useful ways of working with this client group."

Open course

We hosted 'Understanding and preventing online sexual abuse' as an open course onto which organisations and professionals booked individual places, rather than a bespoke course for a specific organisation. The training focused on the range of sexual offences committed online; how the internet is a factor in understanding people's decision-making; the relationship between online and offline sexual offending; and assessing and managing risk. Participants came from a range of professional backgrounds, such as independent social workers, counsellors and safeguarding leads. Discussions of the key topics were enriched byparticipants sharing their different experiences and perspectives, making for an engaging and impactful day.



Training and consultancy

Last year we said we would…

1. **Pilot delivery of training focused on assessing the risk posed by women who have engaged in abusive sexual behaviour.** We developed this course and will pilot delivery in the year ahead.
2. **Promote and deliver our newly created training events: 'Working with children (under 12s) who display harmful sexual behaviour' and 'Working with families affected by sibling sexual abuse: a road map for safeguarding'.** Both of these courses were delivered this year. We trained 15 people over two events in working with children under 12 who display harmful sexual behaviour. 47 people were trained in working with sibling sexual abuse across three events.
3. **Focus on the impact of our training through analysing evaluation and diversity data.** We collect and collate evaluation and diversity data for all our training programmes which is reviewed by our training lead and director of operations, shared with our expert trainers and used to shape future delivery. We want to do more and will focus on a three-month follow-up evaluation process to look at the impact of our training on participants.

This year we will…

1. **Establish deeper collaborations with those who require our training so we can understand their needs and respond accordingly, for example through building longer-term relationships with partner organisations.**
2. **Explore new methods of delivery so that we deliver training the way people want to receive it, for example through bitesize formats or twilight sessions.**
3. **Focus on evaluation and build on the data we already collect to help shape our training offer.**



Achievements and performance

Research, evaluation and international

Research is one of our three strategic pillars and we strive to make the best use of our expertise, our data and our insights. We use these to improve our service delivery and develop new strategies and interventions that contribute to the better protection of children from harm, and we share our insights both within the UK and overseas. This year, we have achieved some exceptional outcomes.

Our Faithfull Papers

We published three **Faithfull Papers** sharing with the sector our unique insights and understanding of what works to protect children.

- Everyone's Safer: insights from a year tackling harmful sexual behaviour in schools
- Creating safer environments for children and young people: situational prevention of child sexual abuse
- The role of protective parenting assessments and interventions in the prevention of child sexual abuse

This year, our Faithfull Papers webpage was visited over 3,500 times.

To support the publication of our **Everyone's Safer Faithfull Paper**, we hosted a webinar attended by 165 people. Presenters included Deborah Denis, Laura Nott (our schools project manager), and Dr Emily Setty, senior lecturer in criminology at the University of Surrey and research lead for the project. We also heard valuable insights from two school leaders who have been actively involved in the project.

Faithfull papers

3,500+

This year, our Faithfull Papers webpage was visited over 3,500 times.

> **"Great example of proactive work"**
>
> Webinar attendee

> **"Recognising that this is happening in schools, without shame, is so important to moving forward on this issue"**
>
> Webinar attendee

Published papers

We published a book chapter and four academic articles with another two submitted for peer review and five in draft.

- The impact of a public health campaign to deter viewing of child sexual abuse images online: A case study of the UK Stop It Now! campaign[3]
- "In there but not in there": Sibling sexual abuse as a disruptor in the field of child sexual abuse[4]
- Secondary prevention of the use of online child sexual exploitation material: An initial overview of international efforts[5]
- Understanding and deterring online child grooming: A qualitative study[6]
- Children and young people who sexually harm others (chapter in edited book)[7]

Research projects

We have an ongoing collaboration with Professor Pamela Taylor at Cardiff University who supervises undergraduate students. A paper exploring the implementation and evaluation of our helpline chat service has been submitted to the Journal of Sexual Abuse by the team in Cardiff. We have started a project to explore the role of bystanders in tackling and preventing child sexual abuse, at the end of the year a systematic literature review was underway and an ethics application was being drafted. In addition, we are working with the team to conduct a systematic literature review on autism spectrum disorder (ASD) and sexual offending and analyse helpline data in relation to callers reporting ASD. The Cardiff team are also preparing to publish an article: "You don't do this for the money, do you? A qualitative study of experiences of call responders working on the Stop It Now helpline supporting prevention of sex offending against children."

It has long been our ambition to enable an independent evaluation of our helpline and online resources, and we are excited to have been selected by Elizabeth Letourneau from Johns Hopkins University and Michael Seto from the University of Ottawa as one of only seven international perpetrator-focused prevention programmes for evaluation. The evaluation will investigate the impact of the helpline and online prevention resources in reducing risk and strengthening protective factors relating to online child sexual abuse.

Our research project funded by NOTA to explore the essential components of online child sexual abuse prevention programmes is nearing completion. The project included interviews and a Delphi study.

We commenced work with Professor Michael Seto at the University of Ottawa Institute of Mental Health Research to develop an evidence base for intrafamilial child sexual abuse prevention. We joined the steering group for the project and will support research activities including surveys and data provision and analysis.

We continue to work with Anglia Ruskin University (ARU) and other partners internationally on a research project funded by the European Commission (EU PROTECH). The project aims to test the effectiveness of an app to prevent the use of sexual images of children among people who have already offended or who are at risk of doing so. We are also working with ARU through our Project Intercept and the team completed a literature review looking at pathways into viewing sexual images of children.

3 Newman, E. F., Efthymiadou, E., Quayle, E., Squire, T., Denis, D., Wortley, R., Beier, K. M., & Koukopoulos, N. (2023). The impact of a public health campaign to deter viewing of child sexual abuse images online: a case study of the UK Stop It Now! Campaign. Sexual Abuse, 0(0). https://doi.org/10.1177/10790632231205784.

4 Yates, P., & Allardyce, S. (2023). "In there but not in there": sibling sexual abuse as a disruptor in the field of child sexual abuse. Journal of Sexual Aggression, 29(3), 440-449. https://doi.org/10.1080/13552600.2023.2225547

5 Merdian, H. L., Allardyce, S., DeBoeck, M., Gannon, C., Janssen, E., Klapilova, K., McCartan, K., von Franqué, F., & Lehmann, R. (2023). Sekundärprävention der nutzung von kindesmissbrauchsabbildungen im internet: Ein internationaler Überblicksversuch. Forensische Psychiatrie, Psychologie, Kriminologie, 17(4), 377-388. https://doi.org/10.1007/s11757-023-00796-2

6 Wefers, S., Dieseth, T., George, E., Øverland, I., Jolapara, J., McAree, C., & Findlater, D. (2024). Understanding and deterring online child grooming: A qualitative study. Sexual Offending: Theory, Research, and Prevention, 19, 1-27. https://doi.org/10.5964/sotrap.13147

7 Allardyce, S. & Yates, P. (2024). Children and young people who sexually harm others. In R. Clawson, L. Warwick, & R. Fyson (Eds.), The child protection handbook (4th ed., pp. 257-265). Elsevier Health Sciences.

Evaluation of our services

A key ongoing project led by our head of research and evaluation focused on improving data collection and evaluation methods for our psychoeducational programmes for people arrested for online offences and their families (Inform Plus, Engage Plus, Inform, Breaking the Links, and Inform Young People). We developed a new evaluation framework based on theories of change, a review of current evaluation measures, literature reviews, and an assessment of available standardised measures. The new baseline, post-programme, and follow-up surveys were finalised for all our adult programmes. We are in the process of finalising the evaluation for our Inform Young People programme.

Supporting postgraduate research

We started collaborating on and/or facilitating three PhD research projects.

- A project that we co-supervise is exploring how people who have been investigated, arrested, or convicted for child sexual abuse offences experience the criminal justice system. It looks at the support they have received, including through our services, and how that (and other) support affected the impact of being involved with the criminal justice system. The project dissertation is near submission.
- We partnered with the University of Edinburgh and successfully applied for funding from the Scottish Graduate School of Social Science (SGSSS) to recruit a PhD student who will undertake the development of a risk assessment tool for under-18-year-olds who display harmful sexual behaviour, both offline and online.
- We will facilitate a project aiming to investigate desistance pathways for people committing sexual images of children offences, focusing on motivations underlying desistance efforts, as well as facilitators and barriers to desistance.



Sharing insights and collaborating across the UK and internationally

Sharing our knowledge and experience with our professional community is a vital aspect of our work. We delivered conference presentations and workshops throughout the year. Here are some highlights.

- Deborah Denis, CEO, spoke at the Policing Institute for the Eastern Region conference (PIER23) where she shared insights from seven years of campaigning to deter online child sexual abuse.
- Stuart Allardyce, director of LFF Scotland, took part in the first-ever International #SiblingsToo Day event. Starting in Auckland, NZ, and finishing in Hawaii, USA, it was a series of three live online webinars covering just about every world time zone. It was hosted by Nancy Morris, the founder of #SiblingsToo.
- Several of the team attended and presented at NOTA 2023 in Cardiff on 'Preventing sexual harm to children: protective parenting interventions and resources from the Lucy Faithfull Foundation'; 'A trio of templates: using LFF's newly-developed safety plans to manage situations involving sibling sexual abuse, digital safety and harmful sexual behaviour in schools' and 'From research to practice: Developing and testing deterrence campaign material targeting those engaging in online sexual communications with minors'.
- Vicky Young, senior helpline manager, alongside Ellen Janssen from Stop It Now! Netherlands, presented at the 39th Operational Meeting of the INTERPOL Specialists Group on Crimes against Children (SGCAC) in Lyon. They highlighted the need for prevention services that work with people who either offend or have offended in the past.
- Deborah Denis and Frances Frost, director of policy and advocacy, attended a parliamentary event to celebrate the passage of the Online Safety Act. The event, hosted by the NSPCC and chaired by Sajid Javid MP, featured the voices and experiences of young people who have campaigned for the Act.
- Donald Findlater, director of Stop It Now, and Chris Pummell, helpline manager, attended the first in-person Stop It Now Ireland conference in Dublin. The event, called Child Sexual Abuse Prevention: A Public Health Approach, brought together experts and key professionals responsible for child protection to discuss strategies to eradicate child sexual abuse and exploitation in Ireland.
- Gill Jones, LFF Wales assistant national manager, was a keynote speaker at a MedicaCPD/NOTA Wales professionals event in Llandudno, attended by 120 participants from Wales and North West. She spoke about technology-assisted harmful sexual behaviour and how young people are increasingly growing up online.
- Erifili Efthymiadou, head of research and evaluation, and Sarah Wefers, practitioner/researcher, presented a symposium on research undertaken by LFF to understand the pathways and implementing best practice to prevent and disrupt online child sexual abuse offences during the IATSO conference 2023 in Norway. Four presentations were delivered as part of the symposium, presenting our approach to developing a new evaluation framework for our programmes, our NOTA-funded studies, and research on understanding and deterring online sexual communications with minors.
- Stuart Allardyce, director of research spoke at the ATSA conference in Colorado on our deterrence campaign work.
- We maintained our Eradicating Child Sexual Abuse website while we considered its future.

Our research and evaluation activities are supported by funding from Porticus UK, Oak Foundation, The Indigo Trust and The Samworth Foundation. We are incredibly grateful for their support.

Research, evaluation and international

Last year we said we would…

1. **Produce and disseminate four Faithfull Papers. This will include papers on supporting effective leadership responses to harmful sexual behaviour in schools; situational prevention of child sexual abuse; exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched interventions, and an exploration of how pornography features across our work.** We published three Faithfull Papers this year, with a paper about pornography pushing into the year ahead.
2. **We will complete a research project funded by NOTA to deliver improvements to our online self-help resources and work with international academic partners in relation to a longer-term evaluation of our helpline and online self-help resources.** This work is ongoing and nearing completion at the end of the year. We look forward to sharing insights in the year ahead.
3. **We will establish a scientific advisory committee to steer our research and evaluation work in line with our research strategy.** This has been placed on hold while we reassess our needs and the needs of the wider sector.

This year we will…

1. **Work with our partners Elizabeth Letourneau from Johns Hopkins University and Michael Seto from the University of Ottawa on the independent evaluation of our helpline and online resources.**
2. **Continue to improve the evaluation of our services. By next year we will be able to share insights relevant to the effectiveness of our psychoeducational programmes, as drawn from the implementation of our new programme evaluation protocols.**
3. **Recruit a PhD student, in partnership with The University of Edinburgh and co-funded by the Scottish Graduate School of Social Science, to co-produce with practitioners at LFF and young people with lived experience a strengths- and needs-based assessment framework for children and young people who display harmful sexual behaviours.**

Fundraising

Fundraising to support our work

We extend a heartfelt thank you to our amazing supporters. Our mission is clear: to prevent child sexual abuse. Their generous contributions and support play a pivotal role in turning this mission into a reality. Our ability to provide our vital services to protect children from harm relies on the invaluable support of our partners, funders, and private donors, including service users. Every donation, regardless of size, is not only deeply valued but also essential to our ongoing work. Together, we can continue making a real impact and create a safer world for children.

First thanks

A huge thank you to an anonymous donor who donated £10,000 this year – your support is truly appreciated.

Generosity in action: fundraising highlights

As we reflect on the past year, the support of our fundraisers has been inspiring. From a coronation garden party to gruelling marathons, from swimming challenges to giving up chocolate, their dedication is incredible. Together, their collective efforts raised over £13,500, a fantastic achievement. We are eternally grateful for their support and dedication – thank you.

Portsmouth Costal Marathon

Jack conquered his first marathon, crossing the finish line in four hours and thirty minutes. His effort not only marked a personal achievement but also raised over £1,300 to support our work. Thank you, Jack.

> **“After going through something as a family, I realised how little support there is for this sort of abuse. That’s when I found the Lucy Faithfull Foundation. After researching, I decided I really wanted to help them by doing something so uncharacteristic, people would see what it meant to me.”**
>
> Jack, fundraiser



Jack, fundraiser



Clare and Bernie, fundraisers

The long way round

Clare and Berni took on an extraordinary challenge, pushing their endurance to the limit by running 100 miles non-stop from Newport to Cardiff. This epic feat took them just over 29 hours to complete and in total they raised over £2,500 – thank you both for your amazing effort.

> **Child sexual abuse is not something we like to talk about, but it happens all around us. That is why we chose to support the Lucy Faithfull Foundation, as they are dedicated to preventing it.**

Clare and Berni, fundraisers

Doncaster City 10k

Katy ran the Doncaster City 10k in one hour and ten minutes and raised £645. This is Katy's second year fundraising for us, and we are honoured to have been chosen by her again. Thank you, Katy, for your continued support.

> **I am compelled to help the Lucy Faithfull Foundation and the incredible work they do, in the firm belief that such preventative education and awareness about child sexual abuse will spare other innocent children and families from the trauma my daughter and our family have experienced. Had I been more informed and aware of the signs 30 years ago, perhaps we could have had a different story to tell.**

Katy, fundraiser



Katy, fundraiser

Friends of the Foundation

To our dedicated Friends of the Foundation, whether you have supported us for years or have recently joined, we extend our sincere thanks. We established the Friends of the Foundation scheme to convey how much we appreciate those who consistently support our work. All those joining the scheme receive regular communications including our newsletter, a lapel pin, a pen and a copy of our annual report. Our friends are an essential part of our work and we are deeply appreciative of their continued support.

"I would love to be a friend. I admire and believe the work that Lucy Faithfull [Foundation] and the Stop It Now helpline is so important."

Friend of the Foundation

"It would be a privilege to be a friend of the Lucy Faithfull Foundation and I will be honoured to wear the pin and use the pen to show my support for such a worthy cause."

Friend of the Foundation

"I would love to become a friend – thank you for all the amazing work you guys do."

Friend of the Foundation

Faithfull Friends

We are enormously grateful for the generous legacy we received this year. We would also like to express our thanks to our Faithfull Friends, who have pledged a legacy to us. Our legacy programme was created to inspire supporters to become Faithfull Friends by leaving us a gift in their Will. Whether big or small, every gift ensures that our services will be here for everyone who needs them, and that we can protect children from harm long into the future.

Donations and grants

We are profoundly thankful for the continued support for our work from the UK, Scottish, and Welsh governments, charitable trusts and partners. Their support has been instrumental in furthering our mission and enabling us to deliver our services while innovating for the future.

We continue to appreciate the advertising credits donated to us by Google, Meta, Microsoft and Snapchat. This support has brought in over 51,000 users to our Stop It Now, Parents Protect and Shore websites.

Fundraising standards

We pride ourselves on upholding the highest standards of ethical fundraising. We continually review how we engage with our supporters and the public to ensure integrity and transparency in all our fundraising efforts.

It is paramount to us that our money and other assets are managed responsibly, and that we maintain our good reputation by being transparent, honest, and respectful. Our high standard of ethical fundraising includes adopting an opt-in-only communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers.

Fundraising activity is monitored by our senior management team, board of trustees, and fundraising subcommittee. We continuously strive to improve and to ensure we address new challenges and effectively adopt updated regulations.

Fundraising is vital to us, and our work and we recognise the need to increase charitable giving and public donations to support our sustainability.

As part of our commitment to transparency, we ensure that those who support us understand our work, how their money is spent, and our impact.

We have rigorous financial controls in place to ensure donated funds are spent on the right activities, at the right time. We remain committed to maintaining our high standards and promoting good practice throughout our fundraising activities.

Protecting vulnerable people

We are committed to ensuring our supporters are fully supported in the true sense of the word. We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse. We make sure that our engagement with those who may be considered vulnerable is sensitive and appropriate. Our commitment to this is demonstrated through our opt-in-only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to relevant regulations. We are registered with the Fundraising Regulator and renewed our registration in 2023. We continue to review our compliance with the Fundraising Regulators Code of Fundraising Practice to ensure we fully adhere to the latest guidance. We are also registered with the Fundraising Preference Service. During 2023/24 we did not receive any complaints about our fundraising activities. Our trustees are satisfied that we adhere to the appropriate fundraising standards.

Supporter data

We are committed to being compliant with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Responsible use of personal data remains at the heart of our fundraising practice. This means that we will contact only supporters who have given unambiguous and explicit permission for us to contact them for marketing activity, including fundraising support.

Transparency is key. We are committed to protecting the personal data entrusted to us and strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the core of fundraising communications, we hope to achieve a greater level of engagement, loyalty and value in the long term.

Looking ahead

We are dedicated to building upon the achievements of the past year while also embracing new opportunities for growth and impact. Central to our plans is the goal of diversifying our income streams, ensuring greater sustainability for our vital work.

To achieve this, we will step up our **public fundraising** across the year. We will engage and inspire support for our Stop It Now helpline, as well as our broader work, with a goal of raising £15,000 and increasing awareness of our work.

We are committed to strengthening our legacy programme, encouraging supporters to leave a lasting impact by **including us in their Wills**.

We will continue to cultivate and nurture relationships with our existing funders while actively seeking opportunities to develop new partnerships.

Finally, our aim is to ensure that all our donors, both existing and new, feel valued and connected to our mission.

Structure

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation ("the charity" or "The Foundation") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008, the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

Our 2020-2025 strategic plan outlines our key areas of focus. The strategy centres around three pillars: reach, research and advocacy. A range of delivery plans sits beneath our organisational pillars to turn our ambitions into outcomes. Our strategy is reviewed annually to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Through our current digital project, our websites will feature more specific updates and key achievements, ensuring sure that our supporters, partners, funders and others can follow our progress and be inspired by our work.

Our key ambitions

Reach

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

Research

To make the best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

Advocacy

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.



Leadership

The board of trustees, listed on page 160, is responsible for governance, providing strategic direction and overseeing our performance. The board ensures that all activities are undertaken to further our charitable purposes.

The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the OSCR. The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The annual report highlights the significant activities undertaken to carry out our aims for the public benefit.

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. In summary, they lead by example and support the chief executive in the delivery of our strategic plans and activities, regularly monitoring our performance against agreed aims and outcomes.

The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board. Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the full board. The balance of trustees is kept under review regarding skills and diversity. The board places particular emphasis on appointing individuals who bring specific identified skills, and an induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of the charity.

Some trustees carry specific areas of responsibility including diversity, safeguarding and fundraising. There are currently ten male trustees and four female trustees. The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the charity. This has included the annual review of our safeguarding policy and practice.

The executive team

The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's operational plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 159. As a team, they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensuring we remain sustainable as an organisation, and able to respond to changing trends and external factors. There are four females and two males on the executive team.

Risk management

The board of trustees has the responsibility for ensuring that there are adequate and effective risk management protocols and systems of internal controls in place to manage the charity's major risks and support the achievement of our strategic objectives. The board reviews and assesses the risks facing the charity on an ongoing basis.

A risk register is maintained and updated by executive management. It is a working document which is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment. Each risk identified and the potential impact and likelihood are rated along with the mitigation strategies in place to manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Projects are regularly reviewed with attention to risk management, and a project review process ensures ongoing oversight. Quarterly reports are provided to trustees showing the progress of longer-term contracts, grant-funded projects, grant applications in progress and short-term contract activity.

Internal control risks are minimised by procedures for the authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults. Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction.

Principal risks facing the charity include the variable nature of grants and the uncertainty of timing of renewal (see section 'Reserves policy reflecting principal risks' on page 129).

Staffing changes

We had two staffing changes within the executive team. In February 2024 we appointed Alison Dexter to the new role of director of people services (interim). This is a one-year post to work on a set of agreed HR and people services projects. Alison brings a wealth of experience into this new role, including 16 years in senior HR roles across health and education. She is a qualified coach and mentor and we look forward to working with her in the year ahead. In March 2024, Donald Findlater, director of the Stop It Now helpline retired after 29 years with the charity. We marked his retirement with a services of events, a **blog post and a podcast**. Donald has been a driving force behind the charity's successes over the years. We thank him for his dedicated service and wish him well for his retirement.

This year, we increased our staff numbers by a net two full-time equivalent staff.

HR, pay and remuneration

The board of trustees has overall responsibility for our pay policy and the salaries of executive directors. This is exercised through the general finance and general purposes committee. The committee reviews terms and conditions of employment annually and recommendations are made to the board. The committee benchmarks executive pay against similar roles in the sector and approves pay and any annual pay awards in line with appropriate best practice standards.

We had planned to strengthen our pay processes in 2023/24, with support from external remuneration experts, however, this has now been wrapped into the work being done by our new director of people services (interim). We continued to receive HR support from Croner, HR consultants, who provide advice and guidance on policy development and implementation and include a support and advice helpline and we embedded the new HR software, Bright HR, which we purchased in the previous year.

Information security

We fully recognise the importance of defending our IT systems from malicious cyber-attacks and protecting the personal data we hold from unauthorised access and misuse. This year, we had a specific focus on increasing the technical measures we deploy to prevent and mitigate such attacks, as well as training our staff to be vigilant.

We have enhanced our system security measures to prevent unauthorised access to our systems and guard against phishing attacks. Implementing multi-factor authentication, alongside robust technical safeguards, has meant we have been able to secure cyber essentials certification. Our data protection training took our staff through the key principles of information security and had a particular focus on cyber security, raising awareness about the risks and how to counter them. All our data security policies and procedures are established and our teams are briefed.

General Data Protection Regulation (UK GDPR)

We deal with very sensitive information and our trustees, managers and teams prioritise our compliance with UK GDPR. This year, we created a second phase data protection plan for LFF, building on the progress made in recent years and driving further improvements to keep our data safe. Our bimonthly UK GDPR committee oversees the delivery of that plan and is chaired by our data protection officer. The committee receives a report on any data breach and subject data requests, ensuring our systems work both to learn from any breach but also to ensure we share information in line with data protection legislation. We have created Records of Processing Activity (RPAs) which records our departmental data flows and assets. We have carried out legitimate interest assessments on any high-risk areas to evidence our reliance on that lawful basis. Work has continued to utilise cloud-based systems to store data where appropriate and plan to extend our use of such systems through 24/25.

This year, we had 29 personal data breach incidents reported on our internal system, all of which were assessed as either low or medium risk.

Our commitment to safeguarding

We are committed to ensuring the safety and wellbeing of all those we come into contact with. All staff have gone through an annual safeguarding training programme, raising awareness of the principles underpinning good safeguarding practice and focusing attention on handling disclosures. Our safeguarding system is led by a Director with two deputies who staff a daily rota, ensuring our teams have access to safeguarding advice when they need it. Safeguarding reports are monitored by the safeguarding leads with regular reporting to the Executive team and Trustees.

Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse. Our Employee Assistance Programme (EAP) is in place with Health Assured which gives our staff a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of LFF and throughout 2023/34 we held a bimonthly staff engagement forum to listen to our staff's ideas, discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages. We also started an internal communications review process which will continue into the year ahead.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff ensuring all have access to regular and responsive supervision.

Equality, diversity and inclusion (EDI)

Our commitment to equality, diversity, and inclusion is fundamental to our mission of protecting all children from sexual abuse. Children who are sexually abused, and the adults and young people who harm them, come from all backgrounds, communities and walks of life – and it is important this is recognised in our work and how we develop and deliver services. It is imperative that our services are accessible and inclusive to everyone who needs them.

How we ensure our services reach people who need them

- Accessible support channels: we provide multiple support channels, including a helpline, chat service, email, and online resources, to help individuals concerned about child sexual abuse. To eliminate language barriers, we contracted LanguageLine, which allows non-English speakers to access support through calls, emails, and chat. Additionally, our self-help modules are available in multiple languages on our website. Our chat and email services also ensure accessibility for individuals who are deaf, enabling them to receive the support they need.
- Data collection: collecting data about people who access our support is vital in ensuring our service is fully inclusive. We use a standard data collection tool across all departments to ensure comprehensive monitoring and regular reporting. This includes demographic and diversity data on age, gender, disabilities, and neurodiversity.
- Staff training: all staff undergo EDI training to enhance their understanding and capability to serve diverse populations.
- Inclusive recruitment: our recruitment processes have been reviewed including where and how advertise to attract applicants from various backgrounds, ensuring diverse representation.
- Lived experience: we champion lived experience, using feedback from service users to inform our practice, service development and enable them to have a voice through our advocacy activities.
- Policies and procedures: we have reviewed our policies and procedures including menopause, maternity, parental leave, flexible working, mental health and wellbeing, disability and reasonable adjustments, bullying and harassment, recruitment and selection, diversity and inclusion, religion and belief.

We are proud that we have female representation at the highest levels of the organisation, where our Chair of Trustees, CEO and four out of six directors are women. The gender split of our board is currently four women and ten men.

However, we know we need to do more to be fully representative of the population, different communities and to reach everyone who needs our help. To address this, we have taken proactive steps to strengthen our commitment to EDI, including:

- Enhanced data collection: we focus on collecting comprehensive demographic and diversity data to understand and address barriers to access. We are reviewing our approach to capturing this information to ensure we get as full a data set as possible. Our efforts to increase response rates in programme-specific data collection have led to a rise from 11% to 37% between October and March 2024. This data highlights underserved areas and helps inform our communications strategy to ensure we are reaching a diverse audience.
- Leadership and oversight: our new director of HR and people services, along with an experienced trustee, oversees EDI initiatives. We are revising our action plan and policies to integrate EDI principles throughout all aspects of our work, with progress reported to staff and trustees.

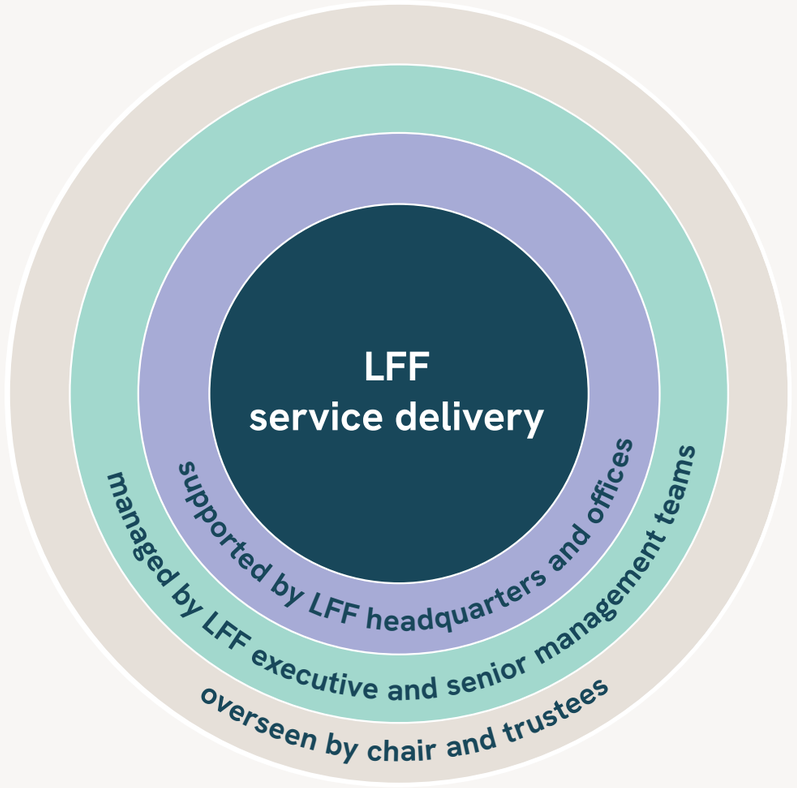
Activities to support EDI

- Diversity data stocktake: we will conduct stocktakes across all departments to:
  - develop department-specific plans to maximise data completion rates
  - ensure a consistent data collection approach
  - establish a diversity data reporting schedule, including reporting to the board

- Trustee sub-committee working group: we are establishing a working group to explore creative ways to measure success against our plans and provide recommendations to the leadership team.
- Reviewing our online resources: we will ensure our online resources are trauma-informed and meet the needs of our diverse audience.
- Staff engagement forum: we run a forum to engage staff in EDI initiatives and gather feedback.
- Financial accessibility: to prevent financial barriers, we offer subsidised and fully funded places on our adult programmes to tackle online offending.
- Support for the transgender community: we are scoping further training and support for service delivery to better serve the transgender community.

In the year ahead, we will aim to involve more stakeholders to help is create a more inclusive, responsive and effective organisation that better serves the diverse needs of our beneficiaries.

LFF governance and management structure



Service delivery

Helpline staff
Practitioners
Psychologists
Administrators
Project workers
Volunteers

Management teams

Strategy implementation
Operational delivery
Governance
Risk management
Safeguarding
Quality and compliance

Headquarters and offices

Bromsgrove
Epsom
Edinburgh
Cardiff

Finance; Human Resources; Advocacy and Communications; Fundraising; IT; Referrals and Training Administration

Chair and trustees

General Finance & General Purpose Committee

Fundraising subcommittee

Governance, Strategy, Safeguarding, Finance, Remuneration, Audit, Risk Management, Diversity

Financial review

Overview

Note: The year references throughout refer to the financial year ended March of 2024 (and prior years ended March 2023 and March 2022).

The charity continues to expand, maintaining the high level of restricted income achieved in 2023 and growing unrestricted income by 19% to achieve overall growth of 8%.

The drivers of our growth this year have been the unrestricted grants that are up by 39% and our assessments and intervention work which increased by 20%.

From a starting point in 2021 of £79,373, our unrestricted grants in 2024 were £455,000, with the Indigo Trust increasing their grant of £110,000 for 2024 to £250,000 midway through the year. This funding enabled us to push forward with our strategic objectives, as well as support services with income gaps and avoid short term funding issues from impacting negatively on the helpline, our programmes delivery and Scotland beneficiaries.

Fee increases of 10% in April 2023 improved the margins on assessments and interventions. In addition, the demand for these services increased in 2024 in spite of the financial pressures on local authorities. Gains here have offset the 16% income reductions in training and consultancy income so that overall our professional services generated more turnover at better margins than expected. This has enabled us to end the year with an unrestricted surplus of £260,197 compared to the budget that was set at £115,000.

Whilst the downturn we have experienced in training income is to be expected in a tough economic climate, particularly as our high-quality training sits at the top end of the market, we will be looking to address this and plan to promote all our professional services more actively. We know there are key skills and knowledge gaps amongst professional teams working in child protection and our training and consultancy offer has important contributions to make to improving the prevention, identification and response to child sexual abuse.

Income growth has been facilitated by the additional 6 FTE staff resource recruited during 2023 and the additional 2 FTE added this year.

Project leads were appointed for the three new projects that had just started at the end of last year. Whilst progress has been slower than planned, these projects are now well underway and enhancing the breadth of services we offer and the expertise and knowledge within LFF.

- Project Intercept, funded by Nominet UK, and designed to develop and expand warning messages online has been gaining momentum through the year as the team adapts to the challenges of collaborating with the tech companies. We now have 48% of year one funding spent and opportunities to continue the development of the chatbot as well as consider the way forward for the charity in response to the threats and opportunities presented by artificial intelligence are being explored.
- The EU-funded Protech/Salus project to develop software to detect child sexual abuse material on devices has been beset by technical issues so our spend to date is only 31% of the grant funding received.
- The Circles contract started in July, and we have implemented systems and processes and recruited and trained 43 volunteers, utilising £50,706 of the 4-year contract valued at £469,677.

The Xledger business system that was implemented during 2023 continued to be developed during 2024 and the charity is starting to see the benefits with more efficient processes for producing monthly management accounts, more automation of data entry and approval workflows and speedy access to highly configurable raw data. There is still some way to go before reports can be accessed directly by staff in the way we had hoped when embarking on the system change, but we are impressed by the responsiveness of the Xledger support and development teams and continue to work with them to achieve these goals.

The combined increase in restricted and unrestricted reserves for the year was £360,077 taking our total reserves up to £2,175,809 of which 56%, £1,215,648, are unrestricted.

In line with previous years, the trustees have designated part of the unrestricted reserves to cover future year's depreciation on fixed assets (£43,184) plus commitment to special projects, and this year £73,500 is set aside for digital developments, advocacy assets, a fundraising database, staff training and a conference.

One of our key financial objectives in recent years has been to replenish reserve levels and achieve our minimum target of three months' expenditure held in reserves. We are delighted to have achieved this in 2024 with unrestricted, undesignated, free reserves of £1,098,964, equivalent to just over three months' expenditure excluding gifts in kind.

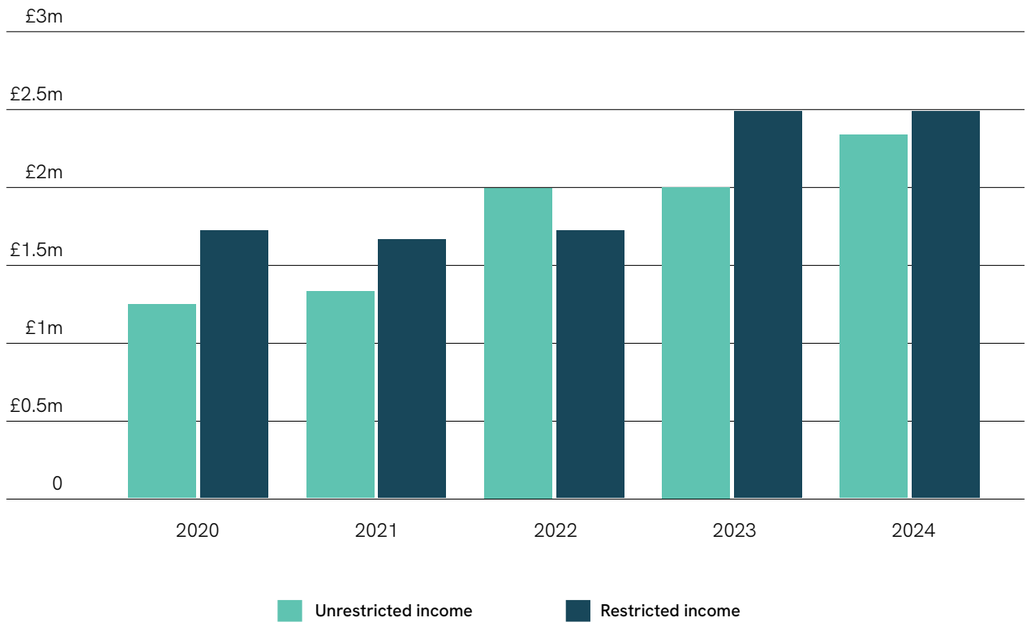


Financial review

Income growth

In 2024, total income grew by 8% to £4,827,719 (2023: £4,472,771). Over the last five years, income is up 63% with growth of 43% in restricted income and 89% in unrestricted income.

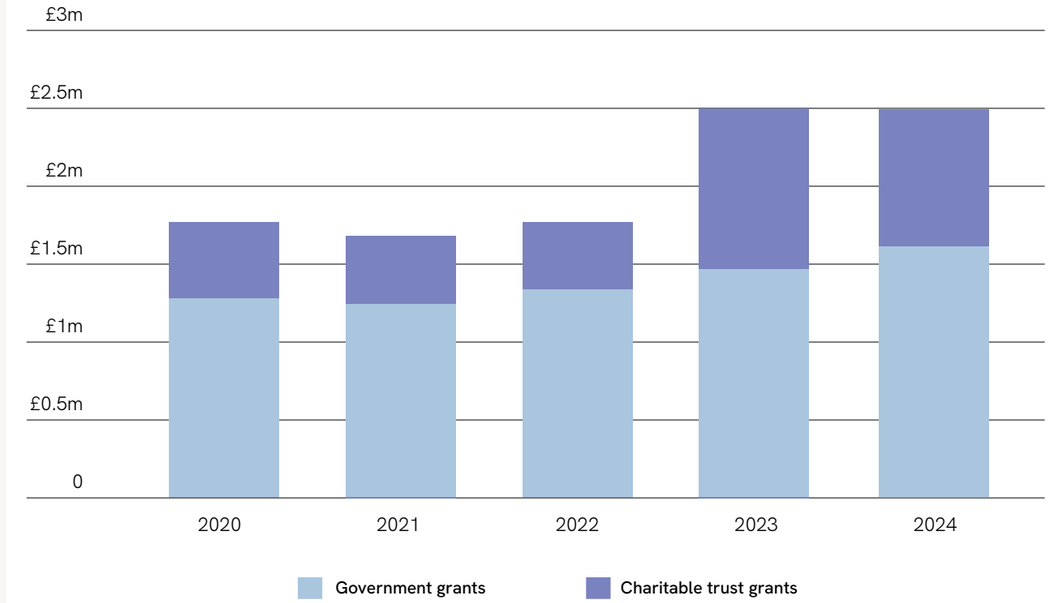
Income growth 2019-2024



Restricted income

Following exceptional growth of 42% in restricted income last year it is good to see we held onto most of these gains with only a marginal change, achieving £2,460,909 (2023: £2,475,733).

Growth in restricted income 2020-2024



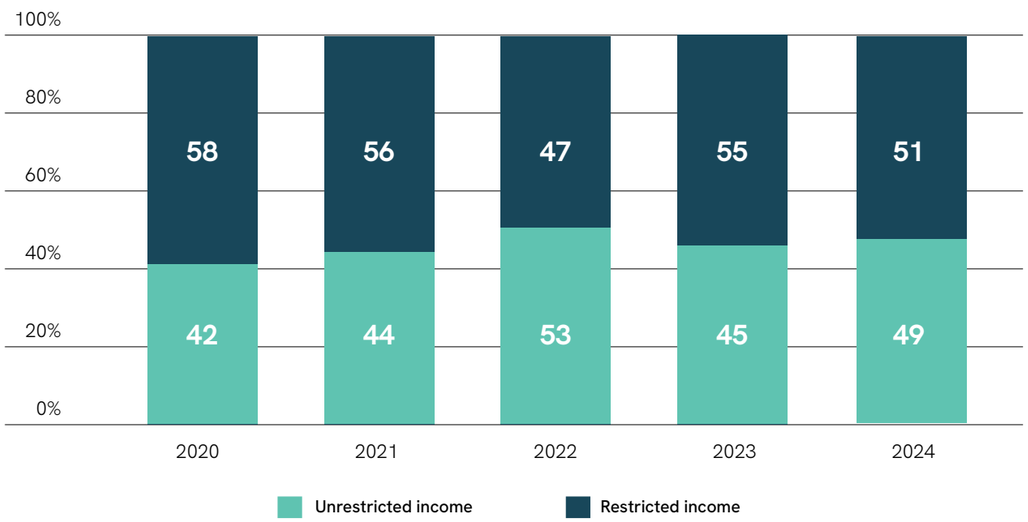
Government grants increased by 11% to £1,615,942 (2023: £1,459,456). The Home Office provided an increase of £60,000 for the helpline as well as £100,000 for the development of Shore, our website and chat service for young people. Two Police and Crime Commissioners and a Police Community Fund gave grants totalling £10,000 to support the helpline, and the Welsh Government funding increased by a net £4,148. Offsetting these gains was the £17,662 reduction in Scottish Government support for the work in Scotland.

Although charitable trust funding reduced by 17% to £844,967 (2023: £1,016,277) this must be considered in the context of the prior year's income being exceptionally high. In 2024, the level achieved is still 86% up on 5 years ago, and if combined with the unrestricted grants from charitable trust, in 2024, we have achieved income from trusts and foundations of £1,299,967, almost triple the levels five years ago.

With increasing competition for charitable trust funding, and a year of political uncertainty ahead, it is good to see the balance of restricted and unrestricted funding getting closer to 50:50.

We remain committed to implementing mixed funding models across our projects and services, with unrestricted sources providing us with increased resilience and reducing risks to service continuity.

Income split restricted vs unrestricted 2020-2024



Unrestricted income

Unrestricted income makes up 49% of LFF's total income and grew by 19% in 2024 to £2,366,810 (2023: £1,997,038).

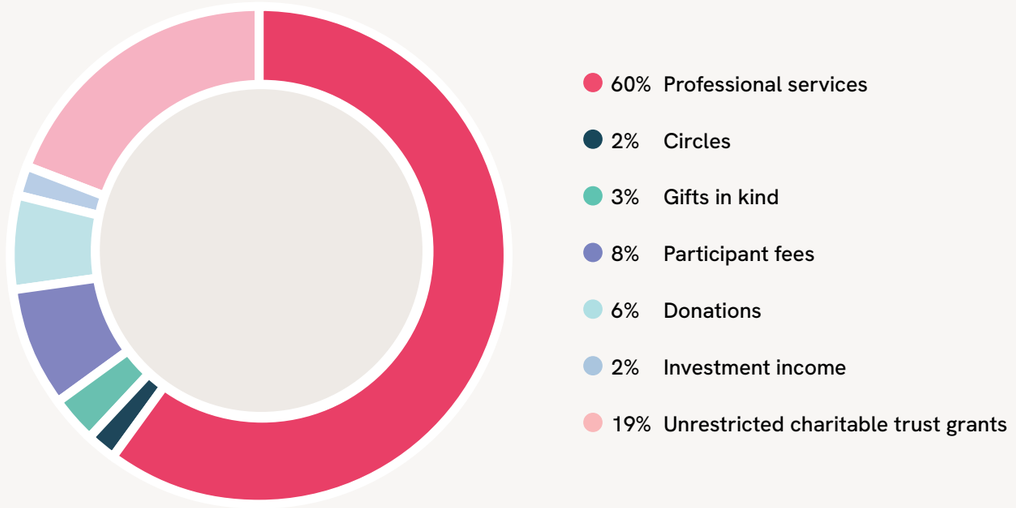
The composition of our unrestricted funding has shifted year-on-year.

Professional services now account for 60% of unrestricted income down on 2023 which was 63%. Assessments and intervention work increased by 20%, offsetting the reduction of 16% in training and consultancy. Combined income of £1,399,587 was achieved, an increase of 12% - £149,045 on the prior year (2023: £1,250,542)

Unrestricted grant funding now accounts for 19% (2023: 16%). The Indigo Trust provided a significant uplift midway through the year of £140,000 that enabled us to support the helpline and the programmes that respond to online offending, as well as significantly increase research and evaluation activities and invest in organisational development.

Unrestricted grant funding is still a relatively new income stream which started with £79,373 in 2021 and has grown to £455,000 in 2024. This funding is transformative. It enables us to continue to develop and implement our strategic plan, and the flexibility it affords takes us beyond the short-term goals that project-based restricted funding supports so well, into much more long-term strategic work to expand our reach, research and evaluation, and advocacy activities. As in previous years, it has also helped us avoid having to take precipitative action to cut back on services and projects when funding gaps arose.

Unrestricted income split 2024



Participant fees still account for 8% of unrestricted income with growth in fees of 19% to £182,049 (2023: £152,159.) We continue to encourage service user contributions through fees as well as donations. The bulk of the fees collected relate to Inform Plus and Engage Plus courses and in 2024 these fees funded 85% of the service costs.

Donations including fundraising, service user donations and legacy income totalled £148,901 an increase of 17% on the prior year and maintaining the share of total unrestricted income at 6%. However, without a legacy of £23,161, this income would have been down 1% reflecting the economic difficulties of the last few years on people's disposable income, as well as the pressures on a small funding team, whose priority has had to be securing grant funding.

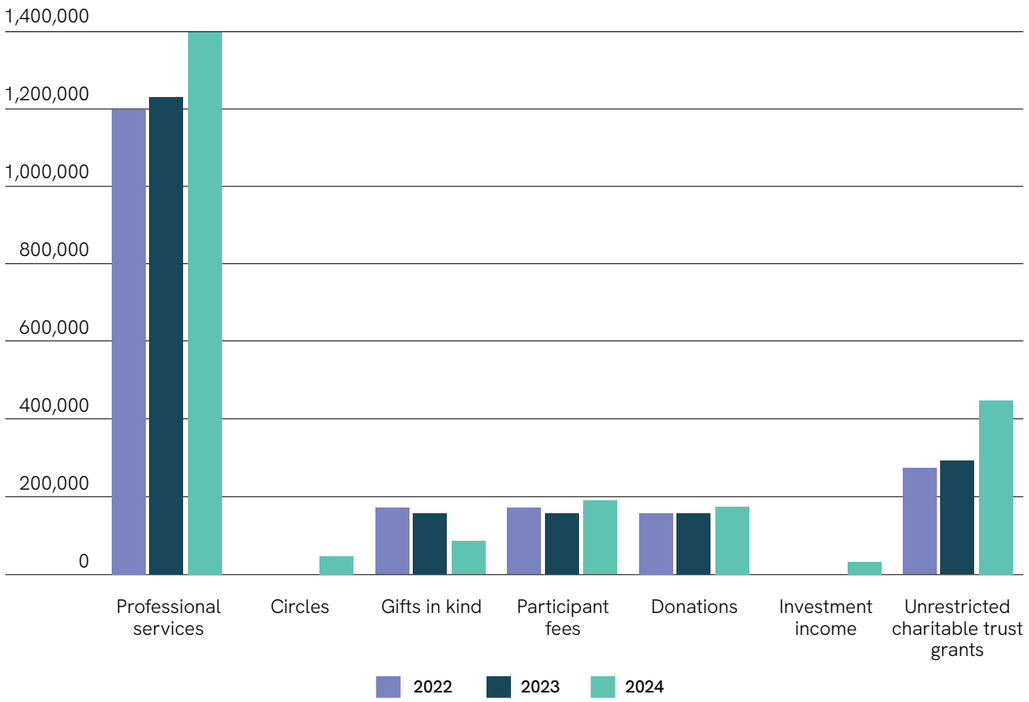
Gifts in kind totalled £81,538 (2023: £150,537) resulting in this share of income more than halving from 7% in 2023 to 3% in 2024. All of 2023 and £80,038 of 2024 gifts in kind relate to advertising credits from Google, Meta, Microsoft and Snapchat. In recent years the credits available to us have fallen, as has associated agency support, and our own staffing capacity, resulting in a fall in total gifts in kind.

Circles is supported with contract payments from HMPPS that amounted to £50,706 and make up 2% of unrestricted income. This is a new income source that had been expected to fund the full costs of the service. In the end it has covered only 58% of the cost, the remaining amount being supported by a £10,000 grant from Circles UK and £26,634 from our unrestricted grant funds.

Investment income totalled £37,792 (2023: £6,290) and accounts for 2% of income compared to last year when it barely registered at 0.3%. The increase is mainly attributable to rises in interest rates but it is also a function of the increase in funds held. With many funders paying us in advance, we have increased our cash holding from £1,783,568 (31st March 2023) to £2,087,969 (31st March 2024).

With the exception of gifts in kind, all unrestricted income sources are showing good growth particularly professional services and unrestricted charitable trust grants that make up 79% of the unrestricted income.

Unrestricted income – continuing growth 2020-2024



Raising funds

In 2024 the cost of raising funds was £115,095 (2023: £109,333). This amounts to 3.8% of our grants and donations income excluding gifts in kind that totals £3,064,810 (2023: 3.8% of £2,913,242).

Fundraising expenditure includes the costs of two dedicated fundraising staff, 1.6 FTE, plus the cost of time spent by other key staff in writing, costing and contributing to funding bids and applications, as well as developing strong relationships with our funders.

The achievements in 2024 have been considerable and amount to £3,730,006 which includes donations and legacy income for 2024 as well as grants secured for 2024, 2025 and 2026.

Expenditure on charitable activities

During 2024, charitable activity expenditure amounted to £4,352,547 (2023: £3,928,352).

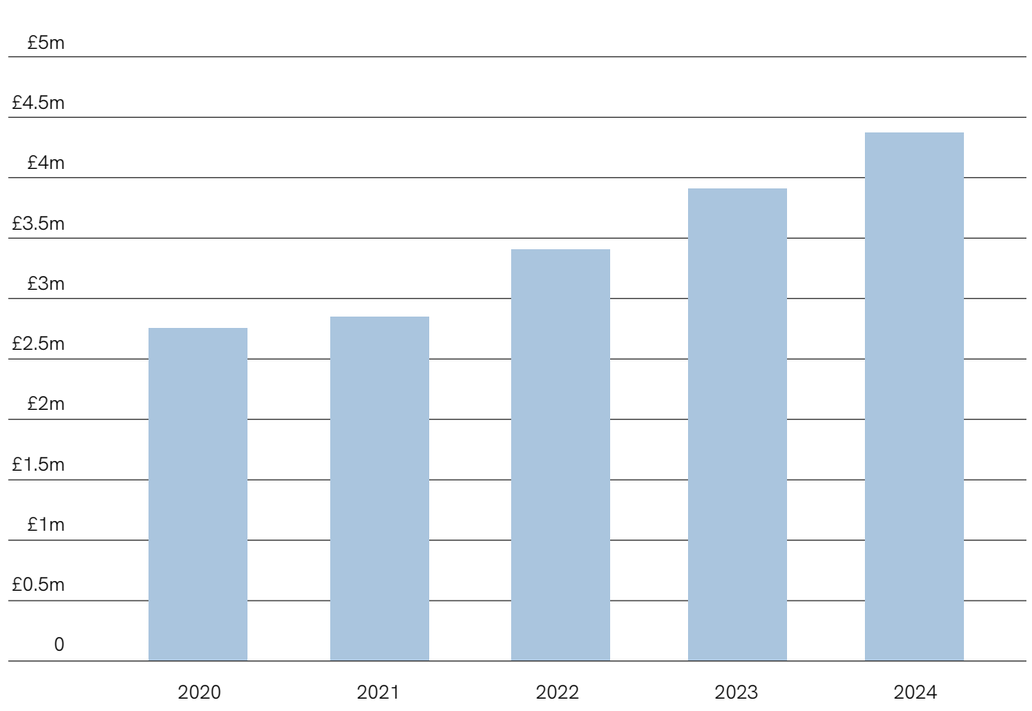
Additional staff resource has enabled the charity's activities to grow by 11% in 2024 and this follows good growth in the previous two years of 15% in 2023 and 17% in 2022. Over 5 years the charity's expenditure has grown by 57%.

Salary costs have increased by 17% to £3,438,291 (2023: £2,938,999) and make up 79% of the charity's total expenditure in 2024 (2023: 75%). The April 2023 general staff pay award averaged at 5%, with a lump sum element designed to increase salaries proportionately more for lower-paid staff in the organisation. We had a modest 2% increase in staff numbers from 82 FTE to 84 in 2024 and the bulk of the increase in salary costs is attributable to the significant staffing additions during the prior year which are now impacting with a full year's cost.

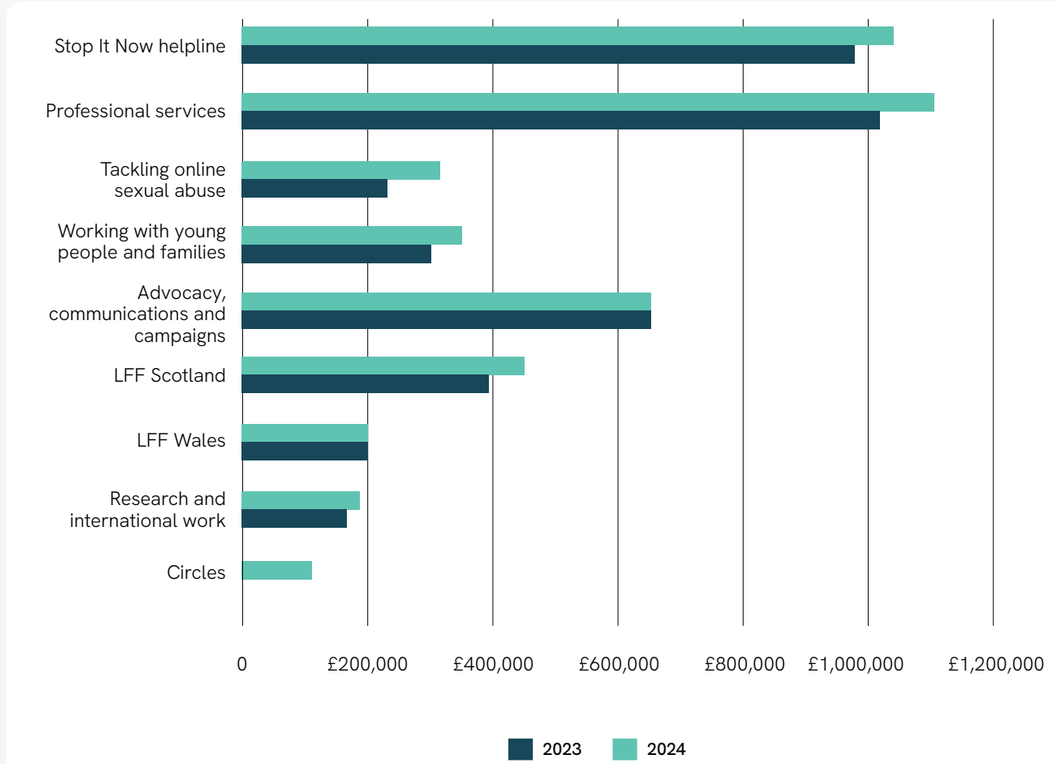
Other costs reduced by a net £75,096 to £914,256 (2023: £989,352) with the rebranding project and 30th anniversary event making other costs in 2023 particularly high.

All our service areas have seen growth year on year.

Expenditure on charitable activities 2020-2024



Expenditure on charitable activities 2023 vs 2024



The Stop It Now helpline

Our helpline remains at the heart of LFF and accounts for 24% of what we spend. Commitment from the Home Office has enabled us to significantly expand the service in the last few years and we now have a bigger team of part-time and full-time helpline advisors and managers dedicated solely to helpline service delivery, as well as continued access to further clinical, media and research expertise that can be drawn from across the organisation.

Costs increased by 7% to £1,042,603 (2023: £970,882), over 5% of which is related to pay awards so there was not a significant increase in capacity, except in so much as staff joining in 2023 are now fully trained and able to answer more calls. It is testament to the hard work of helpline team that with minimal additional resources, the amount of calls answered increased by 15%.

Professional services

Overall, professional services increased by 7%, but it is a tale of two halves with our assessments and intervention work showing significant growth, whilst demand for training and consultancy reduced.

Assessments and interventions

In 2024, we realised the benefits of a number of changes made in 2023 to increase practitioner staff numbers as well as levels of management oversight, clinical supervision and administrative support.

Costs, which include the pay award averaging 5%, increased by 16% to £947,022 (2023: £818,201). Much of this is attributable to growth with 11% more assessments and 12% more interventions in 2024 compared to 2023.

We are pleased to see increased demand for these services, particularly considering the financial pressures on local authorities who fund a large amount of this work.

We implemented fee increases of 10% from April 2023, and consequently revenue was up 20%, well ahead of costs, enabling us to improve our margins and generate additional surplus over and above the £115,000 that was set in the 2024 budget.

Training and consultancy

This is the one area of our work that did not grow in 2024. Costs reduced by 26% to £162,503 (2023: £220,443) reflecting the reduction in delivery and fee income was down 16% against the prior year. Training events were 31% down on the prior year and although the number of safer recruitment events was the same year-on-year, the number of participants dropped by 23%, and consequently fees earned were much lower.

Tackling online sexual abuse

This area of our work includes the Inform Plus and Engage Plus programmes we run for people who have committed offences online. In 2024, we increased beneficiary numbers by 22%, but only increased costs by 11% to £180,365 (2023: £162,625).

We also deliver Inform courses to the partners, other family members and friends of those who have committed online offences. Beneficiary numbers had reduced by 14% last year, so it is particularly welcome to see that participants numbers increased by 52% in 2024 and are now well ahead of 2022. Costs, however, have only increased by 35% to £68,591 (2023: £50,864).

We have been able to make cost savings per participant in these areas of work with more group delivery and continuing use of remote sessions. We have also been able to gain efficiencies due to experienced administrators, and the use of a dedicated project worker funded by the Emmanuel Kaye Foundation who has been with us for two years, enabling management and practitioner time on these projects reduce.

The other key service for friends and family members is our online forum, which also saw growth in 2024 with active users increasing by 17%. Costs, however, have remained almost static at £33,428 (2023: £33,909).

Working with young people and their families

Costs for our Inform Young People programme remained stable at £93,926 (2023: £93,844) with 12% fewer beneficiaries, the April 2023 pay award and increasingly complex cases accounting for the difference in cost per beneficiary. Demand for the service continues and the capacity of the appropriately skilled staff creates the main constraint for delivery and meeting demand.

Extending the Inform Young People service by training others to deliver the programme is a 3-year project funded by Paul Hamlyn Foundation that is now in its third year. After a slow start in 2022, there was a considerable amount of training activity in 2023, and this reduced substantially this year. 2024 costs were £17,870 (2023: £26,835). A balance of £34,652 remains on this grant at the end of March 2024 and plans to use part of this to evaluate the Inform Young People programme in 2025 have been agreed with Paul Hamlyn Foundation.

The KPMG Foundation-funded work in schools is now in its third year, with costs for 2024 of £91,437 (2023: £94,580) and £91,210 remaining for use in 2025.

The work on a website for young people made significant progress in 2024. The project began in 2022 with funding from Charles Hayward Foundation, and the balance remaining of £10,350 was fully utilised this year (2023: £17,516). A new £100,000 grant from the Home Office took the development work through to the launch of the Shore website, and a further investment of our unrestricted grant funding amounting to £8,915 enabled us to invest in additional animations for the site.

Overall, the expenditure on our work with young people and their families increased by 15%. The costs for 2024 are identified above and total £322,498 (2023: £280,509). There were additional funds expended in this area of work in 2023, being general development work on young people services, with £30,537 funded from the balance remaining on the Esmée Fairbairn Foundation grants, and £17,197 allocated from our unrestricted grant funds in that year.

Advocacy, communications and campaigns

This area of our work ended up in line with the prior year in terms of costs. Expenditure totalled £659,461 (2023: £660,289). Since 2023 had been a marked uplift of 32% on the prior year it is good to see the level of work in this area has been sustained in spite of the reduction in support from tech companies through gifts in kind.

We include free advertising from Google, Snapchat, Meta and Microsoft here. For 2024 it was valued at £80,058 (2023: £150,538), a disappointing reduction because of the amount of credits available, agency support, and LFF staff capacity. We continue to engage with the sector to advocate for more support as this advertising plays a key role in signposting people to our services.

Our campaign to deter online child sexual abuse offending online, which is supported by the Home Office, continued for another year utilising £193,711 of funding (2023: £198,319). Activity was funded by the balance of the 2023 Home Office grant, as well as most of the new grant for 2024 together with some NHS funding.

Our new project to develop and expand warning messages online, Project Intercept, funded by Nominet UK, has been gaining momentum over the year, with a project lead appointed mid-way through 2024. Due to the relationship building nature of the work, there have been delays in spending the year one funding of £330,000. Expenditure through in 2024 totalled £130,234 (2023: £29,278).

Advocacy activities have been undertaken by the director of policy and advocacy, the chief executive and other directors and staff with specialist knowledge as required during 2024. Costs amounted to £64,720 (2023: £73,801). The reduction attributable to the director of policy and advocacy spending more time on Project Intercept than in the prior year.

Investing in media and communications activities to extend our reach remains an important goal of our strategic plan and costs for 2024 totalled £190,758 (2023: £208,351). The 8% reduction relates to 2023 non-staff costs being particularly high due to the identity project agency costs and 30th anniversary activities to increase awareness.

LFF Scotland

In 2024, the cost of LFF Scotland activities increased by 21% to £476,020 (2023: £394,062), including some additional staff costs which arose due to exceptional circumstances and much higher than expected utility costs. An allocation of £42,998 was made from the unrestricted grant funds to cover the funding gap in Scotland.

Sourcing sufficient income to meet the demand for services in Scotland remains a struggle but we are very grateful to the charitable trusts, corporate donors and government civil servants who continue to support us and help us find funding for our work.

LFF Wales

LFF Wales has benefited greatly from the Welsh Government's long-term approach and commitment to first a three-year grant, and then a two-year extension that will take us through to the end of 2025.

In 2024, we utilised £97,153 (2023: £97,152) on the Early Intervention grant activities and a further £94,612 (2023: 94,612) on primary prevention work under the Keeping Children Safe grant.

It is a testament to how much the work we do in Conwy is valued that 2024 was the tenth year that we were awarded a grant by Conwy County Borough Council. We spent £7,500 in 2024 (2023: £10,000) on delivering support to families and carers in the borough.

Research and international work

Spend here increased by 29% to £173,451 (2023: £134,544).

Our investment in research and evaluation continues to increase. We doubled our expenditure last year with the appointment of a head of research and evaluation taking costs up from £60,335 in 2022 to £128,180 for 2023 and in 2024 we increased this by a further 32% to £168,956.

Unrestricted grant funding totalling £71,430 covered 42% of our 2024 research and evaluation work. (2023: £50,162 - 39%) the balance is made up of grants and contributions as set out below.

We utilised £61,095 of the Porticus funding in 2024 (2023: £71,466).

The EU-funded Protech/Salus project to develop software to block access to child sexual abuse material on devices made progress in 2024. We have estimated that the grant funding will cover costs of £18,321 (2023: £3,988). This represents only 74% of the total project costs with the balance being covered by our unrestricted grant funding as the EU claim criteria does not achieve full cost recovery.

During 2024, the Stop It Now helpline and Get Help evaluation projects being implemented with Professors Michael Seto and Elizabeth Letourneau were still in the planning stages and the $5,000 (£3,925) upfront grant payment in 2023 to cover these early stage costs was not sufficient. (Funding allocated in 2024 was £1,873 and in 2023 it was £2,052.) Unrestricted grant funding was used to fund the remaining £9,488 of costs in 2024, but we expect to recover some of this when the grant agreement and funding is finalised in 2025.

We are working on a project funded by Economic and Social Research Council (ESRC) in collaboration with the charity Brook and the lead party, the University of Birmingham. The university paid us £11,237 in 2024 (2023: £512) for our contribution to the research project on "Understanding Sexual behaviours in Children and Young People in the UK".

The NOTA funding received in 2023 was utilised to complete the Delphi Study and focus groups identifying best practice in online self-help resources for adults who have viewed child sexual abuse material. Costs were £7,147 for this research project, £5,000 covered by the NOTA grant and £2,147 covered by unrestricted grant funding

We are proud of the progress made in delivering our strategic objectives around research, evaluation and impact measures and the details on the many projects and initiatives that the

unrestricted grant funding and the Porticus research and development grant have funded are covered on page 92.

Only £4,495 (2023; £6,364) was spent on the ECSA project, our international website which is currently being hosted and maintained with limited oversight whilst options for a more suitable long-term future for this resource is sought.

Circles

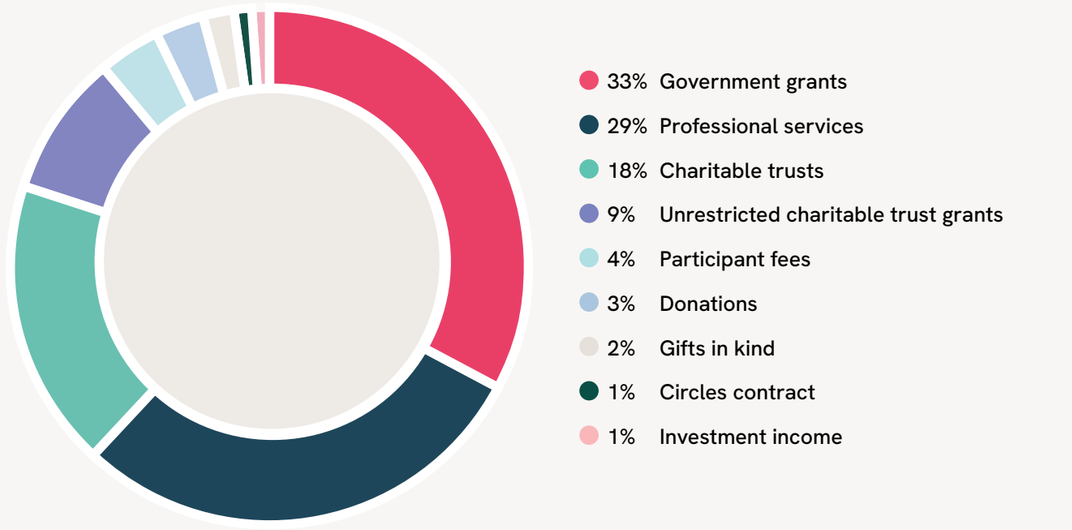
In November 2022, we secured a contract worth £469,677 with HM Prison and Probation Services (HMPPS) to deliver Circles of Support and Accountability across the West Midlands over the next two to four years. We welcomed the opportunity to resume provision of this service, as we have always believed in the effectiveness of the programme and had played a pivotal role in setting up the first Circles in the UK, based on the Canadian model, in 2002.

The trustees recognised that the contract would come with financial risk, not least due to the multiple variables in terms of control over the referrals of core members, the suitability of core members and the availability of volunteers. The project was closely monitored from a financial perspective, and from quarter two we appreciated that costs for the year would be running significantly ahead of budget and the contract income. However, the potential to recoup the losses and cover all the costs over the two to four years made the risk acceptable.

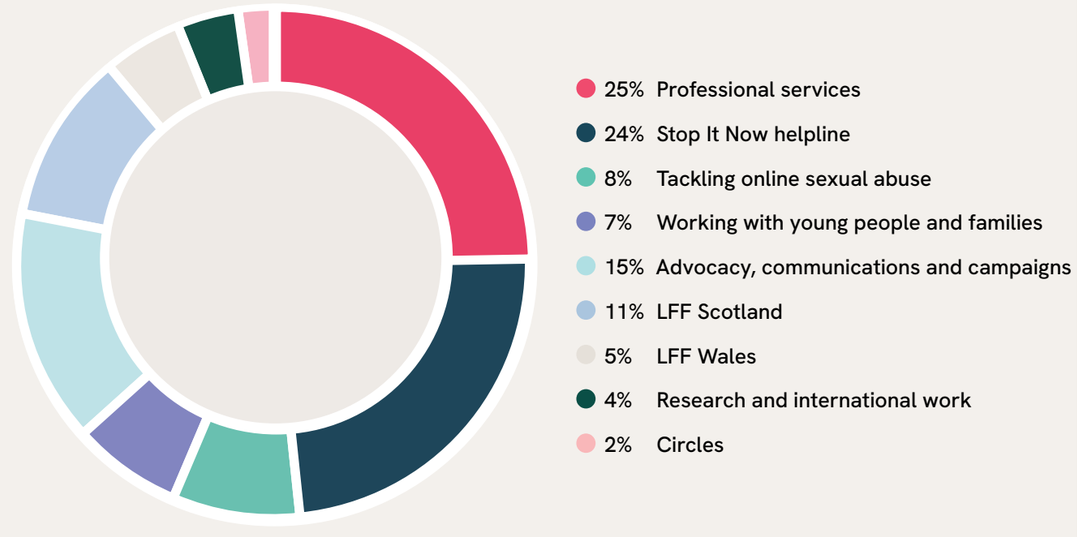
Contract income from HMPPS in 2024 totalled £50,706 whilst costs amounted to £87,340. Our thanks go to Circles UK who provided us with a grant of £10,000 that covered some of the additional set up costs, and we are holding a further Circles UK grant of £419 for specific purposes in 2025. The balance of the costs £26,634 have been covered from our unrestricted grants and we are particularly grateful to our funders for the funding flexibility that the unrestricted grants provides in enabling us to give important new initiatives like Circles, the extra time needed to get to breakeven.

We are currently committed to three core members and the running of their circles through to December, but no new Circles are being set up whilst we work with HMPPS and Circles UK on viable contract terms that will fully cover annual costs as a multiyear funding commitment from government is not achievable at present.

Where our funding came from in 2024

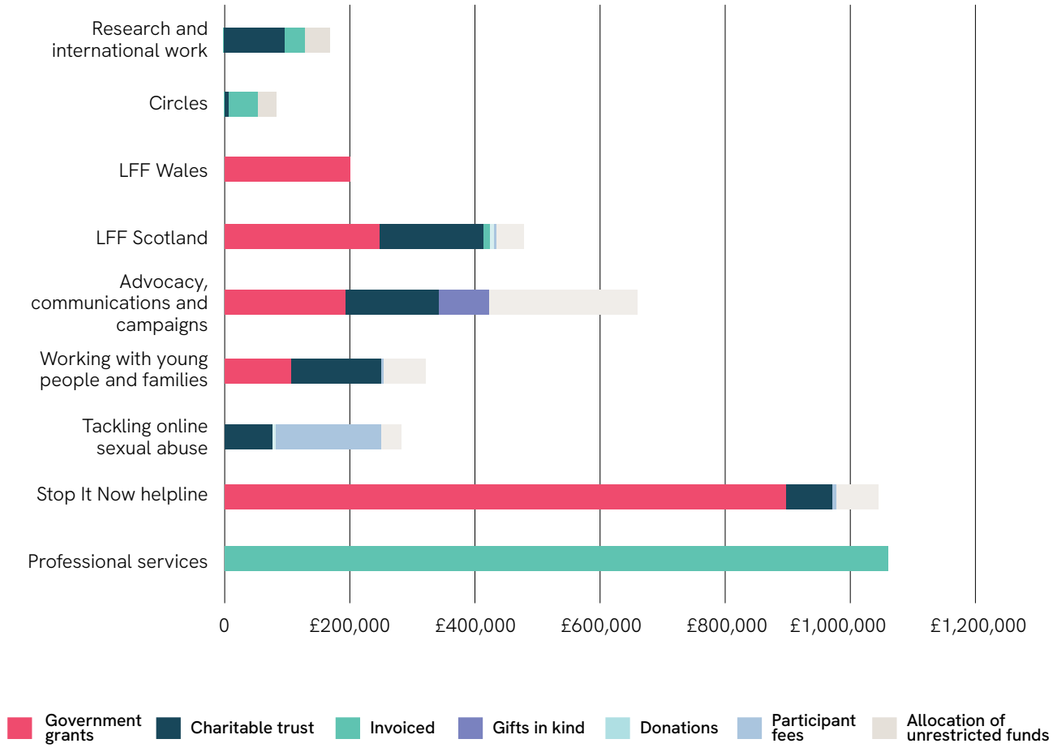


Charitable activities 2024



How each area of work was funded

Charitable activities expenditure and funding sources 2024



Looking ahead to 2025

Budget 2025

Our budget for 2025 expects income of £5,081,728 (2024: £4,827,719) and expenditure of £4,901,728 (2024: £4,467,642).

The expenditure increase is 10%. This rise relates to a 3.5% pay award to staff, inflation across other costs and the need to invest further in organisational development. We plan to provide additional HR support and fundraising resource, expand our advocacy work, develop staff skills, and increase our capacity to monitor and evaluate the quality and impact of our work in order to provide a resilient platform for growth.

Income is only increasing by 5%. We are expecting a reduced margin on our professional services with no fee increase planned for 2025 to compensate for the increase in costs. We also remain cautious around demand from local authorities, recognising the ongoing pressure on local government finances. We are budgeting for a 12% increase, which should come from an increase in staff resource with practitioners returning from maternity leave and new staff recruited mid-way through 2024 who will now be operational for the whole of 2025.

We plan to use a substantial portion of our unrestricted grant funding to support our strategic pillars of reach, research and advocacy together with organisational development.

Minimal growth in project income is expected. Increases in helpline funding being offset by cautious estimates on Scotland grant funding and Circles contract income for 2025.

Over 98% of our planned income from restricted and unrestricted grants for 2025 is already secured and with demand for our assessments and intervention work still coming through strongly we are confident that our budget is achievable and we expect to generate a surplus of £180,000.

Unrestricted grant income: secured funding for 2025-2028

We have secured unrestricted grant funding of £542,000 for 2025, £262,000 for 2026, £247,000 for 2027, £205,000 for 2028 and we are incredibly grateful to the funders who provide this support.

2025 marks the first year of a new four-year grant commitment from Oak Foundation of £931,000, providing us with £242,000 for 2025, £237,000 for 2026, £247,000 for 2027 and £205,000 for 2028. We are incredibly grateful for their continued support and confidence in our work to protect children from harm. Funding will provide much needed support across all our activities including frontline delivery, research and advocacy, as well as organisational development. We are thankful for Oak Foundation's dedication to the cause, not only to us, but also to the sector more generally, including funding the Global Prevention initiative which will enable the evaluation of our helpline and online resources.

The Samworth Foundation, whose 3-year grant ended in 2024, launched a new funding strategy which means our work no longer fits with their funding criteria, however they awarded us an exit grant of £25,000 for 2025 for which we are very grateful.

During 2024 Indigo Trust increased funding from £110,000 to £250,000. The prevention of child sexual abuse remains a focus for the trust and we are set to benefit again from funding of £250k for 2025 with a further £150k committed for 2026.

An anonymous donor renewed our three-year grant in 2024, and we will receive year two funding of £25,000 in 2025 with a further £25,000 in 2026.

Restricted grant income: secured funding for 2025-2026

At the end of March 24, we held £960,161 of restricted grant funding to support our activities. In addition to this, we have £2,344,426 secured for 2025 and £1,549,395 for 2026 and a further £6,000 for both 2027 and 2028. Details are set out below.

Home Office funding is confirmed of £1,286,727 for 2025 and 2026. Each year's grant is made up of £170,000 for the online child sexual abuse deterrence campaign, £100,000 for Shore, our website and chat service for young people, and £1,016,727 for our Stop It Now helpline – of which £216,727 is the contribution from the Ministry of Justice.

The Northumbria Police and Crime Commissioner have committed £5,000 for a second year in support of the helpline.

The Welsh Government's support for our early intervention project and the Keeping Children Safe project goes into its fifth and final year with a total of £191,764. In addition, Conwy Borough Council has awarded us a further grant of £7,500 for the year ahead.

Our advocacy work in 2025 will be supported by £40,000 from John Ellerman Foundation with a further £40,000 due in 2026, being year three of a three-year commitment.

The Dawes Trust has awarded us a grant of £50,000 for 2025 to support the Inform suite of programmes.

The Emmanuel Kaye Foundation has been supporting the programme courses and their developments since 2015, and we are delighted that they have agreed another 2-year grant starting in 2025 for £50,000 per annum. This funding supports the Inform courses and a project worker who works across our Family and Friends Forum, Inform, Inform Plus and Engage Plus.

2025 will be year two of the two-year grant of £15,000 per annum from the Surrey Police and Crime Commissioner to fund the delivery of Inform Plus, Engage Plus and Inform Young People in Surrey.

The 29th May Charitable Trust has agreed a three-year grant of £18,000 providing £6,000 for 2025, 2026 and 2027.

In addition, the helpline is due to be evaluated as part of a research project being run by Michael Seto and Elizabeth Letourneau through John Hopkins University and funded by Oak Foundation. We expect our grant for contributing to this study will amount to £25,997 but amounts are still being finalised. There is a further amount due from the World Childhood Foundation for another joint research bid with Michael Seto amounting to £4,300.

The Scottish Government has committed funding for 2025 as follows: £105,000 to LFF Scotland core activities, £135,834 for the Inform Plus and Breaking the Links programmes and £19,950 for prevention activities. We have also been awarded a further £151,668 to support Inform Plus and Breaking the links in 2026

RS Macdonald has committed £15,000 as match funding for work in schools in Scotland in 2025, with the potential for a further £15,000 in 2026, and City of Edinburgh Council has agreed to support the schools project with funding of £9,354 for 2025.

Additional funding for work in Scotland has been secured from our regular anonymous trust supporter who has committed grant funding of £55,000 and from AB Charitable Trust who have awarded us £22,000 to fund work with young people and adults who present a risk of harm to children.

Nominet UK will go into its third year in 2025 and grant funding of £300,000 will be coming through to support Project Intercept.

Fundraising plans

Including the carry forward from 2024 of £960,161 we have secured a total of £3,846,587 in restricted and unrestricted grant funding for 2025. However not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2026.

Whilst acknowledging the achievements of the last few years, the trustees are keen to increase our fundraising resources to enable us to diversify income, build unrestricted income from donations, legacies and fundraising events and continue to grow our charitable trust funding while maintaining a high level of government support.

Priorities

Our young people work, the Family and Friends Forum and the Inform courses for families of those who committed offences online continue to grow and remain fundraising challenges for 2025.

The multiyear funding in three important areas of our work ends in 2025 and securing the future for our activities in Wales and the education sector, as well as our research and development leadership are fundraising priorities for the year ahead.

In addition, we recognise the pressure on our funding in Scotland as we do not fit neatly into the individual government department objectives. Although the value of the projects run through our Edinburgh office are well recognised and acknowledged, the funding delays are currently leading to cutbacks, making it all important to secure multiyear grants and develop our charitable trust funding.

Reserves

Restricted reserves

Restricted reserves at the end of March 2024 totalled £960,161, up 12% on the prior year (2023: £860,281).

The increase of £99,880 is mainly attributable to the funding from Nominet UK for Project Intercept. We received the year two funding mid-way through the year and this combined with £170,488 of year one funding was still unutilised at the year end, resulting in the Nominet holding in restricted reserves increasing by £169,766 year-on-year.

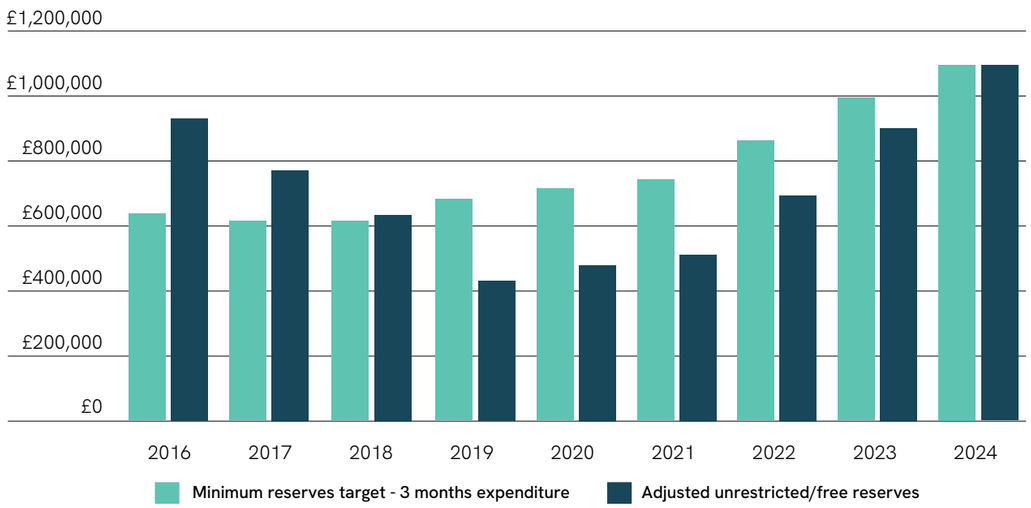
Whilst many of our grant balances at the year-end show positive and negative variances with the previous year, the most significant amount that offsets the gain on the Nominet UK holding relates to funding from the Global Partnership to End Violence Against Children. Last year we held £73,346 being the remaining year two funding for the development of the chatbot project. This was fully utilised by March 24 when responsibility for the chatbot was transferred to the charity by the Internet Watch Foundation. We are delighted to be able to continue this work as part of Project Intercept.

Unrestricted reserves

One of the key financial objectives in recent years has been to replenish unrestricted reserves which had dropped from a high of £955,725 in March 2016 to a low of £456,554 by March 2019.

Since 2020, we have generated surpluses which have enabled us to rebuild reserve levels and in 2024 we have achieved unrestricted reserves of £1,215,648 (2023: £955,451) and met our target for a minimum 3 months expenditure holding.

Review of reserves against minimum target 2016-2024



Designated reserves

Included in the unrestricted reserves are designated reserves totalling £116,584 (2023: £85,254).

On an annual basis, the net book value of LFF's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2024, this amounted to £43,084 (2023: £45,354).

The trustees have also set aside £73,500 to implement the following projects in 2025.

- £30,000 is set aside for continuing the digital investment to increase reach. £24,623 remained still from the £40,000 set aside last year, and a further £5,377 was added to bring the total to £30,000.
- £20,000 is to fund advocacy assets, including materials and animations to simplify and explain the public health approach to prevention.
- £10,000 is provided for a fundraising database.
- £5,000 is for costs relating to a planned conference we will host in partnership with NWG Network.
- £8,500 is committed for compassion-focused staff training.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three-to-six months of total expenditure (excluding gifts in kind). This equates to £1,096,527 to £2,193,054 in monetary terms (2023: £971,787 to £1,943,574).

This reserves policy results from the trustees' review of risk in light of the following issues.

- **Working capital required for growth**
  Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
  Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
  We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The price rises and additional pressures on local authority budgets**
  Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of the timing of renewal**
  It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. The final signing off of government grant paperwork can also take months and political uncertainty can result in delays of six months plus.
- **Grant payment cash flow**
  We have to be able to fund the costs of grant-funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

There can also be a significant time lag between grant-funded projects starting and the payments being finalised and received, so we need to be able to fund our work in the interim period.

Consideration of the adequacy of current reserve levels

At the end of March 2024, we achieved unrestricted, undesignated, free reserves of £1,098,964 which put us slightly ahead of the minimum three months' target by £2,437 (2023: £870,097 - 2.7 months).

Whilst we are pleased to have reached the minimum level, the trustees are mindful of the organisational growth and the fact that the target increases as expenditure levels rise. Therefore, the financial objective to make surpluses and build reserves remains until such time as our free reserves sit more comfortably within the range of the three to six months target.

The budget for 2025 expects expenditure of £4,816,728 excluding gifts in kind and we plan to make a surplus of £180,000. This would bring our free reserves up to 3.33 months.

Going concern

The trustees have reviewed LFF's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future, therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the executive team and the trustee board, with mitigation steps put in place and monitored on an ongoing basis.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the governance, finance and general purposes committee.

Related party transactions

There were several related party transactions in the year ended 31 March 2024 (2023: one transaction). Details are set out in note 23 to the financial statements on page 158.

Statement of trustees' responsibilities

The trustees (who are also directors of The Lucy Faithfull Foundation for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards).

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 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 Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards 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 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, 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. 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. Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make them self-aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The Trustees' Report was approved by the Board of Trustees on 11th September 2024 and signed on its behalf by:



Jane Leach BSc FCA
Chair

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources 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 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and the environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 131, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of noncompliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) (2019). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be with the completeness and timing of grant income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Finance, and the General- Purpose Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, Scottish Charity Regulator, designing audit procedures over the completeness and timing of grant income, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

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, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 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 charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Guy Biggin
Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor
4th Floor, St James House, St James' Square
Cheltenham, GL50 3PR

Date: 23 September 2024

Financial review

Statement of financial activities

for the year ended 31 March 2024

		Unrestricted Funds 2024 £	Restricted Funds 2024 £	**Total Funds 2024 £**	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Income from:							
Donations and legacies	2	230,439	-	**230,439**	278,047	-	278,047
Charitable activities	5	2,098,579	2,460,909	**4,559,488**	1,712,701	2,475,733	4,188,434
Investments	3	37,792	-	**37,792**	6,290	-	6,290
Total Income		**2,366,810**	**2,460,909**	**4,827,719**	**1,997,038**	**2,475,733**	**4,472,771**
Expenditure on:							
Raising funds	4	115,095	-	**115,095**	109,333	-	109,333
Charitable activities	6	1,991,518	2,361,029	**4,352,547**	1,765,297	2,163,055	3,928,352
Total Expenditure		**2,106,613**	**2,361,029**	**4,467,642**	**1,874,630**	**2,163,055**	**4,037,685**
Net income (expenditure) and movement in funds		**260,197**	**99,880**	**360,077**	**122,408**	**312,678**	**435,086**
Reconciliation of funds							
Total funds brought forward		955,451	860,281	**1,815,732**	833,043	547,603	1,380,646
Total funds carried forward	18, 19	**1,215,648**	**960,161**	**2,175,809**	**955,451**	**860,281**	**1,815,732**

The notes on pages 139 to 158 form part of these financial statements.

Financial review

Balance sheet

as at 31 March 2024
Registered number: 02729957

	Note	**2024 £**	2023 £
Fixed assets			
Intangible assets	11	**33,591**	43,188
Tangible assets	12	**9,493**	2,066
Investments	13	**100**	100
		43,184	**45,354**
Current assets			
Debtors	15	**551,438**	507,529
Cash at bank and in hand		**2,087,969**	1,783,568
		2,639,407	**2,291,097**
Creditors			
Amounts falling due within one year	16	**(506,782)**	(520,719)
Net current assets		**2,132,625**	**1,770,378**
Net assets		**2,175,809**	**1,815,732**
Funds			
Unrestricted funds	18	**1,215,648**	955,451
Restricted funds	19	**960,161**	860,281
Total funds	**18, 19**	**2,175,809**	**1,815,732**

The notes on pages 139 to 158 form part of these financial statements.

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 11th September 2024 and signed on their behalf by:

Jane Leach BSc FCA
Chair

Financial review

Statement of cash flows

for the year ended 31 March 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash provided by operating activities	25	**276,316**	**303,565**
Cash flows from investing activities			
Interest received	3	**37,792**	**6,290**
Purchase of tangible fixed assets	12	**(9,707)**	**-**
Purchase of intangible fixed assets	11	**-**	**(47,987)**
Net cash used in investing activities		**28,085**	**(41,697)**
Change in cash and cash equivalents in the reporting period		**304,401**	**261,868**
Cash and cash equivalents at the beginning of the reporting period		**1,783,568**	**1,521,700**
Cash and cash equivalents at the end of the reporting period		**2,087,969**	**1,783,568**

The notes on pages 139 to 158 form part of these financial statements.

Financial review

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally

Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning are sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis. The cash balance at the yearend was £2,087,969, (2023: £1,783,568) of which £1,222,931 was unrestricted (2023: £935,787 unrestricted).

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently, we are confident that the budgeted surplus of £180,000 for 2024/25 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors. Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from grants (including government grants), where related to performance and specific deliverables, is accounted for as the Charity earns the right to consideration by its performance.

Donations are recognised on a receipt basis.

Legacies are recognised at the earlier of estate accounts or receipt.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accrual basis.

(g) Expenditure

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Dilapidation provision – the Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company. Redundancy and termination payments are made in line with the terms of settlement agreements and accrued at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the Charity recognises the value of donated services as income in Gifts in Kind (refer to note 2) and records the expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the Charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary assets (in excess of £10,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films 33.33% straight line
Business system implementation 20% straight line

Amortisation is included in charitable activities expenditure.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment 33.33% straight line
Furniture and fittings 20% straight line
Office refurbishment 25% straight line

The Charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the yearend. Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year for future events post-year-end where the terms and conditions imposed on this income have not been met.

Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

(p) Taxation

The company is a registered Charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

(q) Volunteers

Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We have forty three trained Circles volunteers of which twelve actively delivered in 2024. In addition, we have benefited from the support of another thirteen volunteers, students and interns who supplement our staffing resource with specialist clinical skills or administrative support.

(r) Pensions

With effect from May 2014, the Charity automatically enrols all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities.

The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

(s) Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Grant income recognition - The grant income is recognized at the point when the charity has full entitlement to the income, and for multi-year grants has met any performance delivery requirements.
- Project expenditure allocation – where there are alternative funds supporting expenditure the trustees make judgements about the most appropriate restricted funding source to utilise and opt to allocate against unrestricted funds on occasion so that restricted funding can be reserved for the next year.
- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	**Total Funds 2024 £**	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Donations	110,697	-	**110,697**	95,405	-	95,405
Gifts in kind	81,538	-	**81,538**	150,538	-	150,538
Service users' donations	1,530	-	**1,530**	1,160	-	1,160
Fundraising events	13,513	-	**13,513**	30,944	-	30,944
Legacy income	23,161	-	**23,161**	-	-	-
Total income from donations and legacies	**230,439**	**-**	**230,439**	**278,047**	**-**	**278,047**

Gifts in kind includes the value of Google, Snapshat, Meta, and Microsoft advertising, which was £80,038 (2023: £150,538).
The balance of £1,500 in 2024 is the value of training marketing consultancy provided probono by Felicia Willows (2023: £NIL).

3. Income from investments

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	**Total Funds 2024 £**	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Bank interest from monies on deposit	**37,792**		**37,792**	6,290	-	6,290

4. Expenditure on raising funds

	Staff costs 2024 £	Support costs 2024 £	**Total Costs 2024 £**	Staff costs 2023 £	Support costs 2023 £	Total Costs 2023 £
Fundraising costs	**97,638**	**17,457**	**115,095**	90,643	18,690	109,333

5. Income from charitable activities

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	**Total Funds 2024 £**	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Government funding for:						
Stop It Now helpline	-	886,727	**886,727**	-	816,727	816,727
Young people services including Inform	-	107,500	**107,500**	-	15,000	15,000
Tackling online child sexual abuse	-	7,500	**7,500**			
Online CSA deterrence campaign	-	170,000	**170,000**	-	170,000	170,000
LFF Scotland	-	244,950	**244,950**	-	262,612	262,612
LFF Wales	-	199,265	**199,265**	-	195,117	195,117
	-	**1,615,942**	**1,615,942**	**-**	**1,459,456**	**1,459,456**
Charitable trust grant funding for:						
Stop It Now helpline	65,160	-	**65,160**	7,000	113,000	120,000
Tackling online child sexual abuse	30,803	75,891	**106,694**	25,000	102,238	127,238
Young people services including Inform	68,252	172,109	**240,361**	65,460	195,000	260,460
Advocacy and communications	126,901	340,000	**466,901**	104,974	330,000	434,974
LFF Scotland	42,998	160,000	**202,998**	-	108,000	108,000
LFF Wales	-	-	**-**	-	-	-
Research and evaluation	71,430	86,548	**157,978**	47,119	168,039	215,158
Circles	26,634	10,419	**37,053**	-	-	-
Strategic development & core activities	22,822	-	**22,822**	60,447	-	60,447
	455,000	**844,967**	**1,299,967**	**310,000**	**1,016,277**	**1,326,277**
Other income generated from:						
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	1,158,746	-	**1,158,746**	964,328	-	964,328
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	182,049	-	**182,049**	152,159	-	152,159
Training and consultancy activities for local authorities, statutory agencies and other organisations	240,841	-	**240,841**	286,214	-	286,214
University contributions to Research	11,237	-	**11,237**	-	-	-
Circles Contract	50,706	-	**50,706**	-	-	-
	1,643,579	**-**	**1,643,579**	**1,402,701**	**-**	**1,402,701**
Total income from charitable activities	**2,098,579**	**2,460,909**	**4,559,488**	**1,712,701**	**2,475,733**	**4,188,434**

Financial review

6. Expenditure on charitable activities 2024

	Unrestricted expenditure 2024			Restricted expenditure 2024			Total expenditure 2024		
	Staff costs £	Other costs £	**Total Costs £**	Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
Stop It Now helpline	58,848	12,333	**71,181**	804,434	166,988	**971,422**	**863,282**	**179,321**	**1,042,603**
Assessments and interventions	810,503	136,519	**947,022**	-	-	**-**	**810,503**	**136,519**	**947,022**
Tackling online child sexual abuse	165,855	35,840	**201,695**	67,698	12,991	**80,689**	**233,553**	**48,831**	**282,384**
Working with young people and families	57,980	11,660	**69,640**	180,530	72,328	**252,858**	**238,510**	**83,988**	**322,498**
Advocacy and communications	176,349	139,167	**315,516**	237,946	105,999	**343,945**	**414,295**	**245,166**	**659,461**
LFF Scotland	53,003	9,918	**62,921**	347,982	65,117	**413,099**	**400,985**	**75,035**	**476,020**
LFF Wales	-	-	**-**	162,974	36,291	**199,265**	**162,974**	**36,291**	**199,265**
Training and consultancy	114,786	47,717	**162,503**	-	-	**-**	**114,786**	**47,717**	**162,503**
Research and international work	68,584	15,116	**83,700**	66,055	23,696	**89,751**	**134,639**	**38,812**	**173,451**
Circles of support & accountability	57,349	19,991	**77,340**	7,415	2,585	**10,000**	**64,764**	**22,576**	**87,340**
	1,563,257	**428,261**	**1,991,518**	**1,875,034**	**485,995**	**2,361,029**	**3,438,291**	**914,256**	**4,352,547**

6. Expenditure on charitable activities 2023

	Unrestricted expenditure 2023			Restricted expenditure 2023			Total expenditure 2023		
	Staff costs £	Other costs £	**Total Costs £**	Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
Stop It Now Helpline	9,698	2,527	**12,225**	763,294	195,363	**958,657**	**772,992**	**197,890**	**970,882**
Assessments and interventions	684,181	134,020	**818,201**	0	0	**0**	**684,181**	**134,020**	**818,201**
Tackling online child sexual abuse	130,481	34,139	**164,620**	63,791	18,987	**82,778**	**194,272**	**53,126**	**247,398**
Working with young people and families	54,498	11,242	**65,740**	152,514	62,255	**214,769**	**207,012**	**73,497**	**280,509**
Advocacy and communications	149,010	267,850	**416,860**	174,732	68,697	**243,429**	**323,742**	**336,547**	**660,289**
LFF Scotland	13,567	2,707	**16,274**	314,951	62,837	**377,788**	**328,518**	**65,544**	**394,062**
LFF Wales	220	41	**261**	169,793	31,971	**201,764**	**170,013**	**32,012**	**202,025**
Training and consultancy	155,639	64,803	**220,442**	0	0	**0**	**155,639**	**64,803**	**220,442**
Research and international work	41,120	9,554	**50,674**	61,511	22,359	**83,870**	**102,631**	**31,913**	**134,544**
	1,238,414	**526,883**	**1,765,297**	**1,700,586**	**462,469**	**2,163,055**	**2,939,000**	**989,352**	**3,928,352**

7. Support costs 2024

	Finance 2024 £	IT 2024 £	HR 2024 £	**Total 2024 £**
Stop It Now helpline	44,146	14,321	18,007	**76,474**
Assessments and interventions	93,632	30,373	38,191	**162,196**
Tackling online child sexual abuse	11,190	3,630	4,564	**19,384**
Working with young people and families	12,780	4,145	5,213	**22,138**
Advocacy and communications	50,664	16,435	20,666	**87,765**
LFF Scotland	18,864	6,119	7,694	**32,677**
LFF Wales	7,892	2,560	3,219	**13,671**
Training and consultancy	19,107	6,198	7,794	**33,099**
Research and international work	6,873	2,230	2,804	**11,907**
Circles of support and accountability	3,461	1,123	1,412	**5,996**
Fundraising	4,561	1,479	1,860	**7,900**
	273,170	**88,613**	**111,424**	**473,207**

7. Support costs 2023

	Finance 2023 £	IT 2023 £	HR 2023 £	**Total 2023 £**
Stop It Now helpline	38,392	17,502	11,267	67,161
Assessments and interventions	83,278	37,964	24,440	**145,682**
Tackling online child sexual abuse	9,403	4,287	2,760	**16,450**
Working with young people and families	10,662	4,860	3,129	**18,651**
Advocacy and communications	45,519	20,751	13,358	**79,628**
LFF Scotland	14,978	6,828	4,396	**26,202**
LFF Wales	7,679	3,501	2,254	**13,434**
Training and consultancy	33,007	15,047	9,687	**57,741**
Research and international work	5,114	2,331	1,501	**8,946**
Fundraising	4,155	1,894	1,220	**7,269**
	252,187	**114,965**	**74,012**	**441,164**

8. Net income is stated after charging

	Staff costs £	Support costs £	**2024 total £**	2023 total £
Governance costs:				
Auditor's remuneration (inclusive of VAT)				
for the audit of the annual financial statements	-	22,883	**22,883**	23,680
for other services	-	533	**533**	-
Trustees' training and DBS checks	-	500	**500**	21
Trustees' meetings	-	1,289	**1,289**	193
Company secretarial	6,693	39	**6,732**	7,083
Apportionment of management time	28,663	3,280	**31,943**	33,099
	35,356	**28,524**	**63,880**	**64,076**
Depreciation and amortisation charges			**11,877**	**10,700**
Operating lease payments			**117,613**	**108,473**

9. Staff

	2024 full time equivalent no.	2023 full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	**83**	81
Governance	**1**	1
Total staff	**84**	**82**

The average headcount for 2024 is 138 (2023: 137)

	2024 £	2023 £
Staff costs for the group comprised:		
Wages and salaries	3,178,256	2,718,503
Social security costs	279,482	245,242
Healthcare	10,702	8,413
Pension costs	67,489	57,485
Total staff costs	**3,535,929**	**3,029,643**

In 2024, one employee earned between £70,000 and £80,000 and two employees earned between £60,000 and £70,000 (2023: one employee earned between £70,000 and £80,000 and two employees earned between £60,000 and £70,000).

The total employee benefits of the key management personnel of the Charity were £424,064 (2023: £381,284).

There were ex gratia costs amounting to £11,075 in the year relating to two staff (2023: £NIL).

10. Trustees

There was £332 of reimbursed expenses to four trustees in the year (2023: £88 reimbursed to one trustee). No trustees received renumeration during either accounting period.

11. Intangible fixed assets

	Business system implementation £	Internally developed website and films £	Total intangible assets £
At 1 April 2023	47,987	269,340	317,327
At 31 March 2024	**47,987**	**269,340**	**317,327**
Amortisation			
At 1st April 2023	4,799	269,340	274,139
Charge for the year	9,597	-	9,597
At 31 March 2024	**14,396**	**269,340**	**283,736**
Net book value			
At 31 March 2023	43,188	-	43,188
At 31 March 2024	**33,591**	**-**	**33,591**

12. Tangible fixed assets

	Computer and equipment £	Furniture and fittings £	**Total £**
At 1 April 2023	82,449	58,044	140,493
Additions	9,707	-	9,707
At 31 March 2024	**92,156**	**58,044**	**150,200**
Depreciation			
At 1 April 2023	80,564	57,863	138,427
Charge for the year	2,099	181	2,280
At 31 March 2024	**82,663**	**58,044**	**140,707**
Net book values			
At 31 March 2023	1,885	181	2,066
At 31 March 2024	**9,493**	**-**	**9,493**

13. Investments

	2024 total £	2023 total £
Unlisted investment in dormant subsidiaries	**100**	100
Total	**100**	**100**

The charity holds unlisted investments at a net book value of £100 (original cost of £100) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Proncipal activity	Class of shares	% of share capital held
Stop It Now UK & Ireland Limited: Company No: 4197678	England	Dormant	Ordinary £1	100%
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant	Ordinary £1	100%

14. Taxation

The company is a registered charity, and as such, is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2024 £	2023 £
Trade debtors	**261,166**	364,331
Prepayments	**87,323**	80,686
Accrued income from charitable activities	**52,826**	50,012
Accrued grants income	**150,123**	12,500
Total	**551,438**	**507,529**

16. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	**117,751**	144,688
Amount due to group undertakings	**100**	100
Taxation and social security	**103,510**	87,531
Accruals	**190,665**	216,924
Deferred income	**94,756**	71,476
	506,782	**520,719**
Deferred income is made up as follows:		
Deferred income at 1 April 2023	**71,476**	69,876
Resources deferred in the year	**94,756**	71,476
Amounts released from previous years	**(71,476)**	(69,876)
Deferred income as at 31 March 2024	**94,756**	**71,476**

As on 31 March 2024, the Charity was holding funds received in advance for work that will be undertaken in the year ended 31 March 2025.

17. Financial instruments

Assets that are debt instuments measured amortised cost	2024 £	2023 £
Trade debtors	**261,166**	364,331
Accrued income from charitable activities	**52,826**	50,012
Accrued grant income	**150,123**	12,500
Cash at bank and in hand	**2,087,969**	1,783,568
	2,552,084	**2,210,411**
The impairment to trade debtors during the year was £10,584 (2023: £3,150).		
Financial liabilities at settlement value:		
Trade creditors	**117,751**	144,688
Amount due to group undertakings	**100**	100
Accruals	**190,665**	216,924
	308,516	**361,712**

18. Funds 2024

	1 April 2023 £	Income £	Expenditure/ funds released £	31 March 2024 £
Unrestricted				
General funds	870,097	1,853,226	1,624,359	**1,098,964**
Funds held in Investments	100			**100**
Charitable trust grants				
Oak Foundation	-	125,000	125,000	-
The Samworth Foundation	-	55,000	55,000	-
The Indigo Trust	-	250,000	250,000	-
Anonymous donor	-	25,000	25,000	-
Designated funds				
Special projects in 2024				
Digital investment to increase reach	40,000	5,377	15,377	**30,000**
Funds for advocacy assets e.g. materials and animations to simplify and explain the public health approach to prevention	-	20,000	-	**20,000**
Fundraising database	-	10,000	-	**10,000**
Conference with NWG Network	-	5,000	-	**5,000**
Staff CFT training commitment	-	8,500	-	**8,500**
Future years depreciation				
Office changes Epsom & Birch House	181	-	181	-
New business system	43,188	-	9,597	**33,591**
Scotland alarm system	1,885	-	481	**1,404**
Server	-	9,707	1,618	**8,089**
Total unrestricted funds	**955,451**	**2,366,810**	**2,106,613**	**1,215,648**
Total restricted funds (refer Note 19)	**860,281**	**2,460,909**	**2,361,029**	**960,161**
Total funds	**1,815,732**	**4,827,719**	**4,467,642**	**2,175,809**

18. Funds 2023

	1 April 2022 £	Income £	Expenditure £	**31 March 2023 £**
Unrestricted				
General funds	679,976	1,642,038	1,451,917	**870,097**
Funds held in Investments	100	-	-	**100**
Charitable trust grants				
Oak Foundation	-	125,000	125,000	**-**
The Samworth Foundation	-	50,000	50,000	**-**
The Indigo Trust	-	100,000	100,000	**-**
Anonymous donor	-	25,000	25,000	**-**
KPMG Foundation	-	10,000	10,000	**-**
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	25,000	-	25,000	**-**
Digital development to increase reach	40,000	-	-	**40,000**
New business system transferred to depreciation**	45,000	-	45,000	**-**
Anniversary year campaigning	35,000	-	35,000	**-**
Future years depreciation				
Helpline office changes	2,825	-	2,683	**142**
New head office set up	2,776	-	2,737	**39**
New business system		45,000	1,812	**43,188**
Scotland alarm system	2,366	-	481	**1,885**
Total unrestricted funds	**833,043**	**1,997,038**	**1,874,630**	**955,451**
Total restricted funds (refer Note 19)	**547,603**	**2,475,733**	**2,163,055**	**860,281**
Total funds	**1,380,646**	**4,472,771**	**4,037,685**	**1,815,732**

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds but the trustees have specifically set aside £30,000 for further digital development to increase reach, £20,000 advocacy assets to simplify and explain the foundation's public health approach to prevention, £10,000 for a fundraising database, £5,000 for the planned conference with NWG network and £8,500 for compassion focussed training (CFT).

In addition, £33,591 is set aside to cover the future years' cost of depreciation on the business system implementation, £1,404 to cover the remaining depreciation on the Scotland alarm system and £8,089 for future years depreciation on the new server.

In the prior year, 2023, trustees set aside £40,000 for digital development to increase reach. In addition, £43,188 was set aside to cover the future years' cost of depreciation on the business system implementation and £2,066 to cover the remaining depreciation on the refurbishments of the Epsom/helpline office, the setup of the new head office at Birch House and the alarm system in Scotland.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objectives of the Charity. These grants support the Charity's work in relation to practitioner-led tasks, offering clinical and other support on offence prevention programmes, assessment, intervention and consultancy related to adults and young people who abuse children. A breakdown of these is included in Note 19.

19. Restricted Funds 2024

	1 April 2023 £	Incoming resources £	Resources expended £	**31 March 2024 £**
Government Funding				
Ministry of Justice				
for Stop It Now Helpline - MOJ	-	216,727	216,727	**-**
Home Office				
for Stop It Now Helpline	-	660,000	660,000	**-**
for IIOC Deterrence Campaign	28,956	170,000	188,956	**10,000**
for Shore website	-	100,000	100,000	**-**
NHS				
for tackling child sexual exploitation - NHS	4,899	-	4,755	**144**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	11,349	-	11,349	**-**
The Scottish Government				
for LFF Scotland activities	10,550	224,950	232,200	**3,300**
City of Edinburgh Council				
for LFF Scotland schools' activities	-	20,000	14,354	**5,646**
The Welsh Government				
for LFF Wales early intervention	-	97,153	97,153	**-**
for LFF Wales primary prevention	-	94,612	94,612	**-**
Conwy County Borough Council				
for LFF Wales Parent Protect	-	7,500	7,500	**-**
Office of the Police and Crime Commissioner for Surrey				
for Inform Plus, Engage Plus and Inform for young people	15,000	15,000	12,159	**17,841**
Office of the Police and Crime Commissioner for Northumbria				
for Stop it Now Helpline	-	5,000	5,000	**-**
Office of the Police and Crime Commissioner for North Wales				
for Stop it Now Helpline	-	2,500	2,500	**-**
Warwickshire Police Community Fund				
for Stop it Now Helpline	-	2,500	2,500	**-**
Total Government funds	**70,754**	**1,615,942**	**1,649,765**	**36,931**
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus and Inform Young People	45,000	-	-	**45,000**
for International activity	3,462	-	3,462	**0**
for head of research & evaluation	68,887	87,623	61,095	**95,415**
Nominet UK				
for online CSA warning messaging	300,722	300,000	130,234	**470,488**
EU (Protech)				
for monitoring offenders' IT devices	67,945	-	18,321	**49,624**
Oak Foundation				
for helpline evaluation work (with Seto & Letourneau)	2,948	(1,075)	1,873	**-**

19. Restricted Funds 2024 (cont.)

	1 April 2023 £	Incoming resources £	Resources expended £	31 March 2024 £
John Ellerman Foundation				
for Advocacy	-	40,000	20,000	**20,000**
Circles UK				
for COSA implementation	-	10,000	10,000	**-**
for COSA delivery	-	419	-	**419**
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus and Inform Young People	-	50,000	50,000	**-**
Shanly Foundation				
for Inform Young People	2,000	-	2,000	**-**
Henry Oldfield Trust				
for Inform Young People	-	10,000	-	**10,000**
Austin Hope & Pilkington Trust				
for Inform Young People	-	5,000	-	**5,000**
Paul Hamlyn Foundation				
for Inform Young People partner training	19,522	30,000	14,870	**34,652**
for cost of living rises	-	3,000	3,000	**-**
Charles Hayward Foundation				
for young people online resources	10,350	-	10,350	**-**
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, and Engage Plus	4,684	50,000	49,958	**4,726**
Global Partnership to End Violence Against Children				
for online deterrence Chatbot	73,346	-	73,346	**-**
KPMG Foundation				
for work in Schools	90,376	100,000	91,210	**99,166**
NOTA				
for R&D	5,000	-	5,000	**-**
Anonymous Trust				
for LFF Scotland prevention activity	4,191	55,000	59,191	**-**
The R S Macdonald Charitable Trust				
for LFF Scotland Schools' activities	-	20,000	14,354	**5,646**
Anonymous Trust				
for LFF Scotland prevention activity	-	15,000	10,000	**5,000**
Baillie Gifford & Co				
for LFF Scotland fundraiser	43,094	30,000	30,000	**43,094**
AB Charitable Trust				
for LFF Scotland prevention activity	22,000	22,000	22,000	**22,000**
The Robertson Trust				
for LFF Scotland prevention activity	16,000	-	16,000	**-**
The Volant Charitable Trust				
for LFF Scotland prevention activity	10,000	15,000	15,000	**10,000**
Souter Charitable Trust				
for LFF Scotland prevention activity	-	3,000	-	**3,000**
Total Charitable Trust funds	**789,527**	**844,967**	**711,264**	**923,230**
Total Restricted Funds	**860,281**	**2,460,909**	**2,361,029**	**960,161**

19. Restricted Funds 2023

	1 April 2022 £	Incoming resources £	Resources expended £	31 March 2023 £
Government Funding				
Ministry of Justice				
for Stop It Now Helpline - MOJ	-	216,727	216,727	**-**
Home Office				
for Stop It Now Helpline	-	600,000	600,000	**-**
for IIOC Deterrence Campaign	67,215	160,000	198,259	**28,956**
for Media and Communications	5,832	10,000	15,832	**-**
NHS				
for tackling child sexual exploitation - NHS	4,959	-	60	**4,899**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	70,880	**11,349**
The Scottish Government				
for Stop It Now Scotland activities	3,300	252,612	245,362	**10,550**
Perth & Kinross Council				
for Stop It Now Scotland activities	-	10,000	10,000	**-**
The Welsh Government				
for Stop It Now Wales early intervention	1,342	95,810	97,152	**-**
for Stop It Now Wales primary prevention	5,305	89,307	94,612	**-**
Conwy County Borough Council				
for Stop It Now Wales Parent Protect	-	10,000	10,000	**-**
Office of the Police and Crime Commissioner for Surrey				
for Inform Young People, Inform Plus and Engage Plus	-	15,000	-	**15,000**
Total Government funds	**170,182**	**1,459,456**	**1,558,884**	**70,754**
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	29,948	47,738	32,686	**45,000**
for international activity	9,825	-	6,363	**3,462**
for head of research & evaluation	54,246	86,107	71,466	**68,887**
Nominet UK				
for online CSA warning messaging	-	330,000	29,278	**300,722**
European Commission (EU Protech)				
for software to detect CSAM on devices	-	71,932	3,987	**67,945**
Oak Foundation				
for helpline evaluation work (with Seto & Letourneau)	-	5,000	2,052	**2,948**

Continued next page

19. Restricted Funds 2023 (cont.)

	1 April 2022 £	Incoming resources £	Resources expended £	**31 March 2023 £**
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	-	50,000	50,000	**-**
Shanly Foundation				
for Inform Young People	-	2,000	-	**2,000**
Paul Hamlyn Foundation				
for Inform Young People partner training	16,437	30,000	26,915	**19,522**
Esmée Fairbairn Foundation				
for young people services	30,537	-	30,537	**-**
Charles Hayward Foundation				
for young people online resources	10,366	17,500	17,516	**10,350**
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, & Engage Plus	-	50,000	45,316	**4,684**
Global Partnership to End Violence Against Children				
for online deterrence Chatbot	31,395	113,000	71,049	**73,346**
KPMG Foundation				
for work in Schools	84,956	100,000	94,580	**90,376**
NOTA				
for R&D	-	5,000	-	**5,000**
Anonymous Trust				
for Stop It Now Scotland prevention activity	31,031	-	26,840	**4,191**
The Barcapel Foundation				
for Stop It Now Scotland prevention activity	-	15,000	15,000	**-**
The R S Macdonald Charitable Trust				
for Stop It Now Scotland prevention activity	8,680	-	8,680	**-**
Anonymous Trust				
for Stop It Now Scotland prevention activity	-	10,000	10,000	**-**
Baillie Gifford & Co				
for Stop It Now Scotland fundraiser	30,000	30,000	16,906	**43,094**
AB Charitable Trust				
for Stop It Now Scotland prevention activity	20,000	22,000	20,000	**22,000**
The Robertson Trust				
for Stop It Now Scotland prevention activity	10,000	16,000	10,000	**16,000**
The Volant Charitable Trust				
for Stop It Now Scotland prevention activity	10,000	15,000	15,000	**10,000**
Total Charitable Trust funds	**377,421**	**1,016,277**	**604,171**	**789,527**
Total Restricted Funds	**547,603**	**2,475,733**	**2,163,055**	**860,281**

20. Analysis of net assets between funds for the year ended March 2024

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	43,184	1,172,464	**1,215,648**
Restricted funds	-	960,161	**960,161**
Total funds	**43,184**	**2,132,625**	**2,175,809**

20. Analysis of net assets between funds for the year ended March 2023

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	45,354	910,097	**955,451**
Restricted funds	-	860,281	**860,281**
Total funds	**45,354**	**1,770,378**	**1,815,732**

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 15 members at 31 March 2024 (2023: 14).

22. Commitments under operating leases

At 31 March 2024 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & buildings 2024 £	Land & buildings 2023 £
Not later than one year	**111,201**	101,493
One to five years	**331,697**	143,413
	442,898	**244,906**

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2023: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2023: £3,300).

23. Related party transactions

During the year we had the following related party transactions.

A donation was received from John O'Brien for £250 to fund design work on a major donor briefing.

Three donations were received that are associated with David Lundholm, £455 from his wife relating to running the London marathon, £500 from Legal and General as a result of a nomination from David Lundholm, and a further £252 in monthly donations from David Lundholm himself.

We received a donation from Mills & Reeve LLP for £500 and in addition we paid Mills & Reeve LLP for legal work costing £4,227. These transactions with Mills & Reeve LLP are deemed to be related party transactions as Jill Mason, one of our trustees, is a partner of the firm (2023: £1,332 being the value of pro bono legal advice from Mills & Reeve on our legacy campaign. The entity was deemed to be a related party as Jill Mason is a trustee of The Lucy Faithfull Foundation and a partner with Mills & Reeve LLP.)

We also paid NOTA £7,078 (2023: £9,371) for membership, conference attendance, training courses and recruitment advertising. NOTA is deemed to be a related party as Lynn Saunders is coopted as a NOTA Trustee and Chair of the NOTA training committee and Stuart Allardyce, Director of LFF Scotland has been Chair of NOTA since May 2023 and prior to that he held the post of Vice Chair.

24. Reconciliation of net income to net cash flow from operating activities

	Note	2024 £	2023 £
Net income for the reporting period		**360,077**	435,086
Depreciation and amortisation charges	8, 11, 12	**11,877**	10,700
Interest received	3	**(37,792)**	(6,290)
Increase in debtors	15	**(43,909)**	(179,647)
(Decrease)/increase in creditors	17	**(13,937)**	43,716
Net cash provided by operating activities		**276,316**	**303,565**

25. Analysis of changes in net debt

	April 2023 £	Cashflow £	31 March 2024 £
Cash at bank	1,783,568	304,401	**2,087,969**

Additional info

Officers and contacts

Life President

Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons

Mr Martin Brewer BA (Hons)
Mrs Hilary Eldridge
The Baroness Howarth of Breckland OBE
Mr Richard Monk CMG, OBE, QPM
Mr E M Nock OBE BA (Jt Hons) Dip IPD
Ms Annie Shepperd OBE
Sir Richard Tilt
Mr John Trotter LLB (Hons)

Trustees

Mrs Jane Leach BSc FCA
Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych
Dr Vic Baines PhD (resigned 08/12/2023)
Ms Joy Chamberlain FCA
Mr Martin Kersey BSc FCIPD (appointed 15/09/2023)
Dr Gopi Krishnan MRCPsych (resigned 16/04/2024)
Mr Fred Langford (appointed 08/12/2023)
Mr David Lundholm BA (Hons) MBA
Dr Michael Marett-Crosby MA DPhil
Mrs Jill Mason LLB (Hons)
Dr Paul Monks BA, MB. BChir, M.Sc. MRCPsych
Mr John O Brien CBE
Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS
Ms Lynn Saunders OBE
Professor Alec Spencer BA (Hons) MA MRes
Mr Paul West QPM DL

Company Secretary

Mrs Annabel Kroeger BAcc CA(SA)

Senior management team

Ms Deborah Denis PGDip Dip CIPR,
chief executive officer

Mr Stuart Allardyce MA (Hons) MSW,
director of Lucy Faithfull Foundation Scotland

Mrs Alison Dexter MInstLM MCIPD,
director of people services (interim)

Mr Donald Findlater,
director of Stop It Now helpline (retired 31/03/2024)

Mrs Frances Frost,
director of policy and advocacy

Mrs Annabel Kroeger BAcc CA(SA),
director of finance

Mr Adrian McNulty CQSW Diploma in Probation Studies (DipProbation),
director of operations

Registered name

The Lucy Faithfull Foundation

Registration numbers

Registered company number 02729957
Charity number 1013025
Scottish registered Charity number SC039888

Registered office and principal address

2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ

Independent auditor

Crowe U.K. LLP Fourth Floor, St James House, St James Square, Cheltenham, Gloucestershire, GL50 3PR

Bankers

HSBC Bank Plc Redditch Commercial Centre Church Green West, Redditch, Worcestershire, B97 4EA

Solicitors

Mills & Reeve LLP, 78-84 Colmore Row,

Additional info

Board of trustees

Jane Leach
BSc FCA (Chair)

Jane is a chartered accountant and senior advisor at the Bank of England and has been a trustee of Lucy Faithfull Foundation since 2013, and our Chair since the end of 2023. She has over 30 years' experience in finance and leadership, and spent much of her career at KPMG, where she qualified as an accountant and was a partner for 12 years. She was part of the global finance leadership at HSBC before taking on a strategic change program there. Following HSBC, Jane joined The Bank of England as Senior Advisor, leveraging her finance skills to support the financial health of the UK. She has significant commercial board and leadership experience and was a member of the Board of Trustees at HSBC's pension fund. Alongside her Bank of England role and chairing LFF, she is also on the Board of asset manager JO Hambro Capital Management, and chairs Jupiter Asset Management's main fund manager Jupiter Unit Trust Managers.

"It is an absolute privilege to chair this wonderful organisation. I never cease to be inspired by the people at Lucy Faithful who bring such energy, commitment, bravery, and research based depth of understanding to tackling the tragedy of child sexual abuse. They work tirelessly in often painfully difficult circumstances to make change happen, whilst getting the maximum from every penny provided by our funders. As a long standing Trustee I have seen the growing impact that the Foundation has, as well as seeing that there is so much more to be done."

Joy Chamberlain
FCA (Treasurer)

As a Chartered Accountant by background, Joy initially worked with PWC before stepping into the healthcare sector in senior positions at Partnerships in Care in 1997 before becoming their CEO in 2011. In 2016, she led the formation of Elysium Healthcare as a result of the sale of 22 hospitals from Partnerships in Care and Priory. Joy also took the company through a sale process in early 2022 with global provider Ramsay Health Care purchasing the business. Elysium now supports over 2200 service users in 87 specialist services in the field of mental health, learning disabilities & autism, neurological and child & adolescent mental health services.

With over 20 years' experience in the specialist healthcare sector, Joy is a strategic leader who delivers on the core objectives of the business whilst ensuring that people remain at its heart. With a passion for quality, she leads services to deliver outcome-focused treatment and care whilst always ensuring that her teams retain the core values that she stands for.

"In the past few years since being a Trustee, I have seen The Foundation grow stronger, its strategy and leadership empowering the organisation to do everything they need to do in order to keep children safe and eradicate this social problem. "

Professor Victoria Baines
PhD (Nottingham) MA (Oxon) (resigned 08/12/2023)

Victoria is IT Livery Company Professor of IT at Gresham College in the City of London, and a Senior Research Associate at the Intellectual Forum, Jesus College, Cambridge. She has held visiting fellowships at the universities of Oxford and Bournemouth, and has been a guest lecturer at Stanford University.

In 2019 and 2021, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. For several years, Victoria was Facebook's trust and safety manager for Europe, the Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre.

Victoria serves on the Advisory Board of Reliance Cyber and the Safety Advisory Board of Snap Inc. She is a Liveryman of the City of London, and Chairs the Information Security panel of the Worshipful Company of Information Technologists.

"The evidence is compelling: if we are truly to approach the problem of child sexual abuse as a public health issue, we need to provide support to offenders and those at risk of offending. In my time in both law enforcement and the technology industry, I have been a passionate advocate for the work of The Lucy Faithfull Foundation. Its expertise and services are held up around the world as the gold standard. I am thrilled to be able to contribute directly to its success."

Dr Gopi Krishnan
MRCPsych (resigned 16/04/2024)

Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed first-hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of the Foundation is now more important than ever – preventive intervention before harm occurs."

Dr Mike Harris
BSc MB BS MRCS LRCP FRC Psych
(Chair from 12/11/2018 to 08/12/2023)

Mike is a consultant psychiatrist. He has previously been a medical director, operational director and chief executive in the NHS and the independent sector. He has been chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He is currently chair of Improving Lives, a Nottingham-based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

"It is a real privilege to be a trustee of this amazing organisation. The fantastic staff, led by an inspirational group of directors work with some of the most troubled people in the country, hearing their stories every day. They do this with grace, dignity and enthusiasm helping through their work to keep young people safe from sexual abuse"

David Lundholm
BA (Hons) MBA

David is an investment director, working in the Fintech team at Legal & General, where he has worked for the past four years. He serves as a non-executive director across portfolio investments. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"The work of the Foundation has never been more important. I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Martin Kersey
BSc FCIPD (appointed 15/09/2023)

Martin is an experienced HR Professional having held Global, European and UK roles for Private and Not for Profit Organisations. Most recently he worked for St Andrews Healthcare one of the UK's leading mental healthcare charities where he had responsibility for HR, Research and Education. He was a Charity Trustee and Board Member for nine years, Martin has also held senior HR roles for Rental Initial, Burger King and Hertz Car Rental. Martin is a graduate of the London School of Economics.

Outside work Martin can be found travelling with camera and back-pack, whilst following West Ham United.

Martin has been impressed with the caring and compassionate culture within LFF, the can do attitude and the professionalism displayed by LFF employees:

…it's a workplace that staff are proud and passionate about the real difference they make to people's lives everyday, and this is truly inspiring"

Fred Langford
(appointed 08/12/2023)

Fred is Director of Technology – Online Safety at UK Communications Regulator Ofcom, a Visiting Professor at the University of Suffolk and a member of the REPHRAIN (Bristol University) and INHOPE (International Hotline Association) Advisory Boards. He's also a Non-Exec Director of the Games Rating Authority.

Previously, as Deputy CEO/CTO of the Internet Watch Foundation (IWF) and President of INHOPE, Fred focused on Internet Policy, Cybersecurity, Child Protection, and Online Technologies. With 30 years of experience in Commercial, CSOs, Military, and Regulatory sectors, he has developed services to reduce the risk of illegal content online for billions of internet users. Fred has held leadership roles in various organizations, including Former Chair of the UK Council for Internet Safety and a Board Member of the UK Home Office Child Abuse Image Database Strategic Group. He serves as an expert advisor to governments, parliamentarians, law enforcement, and NGOs.

"As a technology leader with a deep commitment to using my skills for societal good, I am honoured to join the board of the Lucy Faithfull Foundation. Their unwavering dedication to preventing child sexual abuse aligns perfectly with my passion for creating safe and secure digital environments. Together, I hope we will harness the power of technology to protect and empower the most vulnerable members of our society."

Dr Michael Marett-Crosby
MA D. Phil

Michael leads a group of healthcare, education and refugee relief charities that work for the people of Myanmar (Burma) with the UN and other agencies to deliver humanitarian support, human rights monitoring, healthcare and education. This work focuses on alleviating the impact of the 2021 military coup, and supporting a new democracy in Myanmar. His international and Burmese teams support scholarships, access to learning, health and inclusive federalism across the country. He was previously a Catholic priest and worked with young people in prison settings. He was interim CEO of The Lucy Faithfull Foundation in 2019.

"The Lucy Faithfull Foundation works to deliver on its promise to young people - a world in which they can live without the fear of abuse. To do this, our extraordinary staff show innovation and daily commitment to keep children safe, and to work with those who threaten young people's safety. The charity is growing new ways of reaching those who need its help. Its work is vitally important in today's world."

Jill Mason
LLB (Hons)

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with about 30 years' experience advising NHS (commissioners and providers), independent sector providers and not-for-profit organisations on all aspects of the law relating to the care of patients, service users and residents. This particularly relates to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill advises, writes articles and blogs and delivers training in all these areas. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Externally, she is on the Zero Suicide Alliance Governance Board.

"This is my third year as a trustee. I have been so impressed by the dedication of all the staff. Such vital work is undertaken by the Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't…."

Dr Paul Monks
BA MB BChir MSc MRCPsych

Paul is a consultant in general and forensic psychiatry. He has worked in low- and medium-secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. For much of the last two decades, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been the clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers. Paul currently works as a consultant community forensic psychiatrist at South London and Maudsley NHS Foundation Trust.

"I am inspired by the Foundation's overarching purpose of preventing child sexual abuse and the dedication and resilience of its staff in pursuit of it, particularly over recent years. The foresight and expertise of the team mean that the Foundation is very much at the forefront of tracking and tackling new challenges posed by digital technology."

John O'Brien
CBE

John joined the civil service in July 2002 as Director of the Criminal Records Bureau. In 2006, he moved to the Home Office to lead the response to the Bichard Inquiry and subsequently as Director of Safeguarding. In this role, he was responsible for policy on safeguarding and public protection, public order and the sponsorship of the Disclosure and Barring Service and the Security Industry Authority. He was seconded, as Secretary, to the Independent Inquiry into Child Sexual Abuse on its establishment as a statutory inquiry in 2015. In this role, he was responsible for the effective management of the Inquiry and acted as the main contact between the Inquiry and the Home Office as the sponsor department. He also established the Truth Project to enable victims and survivors of child sexual abuse to share their experiences with the Inquiry and put forward suggestions for change.

"Having been involved in public protection policy for many years and hearing first-hand the accounts of victims and survivors during the Inquiry I have seen the lifelong impact of child sexual abuse. I have seen the work of the Foundation during my time in the civil service and its preventative work is critical to delivering a world free of such abuse. I am delighted to be able to support it in achieving this goal."

Professor D Perkins
BSc MSc PhD CPsychol AFBPsS

Derek is a chartered clinical and forensic psychologist with West London NHS Trust, and Visiting Professor of Forensic Psychology at Royal Holloway University of London, School of Law and Social Sciences. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the online Protect research group on internet-related sexual offending. He has worked clinically, carried out research and published on the assessment and treatment of those convicted of sexual offending, including the interface between mental health and sexual offending, internet-related sexual offending, child sexual abuse and sexual homicide.

"I have a long history with the Foundation, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic, the only full-time, residential UK facility at the time for the treatment of those who had sexually offended. From then, the Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Dr Lynn Saunders
OBE PhD MA BA CQSW

Lynn has been Professor of Applied Criminology and Head of Law and Social Sciences at the University of Derby since 2021. She previously worked in the criminal justice system for 35 years, most recently as the governor of HMP Whatton a large treatment site for people convicted of sexual offences. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity that helps prevent sexual offending, and chairs its board.

Lynn was awarded honorary doctorates from Nottingham Trent University in 2015 and Keele University in 2018, in recognition of her work with people with sexual convictions both nationally and internationally, to the ultimate aim of a reduction in victims. She was also awarded an OBE in 2017's New Year Honours list and received the Guardian Public Leadership award in 2018. Lynn has been a trustee of the Foundation since 2018. She says:

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse and is recognised as a world leader in this area of work. Its initiatives in sexual harm prevention, the development of the research base and initiatives to support practitioners working in this area are often considered to be best practice."

Professor Alec Spencer
BA (Hons) MA MRes

Alec is a former prison governor who established the first intervention programme for sexual offenders in Scottish Prisons (STOP). He later served as director of rehabilitation and care and was a member of the Scottish Prison Service Board. He was chairman of the Scottish Accreditation Panel for Offender Programmes, an adviser to the Justice Committee of the Scottish Parliament on their Inquiry into Child Sexual Offending and, for a temporary period, chief officer of a Community Justice Authority.

He has published a book on working with sex offenders, and was Scottish chair of the National Organisation for the Treatment of Abusers (NOTA) and a member of the Association for the Treatment of Sexual Abusers (ATSA). He founded and chaired the charity Families Outside to support families of prisoners and was Chair of Includem, a Scottish charity working with youngsters in trouble. He was chair of the Scottish Association for the Study of Offending and convener of the Scottish Consortium of Crime and Criminal Justice. He is an honorary professor at the University of Stirling, an expert member of their Ethics Panel, and a non-executive director of Community Justice Scotland and chair of its Audit and Risk Committee.

"My own links with the Foundation go back to 1992, the year LFF began. Since then, The Lucy Faithfull Foundation has built an enviable record in the research and treatment of child sexual abuse. In particular The Stop It Now helpline attempts to be proactive and help prevent child sexual abuse by reaching out to those worried about what they might do."

Paul West
QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the Chief Constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012, a member of the Prison Service Pay Review Body since 2016 and was appointed a Deputy Lieutenant of Worcestershire in 2019.

Since retiring, Paul's many voluntary roles have included significant involvement in school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings, he was also the board's nominated safeguarding lead. He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

Away from work, Paul's passion has always been listening to and playing classical music. He is an accomplished amateur musician, plays both violin and viola in several orchestras in the West Midlands and has also been a member of a string quartet in Worcestershire since 2005.

"I have valued deeply my association with LFF throughout the last eleven years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, but in recent years it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children in a wide range of educational settings. The Foundation really can and does make a huge and positive difference in so many young people's lives."

Additional info

With sincere thanks

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

The A B Charitable Trust

Austin Hope and Pilkington Trust

Baillie Gifford & Co.

Charles Hayward Foundation

Circles UK

City of Edinburgh Council

Conwy County Borough Council

The Dawes Trust

The Emmanuel Kaye Foundation

EU Commission

Global Partnership to End Violence Against Children

Google

Greater Manchester Police and Crime Commissioner

Henry Oldfield Trust

Home Office

The Indigo Trust

John Ellerman Foundation

KPMG Foundation

Meta

Microsoft

Ministry of Justice

National Organisation for the Treatment of Abuse

NHS

Nominet UK

Oak Foundation

Office of the Police and Crime Commissioner for Northumbria

Office of the Police and Crime Commissioner for North Wales

Office of the Police and Crime Commissioner for Surrey

Paul Hamlyn Foundation

Porticus UK

The Robertson Trust

The RS Macdonald Charitable Trust

The Samworth Foundation

The Scottish Government

Souter Charitable Trust

Shanly Foundation

Snapchat

The Volant Charitable Trust

Warwickshire Police Community Fund

The Welsh Government

Visit our website to find out more about our work or to donate and help us keep children safe
lucyfaithfull.org.uk

Lucy Faithfull Foundation Scotland:
lucyfaithfull.org.uk/scotland

Lucy Faithfull Foundation Wales:
lucyfaithfull.org.uk/wales

Find out about our Stop It Now helpline (0808 1000 900) and campaign:
stopitnow.org.uk

Our Shore website provides a safe space for teenagers worried about their own or a friend's sexual behaviour:
shorespace.org.uk

Facebook: @LucyFaithfullFoundation

Instagram: @lucyfaithfullfoundation

X (Twitter): @Lucy_Faithfull_

YouTube: @Lucy_Faithfull_Foundation

LinkedIn: The-Lucy-Faithfull-Foundation

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LUCY FAITHFULL FOUNDATION

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Important note: All images within this document are for illustrative purposes only. The names of the individuals in our case studies have been changed in order to ensure their anonymity.

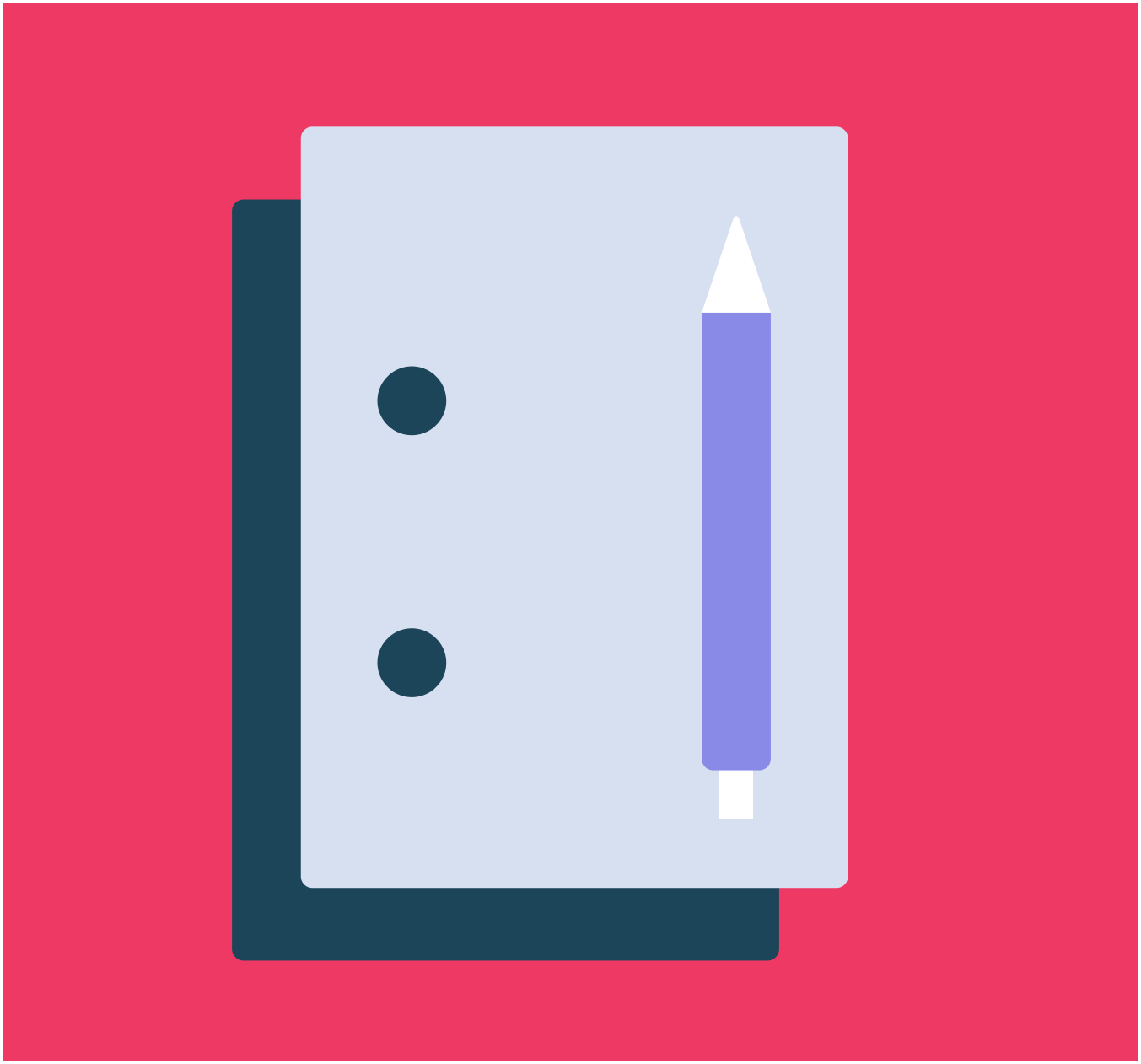
THE LUCY FAITHFULL FOUNDATION

England & Wales - Charity number 1013025

Accounts

LUCY FAITHFULL FOUNDATION

Annual report and financial statements 2022/23



We listen.
We research. We innovate.
We intervene.
We talk, we share, we support.
We do everything we can to
stop child sexual abuse.

BEFORE IT HAPPENS.

LUCY
FAITHFULL
FOUNDATION

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Overview

Welcome from our chair



Writing this foreword is one of the perks of being chair and this year, our 30th, feels extra special.

The Lucy Faithfull Foundation (LFF) is a truly unique organisation with fantastic staff who work with an unpopular beneficiary group to protect children from sexual abuse. We run the largest helpline of its kind in the world, taking calls from families who are distressed by the involvement of their family members either as perpetrators or victims of child sexual abuse; helping young people who have been affected by abuse; and being a route for perpetrators to get help to change. The model that we have put together has been taken on by other organisations around the world, taking advice from our team who support them to set up similar systems.

Sadly, child sexual abuse has always been with us and is a worldwide scourge. The internet has made it so much easier for people to commit harm and over the past few years, LFF has collaborated with tech companies, including those that operate social media and adult pornography, to ensure that our message about harm is widely available, and our website and helpline are easily accessed. This approach is vital if we are to intervene early and protect children.

“We continue to receive amazing support from so many organisations including governments, charities, trusts and foundations, and corporate sponsors who can see the value we provide and the effectiveness of our work. I want to thank them all, because without their support we couldn’t carry out our much-needed work.”

This will be my fifth and final annual report as chair of LFF. It has been a privilege to be a trustee of this amazing organisation for the past 18 years, and vice-chair and then chair for the past eight years.

In that time LFF has grown, and I am particularly pleased with the work we are doing with young people and schools. Our current CEO and team of directors are providing a fantastic model of leadership with drive and ambition.

We are very lucky with our great team of trustees too, each of whom brings something unique to help the organisation and all of whom give up much of their time. In the past 12 months we have said au revoir to one of our trustees, Martin Brewer, who has continued to work with us as a patron and to help when needed. We have welcomed John O’Brien, who has long experience as a civil servant and most recently as the secretary to the Independent Inquiry into Childhood Sexual Abuse (IICSA).

It is always difficult to pick out individuals but I must thank our finance director, Annabel Kroeger, who has been a rock of stability over the years; Michael Marett-Crosby, one of our trustees who took on the role as acting CEO for over a year; Donald Findlater, who is an absolute inspiration to the whole team and a wonderful spokesman on the whole of our field, and finally to our amazing CEO, Deborah Denis, whose enthusiasm and drive both holds the whole team together and inspires outside organisations to trust us. To the entire staff team, I say thank you – they are wonderful and carry heavy burdens without complaint. Thank you.

In summary, it has been a privilege, and I look forward to remaining a trustee.

Mike Harris

Welcome from our chief executive officer



It feels like this year, more than most in recent times, there has been a heightened focus on tackling child sexual abuse.

The Independent Inquiry into Child Sexual Abuse published its final report, drawing on its 15 investigations and 19 related reports; the Online Safety Bill was subject to ongoing scrutiny and debate; and the proposed introduction of end-to-end encryption on platforms generated strong opposition from governments, law enforcement and charities, including ourselves. But despite these high-profile events and challenges, it still feels like not enough momentum is being put behind preventing abuse before it happens.

While that may be the case externally, it is not the case within LFF. This is my fourth year in post and I could not be prouder of all that we achieve to prevent harm from occurring. We have grown considerably over the last few years, both in size and impact. Day-in, day-out, our staff work so hard to keep children safe, regularly navigating complex situations and scenarios, while always taking a child-centred approach.

Our expert team of clinical practitioners delivered 243 assessments this year – that's 243 cases where we helped families and professionals find a way forward and supported vital decision-making. Our Stop It Now helpline finished the year supporting a record number of people in one month: in March 2023, we helped 1,137 people, and across the year we helped 8,614. Our communications team worked hard to ensure more people know about the help we offer and we started new projects focused on preventing harm from occurring in the first place.

> **"We urgently need more investment in primary and secondary preventative activities that prevent harm in the first place. This includes activities that place the responsibility not to abuse on people who may cause harm – not on children to protect themselves."**

For example, we completed year one of Everyone's Safer – our project to help tackle harmful sexual behaviour in schools, launched on the back of the Everyone's Invited scandal and supported by the KPMG Foundation. We also started work on Project Intercept – a million-pound project to revolutionise warning messages online, supported by Nominet. In addition to delivering services, we shared insights from our work through speaking at events, conferences, taking part in roundtables and publishing three Faithfull Papers.

We're achieving so much at LFF, but as a society we remain behind the curve. Recently at an event, I heard the question: 'Are we a nation of paedophiles?' When estimates suggest 500,000 children are sexually abused in the UK every year, I can see how that question surfaced – the scale of the problem continues to shock and can instil a sense of hopelessness. Stories in the media would have us believe that everyone who harms a child is a paedophile, and committed to causing harm. But the reality is no, we are not a nation of paedophiles beyond help, and child sexual abuse is not inevitable. We just need to tackle it in the right way.

[1] CSA Centre of expertise, trends in official data 2020/2021

> **Over the years, in response to changing threats, we have created and delivered new and innovative services. Our audiences are much broader now and their needs more varied, and we are helping more people in more ways than ever before.**

If society is to really keep children safe then we must work to prevent abuse before it happens – and for that, we need child sexual abuse to be seen, and treated, as a public health problem. Our work shows that some people will seek help to manage their sexual thoughts and behaviour before harming a child – in the last year alone, 600 such people called our helpline. We urgently need more investment in primary and secondary preventative activities that prevent harm in the first place. This includes activities that place the responsibility not to abuse on people who may cause harm – not on children to protect themselves. As a society, we can do so much more to keep children safe. Now is the time to change the way we view and approach tackling child sexual abuse, and at LFF we will work harder to advocate for the changes needed.

I am truly thankful to all those who have supported our work this year. It is their generosity and support that makes what we do possible. Support such as that shown by an anonymous donor who gave £10,000 this year and pledged another £10,000 for next. Support such as that shown by the amazing staff at the Bull's Head Pub in Wootton Wawen, who along with their fantastic customers, raised £2,500. And finally, support such as that given by all those who gave their time, effort and energy to our 30 for 30 campaign – our fundraising campaign designed to inspire people to donate and fundraise to celebrate our 30th anniversary – which raised £6,400.

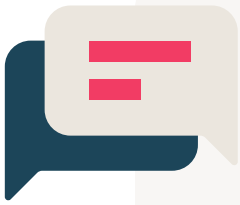
As we celebrated our 30th anniversary, we considered how far we have come since 1992. Over the years, in response to changing threats, we have created and delivered new and innovative services. Our audiences are much broader now and their needs more varied, and we are helping more people in more ways than ever before. We must ensure it is as easy as possible for people to find the help they need, when they need it, and we need to ensure our visual identity speaks to all those we seek to help. Based on research conducted with hundreds of our beneficiaries, stakeholders and staff, we've created a new structure for our brands and a refreshed tone of voice. Our new branding is used for the first time in this annual report. I hope it communicates the confident, bold and innovative organisation we are. Over the next few months, we will roll this out across all our communications, and also work to streamline our websites. We shall lay the groundwork needed for us to continue to expand our reach and impact over the next 30 years.

As we look to the future, I send a heartfelt thank you to all our funders, donors, supporters and trustees who help us deliver on our mission to prevent child sexual abuse. And a big thank you to all our staff who have worked, and will continue to work, so hard every day. Finally, a special thank you to Mike Harris who is entering his final year as chair of trustees. Thank you for all you have done for LFF, and for me personally.

Deborah Denis

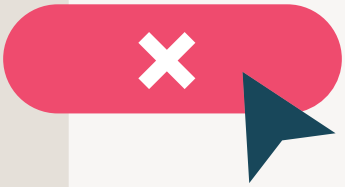
What we do

Everything we do protects children from sexual abuse. We keep children safe by:



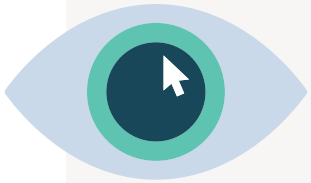
Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children

We help thousands of people each year who call, email or talk to us via live chat



Helping people achieve positive change and offence-free living

Our face-to-face services and online self-guided interventions help people make better choices and live a good life



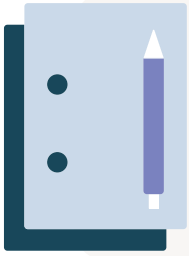
Creating safer environments in families, communities and online

We work to prevent abuse from happening in the first place, or from happening again if it already has



Equipping professionals with knowledge and tools to better protect children

We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse



Influencing social and political attitudes about how children can best be protected

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse

Our values

The way we behave as an organisation is crucial for our success. Our values help guide our actions, and help ensure we achieve our purpose.



We act with integrity

We are ethical, open and honest. We are research-driven and base our actions on evidence.

We follow through on our words and act with professionalism, show respect and consideration to all and do what is right.

We are innovative

Because the risks to children change, our response is always evolving.

Practice-based insights and evaluation drive us to develop innovative services and pioneering interventions for wherever they are needed, online or offline.

We have hope

We know child sexual abuse is preventable, not inevitable. So, we have hope.

Hope that inspires action. For a future free from sexual abuse for all children.

We are collaborative

We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.

By sharing insights and opportunities, we can achieve the best possible outcomes for children.

We are ambitious

We are brave in our efforts, ambitious for our impact and committed to contributing to the body of knowledge around protecting children.

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.



Our strategy: We said, we did



Our 2020-2025 strategic plan sets out our key aims to achieve greater impact and protect more children from sexual harm, building on our achievements over nearly 30 years.

The plan outlines our areas of focus, and our key objectives which are centred around the three pillars of reach, research and advocacy. This year, we made excellent progress against each of our strategic aims. We worked directly with 16,705 people across our services.

Reach

Imagine... if all adults who pose a sexual risk to children get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm occurring in the first place, and crucially, can access confidential help when they need it.

Aim 1

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

- More than 1,142,576 users visited our websites.
- 8,614 people received advice and support from our Stop It Now helpline.
- We established LanguageLine on the helpline, with advisors engaging in 14 calls from nine different callers in languages including Mandarin, Spanish, Italian, Nepali, Urdu and Farsi.
- We completed 243 assessments for local authorities and others and delivered 75 pieces of intervention.
- We worked with 331 men arrested for online offences to help prevent future offending.
- We supported 182 family members affected by the arrest of a loved one for online offences and a further 743 people engaged in online peer support.
- We worked with 129 young people who had got into trouble online.
- We delivered 125 training events to 2,493 professionals.
- We supported 14 separate press engagements, for which we received 118 pieces of coverage. We were also mentioned in 213 other press articles.

Research

Imagine... if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.

Aim 2

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

- This year we published three Faithfull Papers which share data and insights about how best to prevent child sexual abuse based on our work.
- Dr Alexandra Bailey published our research with people who had offended online in the journal Sexual Offending: Theory, Research, and Prevention.
- Colleagues at the University of Tasmania, Professor Richard Wortley and Professor Jeremy Pritchard, published a literature review supporting the evaluation of our chatbot deterrence and disruption work.
- Professor Rachel Armitage at the University of Huddersfield published a peer-reviewed journal article drawing on data from the evaluation of our Family and Friends Forum.
- We were selected by Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa to take part in an evaluation of perpetrator prevention programmes. Over the next three years, we will evaluate the impact of our work with those at risk of committing sexual offences involving children.
- We developed a new evaluation framework for all our programmes for those arrested for online offending and their families.

Advocacy

Imagine... if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at their core.

Aim 3

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

- We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group.
- We worked with the WeProtect Global Alliance as part of their Civil Society Reference Group.
- We are active members of the National Crime Agency-led Prevent Board and Protect and Prepare Boards.
- We are part of the steering group of IICSA Changemakers, a group of more than 60 organisations across the sector who are committed to ensuring that the recommendations of the Independent Inquiry into Child Sexual Abuse (IICSA) are a turning point for change.
- We joined with charitable partners across the sector to call for the return to Parliament of the Online Safety Bill (OSB) during a hiatus in the autumn. We have supported the amendments of charitable partners relating to age verification and parity between the regulation of offline and online pornographic content.
- Our case studies featured in briefings to parliamentarians and were submitted to Ofcom in response to a call for evidence as it prepares for its new role as the online regulator following the passage of the OSB.
- We published 16 blog posts.

2022/23 at a glance

April 2022

Donald Findlater, director of our Stop It Now helpline, contributed to Episode 3 of 'Finding Ruby: Fight of my Life', a six-part immersive podcast experience that journeys with Ruby, through the hell of an online sex trafficking den and out again to the light of justice, healing and restoration. The episode explored whether there is any hope of change or rehabilitation for those who commit child sexual abuse offences.



We launched a new protective parenting intervention course to improve parents' ability to protect their children from sexual harm.

May 2022

We delivered a range of workshops at the National Organisation for the Treatment of Abuse (NOTA) International Conference in Leeds and Stuart Allardyce, director of Stop It Now Scotland, presented a keynote on sibling sexual abuse.

June 2022

We published our second Faithfull Paper on our work to tackle technology-assisted harmful sexual behaviour in schools in Scotland.



We ran our first training course on sibling sexual abuse for social workers in London.

July 2022

We held a 30th anniversary event bringing staff together from across the organisation to recognise some of our achievements over the last three decades. We published a special anniversary booklet to mark key milestones and published a series of blog posts.



Trauma informed awareness training was delivered across the whole organisation.

August 2022

We promoted our work in Wales through attending the attending the National Eisteddfod in Tregaron.



September 2022

We publicised our Chatbot project showing that thousands of people had engaged with the chatbot since its launch: in the first 30 days of operation (March 2022) 173,904 search attempts potentially relating to sexual images of children led to the chatbot initiating conversations with users.

People who try to watch illegal porn will have screens locked with a warning

They will be blocked and challenged to stop it by a chat-bot that says they may be breaking the law

By Charles Hymas, HOME AFFAIRS EDITOR
28 September 2022 • 6:00am

Laura Nott, schools project manager, spoke to the New Statesman about the problem of underage girls being coerced into sharing sexual images of themselves, but also how boys are often also victimised online.

Why girls are pressured to share nudes online

Images and videos of girls aged 13 and under make up 95 per cent of self-generated child sexual abuse on the internet.

By Sarah Dawood

We ran our first webinar on 'Children and young people with autistic spectrum disorder (ASD) engaging in harmful sexual behaviour' with 27 delegates attending.

October 2022

Stop It Now Wales held an anniversary event for LFF at the Sbarc centre, Cardiff University. We had Julie Morgan, Deputy Minister for Social Services, join us as a guest speaker along with David Hopkins, the chair of our action group.



November 2022



Stop It Now Scotland's ROSA Project won the PSHE Education Award at the CYPNow Awards 2022 and our Inform Young People programme was highly commended.

We were successful in our tender to start running Circles of Support and Accountability in the West Midlands (from June 2024).

December 2022

Our research with people who had offended online was published in the journal Sexual Offending: Theory, Research, and Prevention (SOTRAP).


Sexual Offending
Theory, Research, and Prevention

PsychOpen GOLD

Research Article

Check for updates

Pathways and Prevention for Indecent Images of Children Offending: A Qualitative Study

Alexandra Bailey[1,2], Lucy Allen[1,3], Eleanor Stevens[1,4], Rebekah Dervley[1,5], Donald Findlater[1], Sarah Wefers[1]

We hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. The keynote presentation about the Stop It Now family by Nadine McKillop of the University of the Sunshine Coast, Queensland was followed by a series of brisk presentations from six Stop It Now national projects as well as nine other perpetration prevention projects from around the globe.

January 2023

We publicised our work in schools and published a **new webpage** for schools which includes free resources, information and guidance about the help we offer to ensure that 'Everyone's Safer' in schools.

Vicky Young, senior Stop It Now helpline manager, appeared on the Catch22Minutes podcast where she discussed 'Online Harms and Online Helps'.



February 2023

We announced our partnership with other organisations that will create an app to block sexual images of children. Funded by the European Commission (EU PROTECH) we will field-test the development and effectiveness of an on-device technology to prevent the use of child sexual abuse materials among pre- and post-offending individuals.



App to block child abuse images gets £1.8m EU funding

By Chris Vallance

March 2023

We published two Faithfull Papers:

'The indirect harm of online child sexual abuse: the impact on families of people who offend' – sharing learning from the independent evaluation of our Family and Friends forum including findings on the impact on family and friends when a loved one is arrested for an online sexual offence.



Executive summary

Online child sexual abuse (CSA) is a growing problem in the UK and around the world. Estimates of the number of people offending in the UK stand in the tens, if not hundreds, of thousands. This Faithfull Paper describes the experiences of family members of people who have viewed, shared or made sexual images of children online and/or people who engaged in online solicitation and grooming. These are serious crimes and cause huge harm to children, which can last many years.

Relatives of people who have committed an online sexual offence can also experience considerable harm during the criminal justice system response to the offence, as such they are often described as secondary victims of crime (1). Usually the first they know of a loved one's offending is when police officers arrive to search the house. There is currently little research around the impact of offences relating to online CSA on families of people who have committed these offences. This is an important area to explore. For the family of people identified as committing online CSA offences, the trauma is unlikely to be a one-off incident. Rather, the stressors and strains will be ongoing and change over time. This can begin with the initial search of the home, and families will be thrust into often unfamiliar worlds of the criminal justice and child protection systems (2, 3). Our own experience suggests that the route to prosecution is long and can take up to two years before conviction or acquittal. Non-offending partners of people who committed sexual offences are typically expected to monitor and manage their partner's behaviour (4) and safeguard their child(ren) (5), with minimal support available for their own wellbeing (4).

Many of the laws and policies relating to sexual offending that are imposed on people after sentencing also impact upon the non-offending partner and their children, bringing disruptions in family dynamics and social networks (6, 7). For example, children with a parent whose sex offender registration status becomes known (through community notification policies) have reported experiencing bullying and harassment (6) and being treated differently by classmates by teachers and other adults (8). For children, these experiences often precede feelings of anxiety, anger, fear, depression and suicidal thoughts or attempts (8).

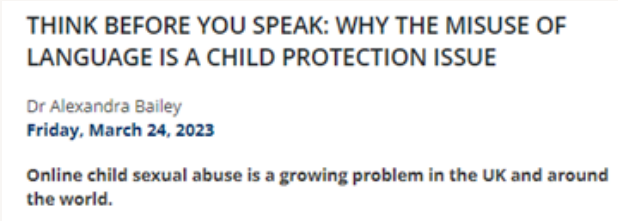
In 2018, The Lucy Faithfull Foundation (LFF) launched the Family and Friends Forum where people whose loved ones have committed an online CSA offence can give and receive support from others in similar situations. The forum was made and is maintained thanks to charitable support, and it aims to:

- improve users' mental health, including reducing feelings of isolation, dislocation, stigma and shame
- enhance users' capacity to protect any children in their care, including by increasing their confidence in talking to children and supervising their contact, and having a greater awareness of risk
- increase users' knowledge, including of risks associated with the viewing of sexual images of children online and online solicitation and grooming; the criminal justice system and child protection processes

We commissioned an evaluation led by Professor Rachel Armitage (University of Huddersfield) to better understand the experience of forum users and explore the impact of online CSA on family and friends of people who have offended.

'Deterring online child sexual abuse and exploitation: lessons from seven years of campaigning' – describing the development, evolution and lessons learnt from our deterrence campaign work over the last seven years targeting people who commit online child sexual abuse offences or who are at risk of offending.

Dr Alexandra Bailey wrote an Op-ed for Children and Young People Now on how the misuse of language and terminology, particularly in the media, can be a barrier to people seeking the help that they need regarding their sexual thoughts or behaviour towards children.



THINK BEFORE YOU SPEAK: WHY THE MISUSE OF LANGUAGE IS A CHILD PROTECTION ISSUE

Dr Alexandra Bailey
Friday, March 24, 2023

Online child sexual abuse is a growing problem in the UK and around the world.

Stop It Now Scotland hosted - along with NSPCC Scotland and Scottish Parliament Fulton MacGregor MSP - an online event on the 'Public Health Approaches to Preventing Child Sexual Abuse'. Speaking at the event was Professor Elizabeth Letourneau, Stuart Allardyce and Pat Branigan, assistant director for NSPCC.



The helpline finished the year talking to a record number of people in one month: in March 2023, 1,137 people contacted us, making 1,761 calls, chats and emails between them.

Achievements and performance

Anonymous advice and support: Stop It Now UK and Ireland helpline

For 20 years our Stop It Now helpline has been supporting people with concerns about child sexual abuse, to take action to prevent it. Designed to give adults a safe space to talk about complex issues, callers can (and mostly do) remain anonymous. As well as calling to talk to one of our skilled advisors, people can also email or use our live chat service.

Our primary target groups

People concerned about their own sexual thoughts about, or behaviour towards, children: to encourage them to recognise their behaviour as abusive or potentially abusive and to seek help to change.

People concerned about another adult who may be a sexual risk to children: to encourage them to recognise the signs of abusive behaviour in those close to them and to seek advice about what action to take.

Parents, carers or others concerned about the sexual behaviour of a child or young person: to encourage them to recognise the signs of concerning or abusive behaviour and to seek advice about what positive action they can take.

Additional groups

- Parents and carers concerned that their child has been sexually abused or is at risk.
- Survivors of child sexual abuse looking to make sense of what happened to them or discuss present-day risk.
- Professionals seeking case advice and support.

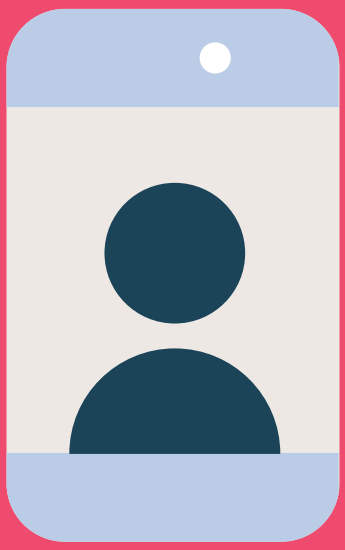
How we work

Since the COVID-19 pandemic lockdowns, the helpline has been operating a remote delivery model, with most advisors working from their own homes. While this has brought challenges, particularly around technology and staff support, it has also reduced recruitment barriers as staff no longer need to be based in our office. We now have advisors from across England, Wales, Scotland and Northern Ireland. Our skilled first-line advisor team finished the year 34-strong, with each individual bringing a unique background to the role including law enforcement, other helplines including Childline, teaching and social work.

Increasing our capacity

While our opening hours have remained the same, through recruiting more staff we have increased the advisor hours available to help callers from 16,175 to 17,297. These hours include extending the availability of the live chat service. Partly as a result, missed caller numbers decreased by 13% from 6,216 in 2021/22 to 5,402. The proportion of missed callers eventually getting through to the helpline on a subsequent attempt was 53% (2,844 out of 5,402 in 2022/23) compared to 54% (3,384 out of 6,216) in 2021/22.

Stop It Now UK and Ireland helpline

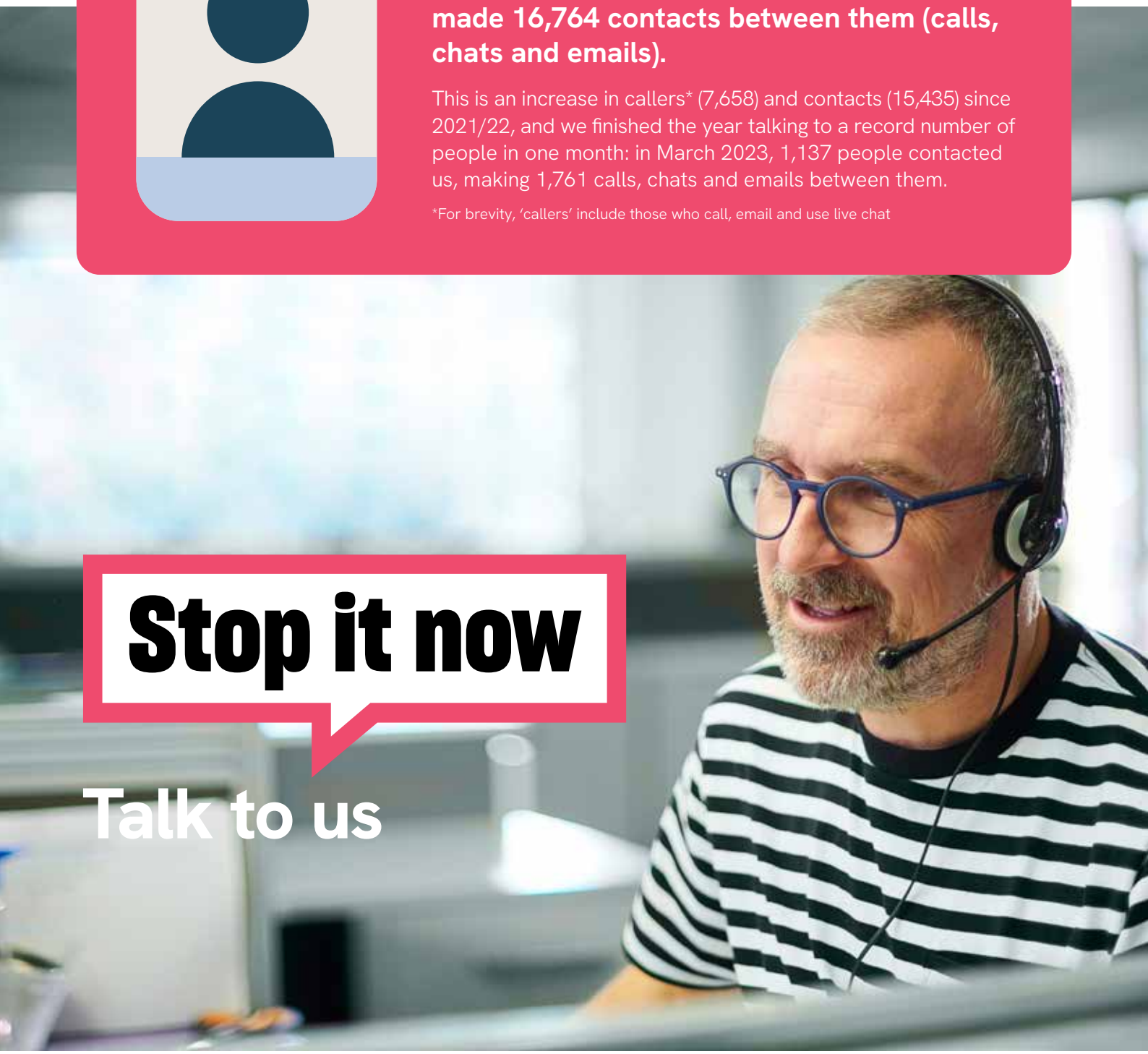


16,764

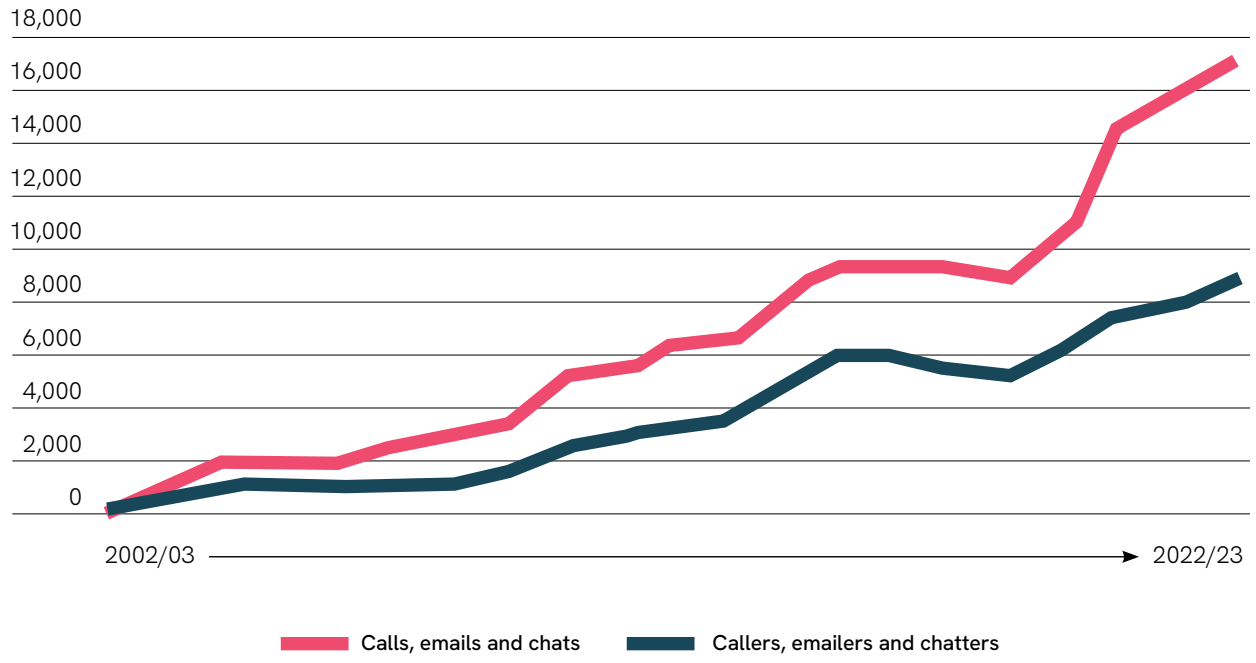
In 2022/23, we helped 8,614 people who made 16,764 contacts between them (calls, chats and emails).

This is an increase in callers* (7,658) and contacts (15,435) since 2021/22, and we finished the year talking to a record number of people in one month: in March 2023, 1,137 people contacted us, making 1,761 calls, chats and emails between them.

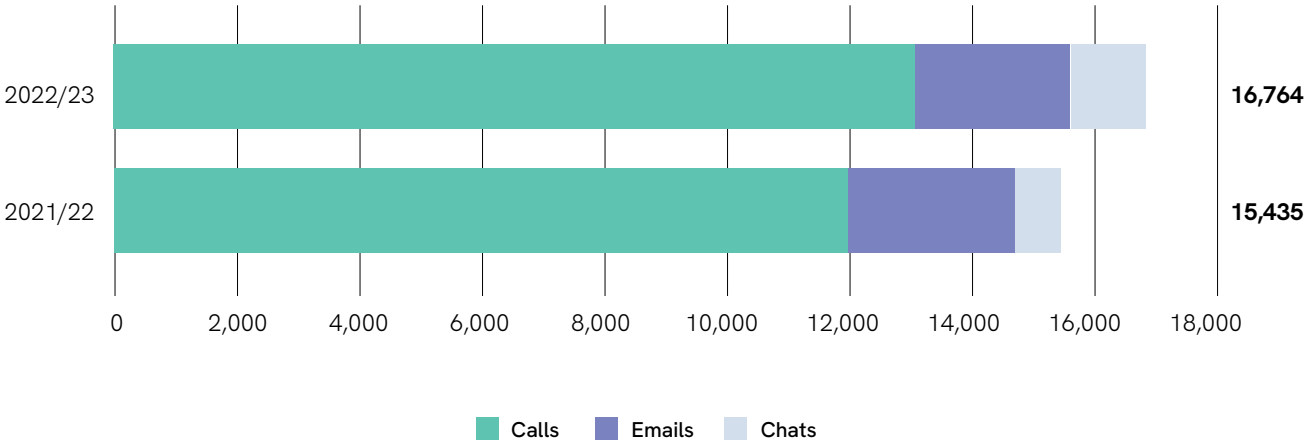
*For brevity, 'callers' include those who call, email and use live chat



Total contacts and callers/emailers/chatters since 2002

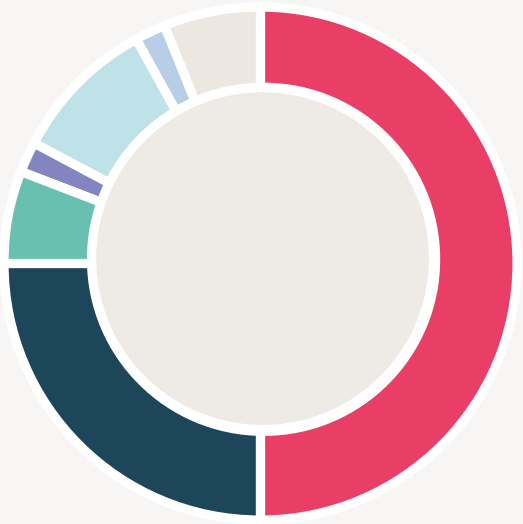


How people contacted us



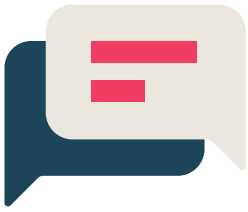
Who called the helpline?

When our advisors pick up the phone, they don't know what type of caller they might speak to. Each caller is different, and our experienced and compassionate advisors handle every contact with care and professionalism.



- 50% Adults and young people who have abused, are close to abusing or are worried about their sexual thoughts or behaviour
- 25% Adults and young people concerned about another adult's sexual thoughts or behaviour
- 6% People concerned about a child or young person's sexual behaviour
- 2% People concerned about a child or young person who is at risk/is showing signs of being sexually abused or being groomed online
- 9% Professionals calling for case advice
- 2% Victims and survivors of child sexual abuse
- 6% Other*

*Callers outside target groups include those with general internet concerns, requests for general information, and inappropriate callers



"My operator made me feel very at ease and comfortable. Today I have discussed things that I have never spoken to anyone before. I feel quite positive and relieved I've started to admit and find out why I do things. It took me months to get the courage to make the initial call, I now call at least once a week, I'm hopeful I will change my life – thank you for your help."

Adult male caller

How we help people

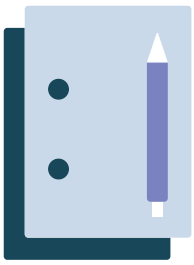
We:

- **listen**
- **clarify the situation**
- **show understanding**
- **inform, advise and motivate**
- **discuss the caller's next steps**
- **agree on protective actions for the caller to take**

While some callers will contact us only once, others will contact us multiple times, sometimes over an extended period. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member's behaviour when around children will likely need ongoing support and therefore contact us more often than a professional calling for case advice.

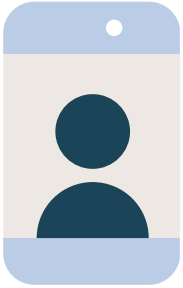
We explore with each caller any immediate child protection issues and agree on safeguarding steps needed to minimise risk. We then provide information, discuss options to consider, give advice and agree on actions the caller will take to respond to the concerns they have shared.

We are far more than a listening service.



94%

of people we helped agreed on one or more actions to take to protect a child – reducing the likelihood of offending or reoffending



97%

of repeat callers tell us they had taken the actions they had previously agreed on

> **They were very helpful, able to calm my nerves, give me quality advice, be professional, and caring. This is all very needed to deal with high sensitivity situations and they did it perfectly.**

Adult female chatter



Further support

For callers who would benefit from additional in-depth or specialist support, we offer a follow-up service where they can speak to an LFF practitioner. This could be, for example, in cases where young people have been displaying worrying sexual behaviour and they and their parents need help to implement changes to prevent harm in the short and longer terms.



We also have a range of online resources for callers to use, including:

'Get Help' online self-directed intervention

Self-help for people worried about their own or someone else's online sexual behaviour towards children

'Get Support' online self-directed intervention

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet

Parents Protect

Information, support and advice for parents, carers and families looking to prevent child sexual abuse

> **"Really helpful, didn't feel judged which isn't common in these situations, some helpful advice and I really appreciated being asked how I am."**
>
> Adult female chatter

We protect children by preventing offending

If someone is worried that they might sexually harm a child and needs help to avoid that harm, there are very few places that they can go. We are one of those places.

A significant number of people who contact us with concerns about their sexual thoughts about or behaviour towards children have not yet harmed a child but are concerned that they might. Others contact us because they have concerns about someone they know.

In 2022/23:

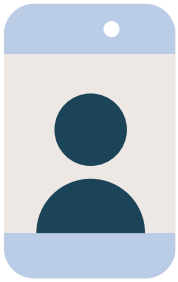
- **601 people** contacted us saying that they had not harmed a child but were concerned about their sexual thoughts towards children and their risk of committing a contact offence. That's 15% of all people concerned about themselves and 7% of total callers/chatters/emailers. It is also 19% higher than 2021/22 (504)
- **312 people** contacted us with concerns about someone they knew who might be at risk of committing a contact offence. That's 13% of all people concerned about another adult and 4% of total callers/chatters/emailers. It is also 6% lower than 2021/22 (331)

> **Thank you much for the compassion and support on my first call to the helpline. I felt scared and anxious at first, but the advisor helped me to feel calm.**

Adult male caller

Supporting a younger age range

From the outset, our Stop It Now helpline was tailored for adults. But recent years have seen a growing number of contacts from under-18s.



354

We received a total of 354 calls, chats and emails from under-18s – a 55% increase from 2021/22 (228)

Of these contacts:

- **233 were from under-18s who had viewed sexual images of children online** – an 89% increase compared to last year (123)
- **73 were from under-18s concerned about their own thoughts** – a 12% increase (65)
- **23 were from under-18s concerned about someone else** – a 64% increase (14)
- **16 were from under-18s who had been victims of child sexual abuse** – a 167% increase (6)
- **9 were from under-18s displaying harmful sexual behaviour offline** – a 55% decrease (20)

This year, the helpline will support the implementation of a live chat service specifically for under-18s. Hosted on our new Shore website (see section: **'Working with young people and families: preventing harmful sexual behaviour'**) the chat service will provide young people with an age-appropriate route to receiving real-time help and support.

Expanding our reach

This year we established the use of LanguageLine on the helpline. Advisors engaged in 14 calls from nine different callers in languages including Farsi, Italian, Mandarin, Nepali, Spanish and Urdu. The service is proving a valuable way to extend our reach, while supporting our strategic aim to develop new ways for people to contact us and access our services easily by a means with which they are comfortable – including improving access for non-English speakers.

Technological innovations to intervene online

Our helpline not only engages with people daily to help prevent child sexual abuse, it also plays a key role in driving forward new interventions.

This year we continued our project with the Internet Watch Foundation (IWF) to implement and evaluate a chatbot targeting people trying to view sexual images of children on Pornhub UK. The automated bot attempts to engage users in conversation and then points them towards our services for help to change their behaviour.

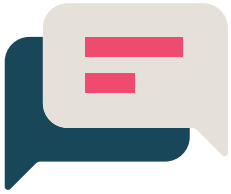
In September, we publicised the project showing that thousands of people had engaged with the chatbot since its launch: in the first 30 days of operation (March 2022) 173,904 search attempts potentially relating to sexual images of children led to the chatbot initiating conversations with users. The chatbot project is funded by the Global Partnership to End Violence Against Children. It runs until September 2023 with an evaluation being undertaken by the University of Tasmania by January 2024.

Working with international partners

On December 13, we hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. It brought together international child protection organisations and professionals, academics and others interested to mark joint achievements, share insights, as well as discuss challenges and how to manage these. The keynote presentation about the Stop It Now family by Nadine McKillop of the University of the Sunshine Coast, Queensland was followed by a series of presentations from six Stop It Now national projects as well as nine other perpetration prevention projects from around the globe. It was an information-rich event.

Online delivery allowed attendees from all over the world to participate. They made great use of the chat facility by asking questions, as well as sharing comments and useful resources. An article on the conference was featured in NOTA news to show the far-reaching impact of child sexual abuse prevention.

> **“A fascinating conversation. Congratulations on 30 years. A great cause and inspiring to see how global the reach has become. Keep up the amazing work.”**
>
> Conference attendee



Thank you

We remain grateful to our core funders, the Home Office and the Ministry of Justice, for their ongoing support, without which the helpline would not exist to help the thousands of people who call every year.

Case study: Stop It Now UK and Ireland helpline

Sam's story

Sam, 35, is Spanish and lives in Birmingham. He works part-time as a cleaner. He called the helpline after being arrested for possession of sexual images of children. His investigating police officer had advised him to call.

What we did

Sam was reassured that he had come to the right place and due to his limited English, he agreed to a call, in Spanish, with an interpreter provided by LanguageLine.

Sam said he was already using a lot of adult pornography when he had read a news article about a Russian child sexual abuse ring that had also been accessing sexual images of children online. He said this had stuck in his mind and he had started to look for under-age images online. He told us that, while he did not have a specific sexual interest in children, this illegal behaviour became part of his regular pornography habit. He said he knew it was wrong, but he felt he could not stop.

Our advisor explored immediate child protection measures and ascertained that Sam had no contact with children through work or his personal life.

Our advisor helped him to start to explore his behaviour further and talked him through the Get Help self-help modules on our website. It was explained that he could use the translate function, look through the initial modules and consider what information applied to his situation. He was advised not to rush, to work at his own pace, and to make notes of what he learnt and questions that he had.

The advisor also talked with Sam about his mental health, exploring his mood, eating and sleeping behaviours. He was encouraged to make constructive use of any spare time through leisure activities such as exercise and hobbies, and to make a GP appointment should he need further support with sleeping issues.

Sam said that he was extremely grateful to speak to someone for support and advice, and expressed gratitude that he could have the call in Spanish. He agreed to call again to discuss his progress with the online self-help modules.

The outcome

Sam called the helpline back as agreed and told us that the Get Help modules had helped him develop a better understanding of and insights into his behaviour. He itemised a number of risk factors he needed to be alert to in future and stated that he had implemented changes to his lifestyle which were helping him a lot.

He expressed his thanks for the non-judgemental support he had received and assured the advisor that he would keep in contact with the helpline as he continued to make positive changes. Since that call, Sam has called back four times and says he has not viewed sexual images of children since contacting the helpline.



Stop It Now UK and Ireland helpline

Last year we said we would…

1. **Publish a helpline 20-year report and host associated events to share what we have learnt with domestic and international policymakers, professionals and partners and commission an external evaluation of the helpline, including its online resources.** We hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. Online delivery allowed attendees from across the world to participate. The recording of the event has been watched more than 300 times. The helpline 20-year report is currently in draft.
2. **Develop, promote and report on our engagement with non-English speaking communities through the use of LanguageLine, our live chat and secure email services.** LanguageLine is now a permanent service within the helpline, with 14 calls from nine callers being conducted in languages including Farsi, Italian, Mandarin, Nepali, Spanish and Urdu.
3. **Revise our working relationship with international Stop It Now projects in light of the findings of the research by the Sexual Violence Prevention and Research Unit at the University of the Sunshine Coast into the history of Stop It Now We will agree on the means of sharing learning and resources between projects for our mutual benefit.** Since September 2022, we have enjoyed monthly online meetings with fellow Stop It Now projects, partly leading to a joint presentation to Interpol, but also to share developments and resources. Funding has been agreed with a major donor to enable a three-day face-to-face meeting of the eight Stop It Now international projects in September 2023.

This year we will…

1. **Develop a diversity plan to extend our reach and meet the needs of more people within our key target groups**
2. **Implement live chat for under-18s hosted on a new website for young people, in partnership with the LFF young people team.**
3. **Complete a Cardiff University short-term evaluation of our live chat service and agree on evaluation items and methodology with Professor Elizabeth Letourneau at John Hopkins University and Professor Michael Seto at the University of for a three-year evaluation project funded by Oak Foundation (see section: research and international).**




Stop It Now! UK & Ireland
Helpline and Campaign Report
2002-2022
20 Year Anniversary Edition
20TH
NIVERSARY
Stop It Now!
UK & IRELAND
Helping prevent
child sexual abuse

Achievements and performance

Professional services: assessments, interventions and case consultancy

As one of the largest UK providers of risk assessments, interventions and case consultancies, we provide an invaluable service for local authorities, the family and criminal courts, and many others who work with individuals or families where there are concerns about child sexual abuse.

We work in cases where adult men and women have been accused of, are suspected of, or are considered as posing a risk of, sexual abuse. We also work with children from the age of five, who have engaged in, or who are alleged to have engaged in, harmful or inappropriate sexual behaviour. And we deliver protective parenting assessments and interventions for non-offending partners and other family members, as well as impact and vulnerability assessments for victims of child sexual exploitation.

Each case is different, but we always help those working with families to create safer environments for children by guiding statutory and third-sector organisations in safe child protection decision-making.

Specialist assessments

Our specialist assessments include:

- assessments of adults who have offended, or have allegations made against them
- protective parenting assessments of non-offending partners
- dual assessments with partners around the risk of sexual harm to children, and the ability to protect children from sexual harm
- assessments of parents/carers where there are harmful sexual behaviour concerns by young people within the family
- working jointly with our young people's specialist practitioners to provide assessments, including whole families where appropriate
- completing comprehensive assessments with children, young people and their families, where there have been concerns regarding harmful sexual behaviour



Interventions

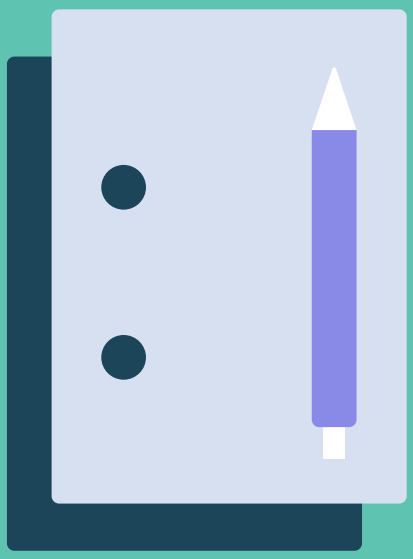
Our interventions with individuals or couples include bespoke interventions with people who have perpetrated harm (or are alleged to have) and work with non-offending partners, parents and carers. This year we formalised a protective parenting intervention course that aims to improve parents' ability to protect their children from sexual harm. The educational input helps participants increase their awareness of child sexual abuse, develop an understanding of how to protect children from harm and can include the development of a family safety plan.

Our interventions for children and young people are bespoke and designed to respond to and support the child or young person's individual needs.

Case consultancy

Our specialist staff provide expert child protection and safeguarding advice and consultancy to statutory and voluntary organisations. Through our case consultancy service, we assist clients to work through complex issues and develop clear and effective action plans for clients. We help frontline staff take a fresh look at a case, discuss key themes, provide input around formulation, risk management and safety planning, and signpost to further support or interventions.

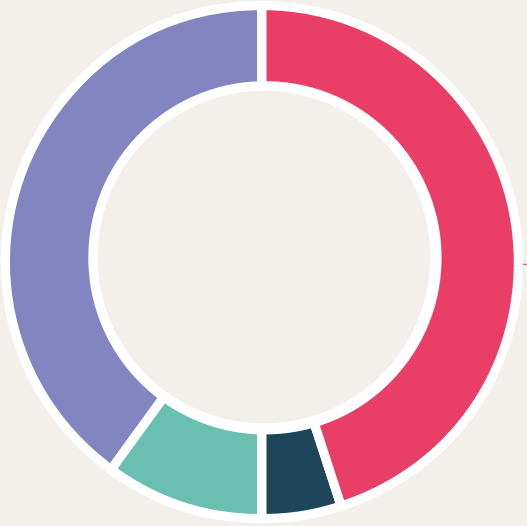
Assessments, interventions and case consultancy



243

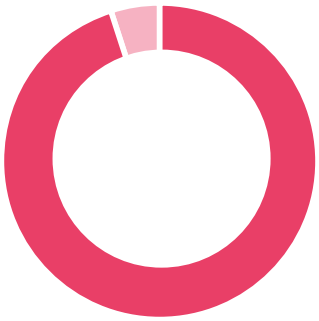
This year we delivered 233 risk assessments and 10 case consultancies (243 total), an increase on 2021/22 (210). We also delivered 73 pieces of intervention and two intervention case consultancies (75 total), an increase from 65 in 2021/22.

Types of assessments



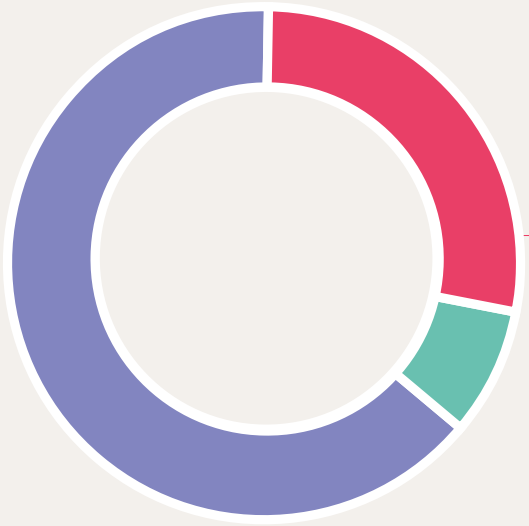
- 45% Adult abuser/potential abuser = 105
- 5% Under-12s = 11
- 10% Adolescents 12-18 = 23
- 40% Non-offending partner = 94

Breakdown:
Gender of adult abuser/potential abusers =105



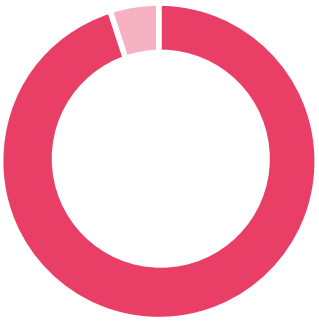
- 95% Male = 100
- 5% Female = 5

Types of interventions



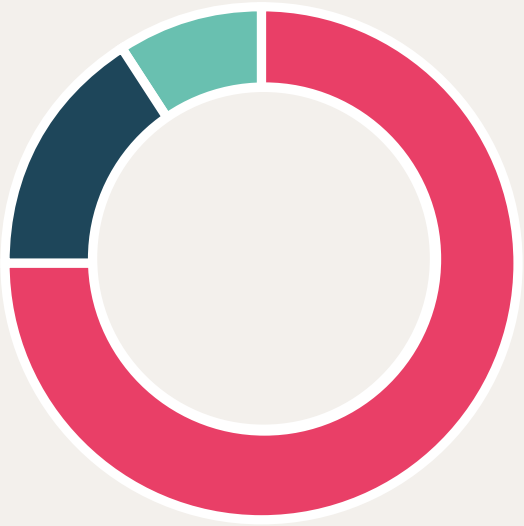
- 28% Adult abuser/potential abuser = 20
- 8% Adolescents 12-18 = 6
- 64% Non-offending partner = 47

Breakdown:
Gender of adult abuser/potential abusers = 20



- 95% Male = 19
- 5% Female = 1

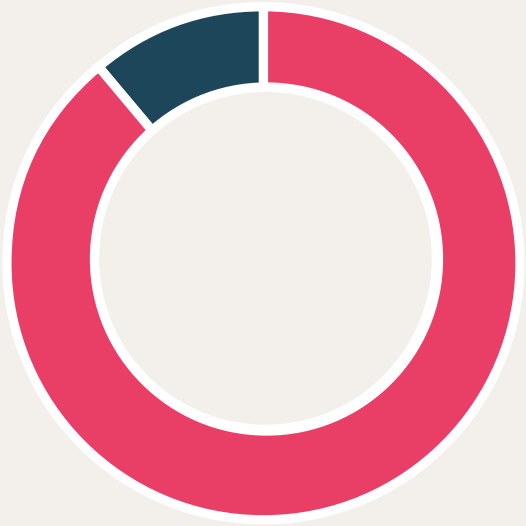
Who commissioned assessments



- 75% Children's services = 183
- 16% Legal services = 39
- 9% Other* = 21

*assessments 'other' includes those who have self-funded, faith and health-based organisations, and a sporting body.

Who commissioned interventions



- 89% Children's services = 67
- 11% Self-funded = 8

Case study: Assessments, interventions and case consultancy

Mr and Mrs Adams' story

Mr and Mrs Adams were referred to us for a protective parenting intervention by their foster care agency. Mr and Mrs Adams are long-term foster carers for three individuals; a 21-year-old woman with disabilities and severe developmental delay, a boy aged 12 and a girl aged eight. The referral was made due to concerns about their ability to safeguard those their care, following disclosures made by the 21-year-old that Mr Adams' father sexually abused her on numerous occasions between the ages of 11 and 18.

The intervention

It was agreed between LFF and the foster care agency that a short-term ten-session programme of work would be offered that would be mainly educative, but flexible and responsive, encouraging learning and reflection. The victim of the abuse, and the other children within the family, were being supported by the foster agency, with the woman receiving counselling in relation to her experiences. Our role was to provide support to the foster parents about the matters of concern, to help them support the children, and to improve their insight into child sexual abuse and how to safeguard the children from sexual harm.

We used a mix of discussions, PowerPoint slides, written exercises and videos throughout the intervention. Mr and Mrs Adams had significant differences in their backgrounds, experiences, attitudes and beliefs around sexual abuse, as well as differing in their relationship with the alleged abuser – so the intervention was bespoke, with some individual sessions, and some joint sessions.

What we covered

We discussed topics such as:

- who poses a risk to children (including within families and close community settings)
- abuser motivations and how abuse takes place
- awareness of grooming and how children (and adults) can be groomed for the purpose of sexual abuse
- insight into how a person's own upbringing, experiences and beliefs can influence their understanding and attitudes towards sexual abuse
- the impact of sexual abuse for children who have been harmed, and barriers to disclosure
- the importance, and characteristics, of being a powerful adult protector and the importance of creating an environment of stability, and open communication and physical (and sexual) and emotional safety for children



Feedback

Following the intervention, Mr and Mrs Adams wrote:

> **It felt quite scary how we had both fallen for elements of the grooming process without even realising it. We can now see and hopefully will be more alert and recognise these processes if we come across them in the future. We were given several handouts with great information on them about what to look out for and danger signs that your child may be being groomed.**

We asked Mr and Mrs Adams what they would take from the programme to help them in the future. They said:

> **The necessity to ask and check things out with the appropriate people if we are concerned at all, and not to feel embarrassed or as if we are failing.**

Assessments, interventions and case consultancy

Last year we said we would…

1. **Expand the role of psychology within our assessment and intervention services and grow our work with under-12s. We will explore what additional support frontline staff need when working with this group and respond accordingly.** We now have the capacity to offer psychological assessments through our professional services and will be promoting these around our office hubs in the year ahead. Our work with under-12s is growing, with assessments almost doubling (11 vs 6).
2. **Publish a Faithfull Paper (see research section) exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched interventions.** This has been scheduled for publication in the latter part of 2023.
3. **Raise awareness of our assessments, interventions and case consultancy and their crucial role in equipping professionals in making effective child protection decisions which put the safety of the child at their core.** This year we updated our clinical services brochure to make sure those who might need our services are fully aware of all the work we can do and attended a range of professional events to talk about our work.

This year we will…

1. **Work to extend the range of interventions we offer to protect children – including the development of clear frameworks for the delivery of our interventions for adults.**
2. **Extend the reach and range of LFF consultancy work across adults, children and young people.**
3. **Publish a Faithfull Paper, sharing our unique expertise and practice insights into our protective parenting interventions.**



Achievements and performance

Tackling online child sexual abuse: services for those arrested and their families

Barely a day goes by when online child sexual abuse offending is out of the news. The problem of viewing and sharing sexual images of children, or having sexual conversations with children online, remains a huge challenge for society. While undoubtedly more needs to be done to prevent online offending in the first place (see section: advocacy, communications and campaigns), we make sure services are available for people who have caused harm, as well as those around them such as partners, parents and siblings.

Inform Plus – to help prevent viewing sexual images of children

Our Inform Plus programme is for men who are under investigation for, or have been arrested, cautioned or convicted of viewing sexual images of children online. It can be delivered as a group or individual programme, and it helps men understand their behaviour, while putting in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship. Throughout 2022/23, the programme was mostly delivered online.

All Inform Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.

> **“The course made me wake up to the reality of my situation, painful and difficult to hear in parts but ultimately this gives me hope for my future, to live a better and happier life. Thank you.”**
>
> Inform Plus participant

Inform Plus

171

In 2022/23, 87 men from across England and Wales attended the group programme, 38 completed the course on an individual basis, and an additional 46 men had a face-to-face session.

That’s 171 men in total, a decrease compared to 2021/22 (195). While Inform Plus attendance decreased, Engage Plus attendance increased.

Case study: Inform Plus

Jonas' story

Jonas, 44, contacted our Stop It Now live chat service five days after he was arrested for possession of sexual images of children. He was struggling to come to terms with how his arrest had changed his life. He had been required to move out of the family home where he was living with his wife and children, aged 15 and 16, and he was worried he would not see his children again. He was also concerned he would lose his job in IT, due to sharing his workplace with his wife. Jonas told us he thought about self-harm.

What we did

We talked to Jonas about any access to children and established that beyond his own children, he had no other contact. We discussed his mental health, and he was encouraged to contact his GP as well as the Samaritans for support with his thoughts about self-harm. Over a series of chats, we helped Jonas think through how he had come to commit the offences he had and how he was going to work towards a better future. His thoughts of self-harm subsided and he expressed a desire to understand the changes he needed to make. He signed up for our Inform Plus programme.

During the programme, Jonas described how he considered himself to have a pornography addiction. He came to recognise how he had used pornography to cope with difficult emotions and conflict, and although Jonas found it hard to talk about his use of pornography, he felt doing so was providing him with important insights that were needed to work towards an offence-free future.

Jonas was recommended 'The Porn Trap', as well as 'Your Brain on Porn' for further reading. Jonas also downloaded 'Covenant Eyes' onto his devices, an internet monitoring software to support him in his endeavour to stop watching pornography.

The outcome

At the end of the programme, Jonas told us that he had not watched any pornography online since attending the group. He had built a multi-levelled system of support consisting of friends, family, as well as a therapist and sponsor at sex addicts anonymous (SAA). He came to recognise that one of his biggest triggers was that he found it difficult to express his feelings and talk about his problems with others. He said the programme had really helped him overcome this and he now feels able to reach out for support, like he is now doing at SAA.

Engage Plus – to help prevent online sexual communication with children

Engage Plus is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence. Like Inform Plus, the programme is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Engage Plus

72

In 2022/23, 33 men from across England and Wales completed the Engage Plus group programme, 30 completed the programme on an individual basis, and an additional nine had face-to-face session.

This is 72 men in total, an increase on 2021/22 (31).

All Engage Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.

> **“Absolutely brilliant course. My personal development around why I committed these offences and how I can change and improve myself has grown massively. I have so much to take forward with me into my future. Thank you so much.”**

Engage Plus participant

Case study: Engage Plus

Stephen's story

Amanda, a mental health nurse, called our Stop It Now helpline to discuss her client, Stephen, 31, who had been arrested for engaging in online sexual communication with a 13-year-old girl. Stephen had also shared sexual images of himself with other children on Facebook. Amanda had been appointed his mental health worker due to his learning difficulties. Our helpline advisor talked to Amanda about the support the LFF could offer Stephen, and she agreed to talk to him about getting in touch.

Stephen contacted the helpline with Amanda. He explained that being furloughed during the COVID-19 lockdowns had prompted him to become a full-time carer for his grandparents. Stephen explained how his lifestyle had changed drastically and, over time, he had found himself struggling with isolation. He said that he was alone most evenings so he would view pornography, smoke cannabis, and engage in sexual communication with people online, including under-16s. He described how he would do this to cope with the loneliness he felt.

What we did

Stephen said he would like to complete the Engage Plus programme. While he waited for the course to start, he started working his way through our online self-help Get Help modules with Amanda's support. Modules such as 'sexual communication with children' and 'online world' were particularly recommended following the introduction on self-care.

Through his initial assessment, we identified the individualised Engage Plus programme as the most suitable for Stephen as it would allow us to be more adaptable and responsive to his learning needs. Stephen worked one-on-one with a facilitator on Zoom and attended five sessions. The facilitator tailored the sessions to Stephen's situation, particularly looking at the harm to children by engaging them in sexual communication while helping him understand why he had engaged in the behaviour. They looked at identifying his motivations and triggers and spoke about how he can break his cycle of offending. Stephen reported that he could now identify his triggers and had gained an understanding that his behaviour was inappropriate and harmful. During the programme, he co-created a healthy life plan and internet safety plan that he could implement to prevent him from reoffending.

The outcome

After completion, Stephen told us he had stopped smoking cannabis and had started engaging in more fulfilling activities, such as mountain biking. He had also stopped using chat rooms and had not engaged in any sexual conversations online, with adults or children, since completing the programme. Amanda confirmed that he works hard with goal-setting and skills-building work that she provides him, which further supported him to desist from engaging with people sexually online. Stephen was assured that the helpline would always be available to him in the future.

Inform

Our Inform programme is for partners, adult family members or friends of people who have been arrested for online offending – who are often in crisis. It provides a much-needed safe space for people to talk about what they are going through and gain support from others. It can be delivered as a group or individual programme of work.

Inform

108

This year we worked with 108 family members or friends from across England and Wales.

This is a decrease compared to 2021/22 (125).

94% of Inform participants who completed evaluations said they felt less isolated after the programme.

> **Thank you for the support and guidance. I feel a lot more confident for the future and a better understanding of this situation. Being part of a group really helped.**
>
> Inform participant

> **It gave me a place to connect with other women who were experiencing similar stuff with the men in their lives. It was good to go through all the formal stuff, but it was the informal stuff that made the real significant difference. Talking of shame with the facilitators also ensured I had a breakthrough for the first time in years.**
>
> Inform participant

Case study: Inform

Erin's story

Erin, 67, became aware of our Stop It Now helpline several years ago, after searching for support for her husband of 40 years. At the time, she had discovered that he had been viewing sexual images of children online. When she confronted him, he promised her that he was no longer viewing those images and she gave him the details of Stop It Now hoping he would call for support. She didn't report her husband to the police, as she believed he had stopped viewing illegal images – until recently, when the police arrested him. She had, in the past, tried to fix their marriage that was "falling apart" and she blamed herself for his behaviour. She was conflicted over whether to leave him as he had a history of suicidal thoughts.

What we did

Our advisor reassured Erin that she had come to the right place to get support for herself. Given her immediate and extreme worries about her husband's mental health and capacity for self-harm, our advisor talked through what she could do to help her husband seek the support he needed. Once she had done that, she felt more able to focus on herself.

Erin was struggling with overwhelming feelings of guilt and shame. She enrolled in the Inform programme, which would give her a safe space to explore her emotions as well as access information and peer support. Erin expressed gratitude for the advice given by facilitators on the programme and found that the emotional support provided was helpful. She had been advised to see her GP and Erin began counselling to help with the extreme guilt she was experiencing. She found that through medication and therapy, she was able to cope better.

The outcome

Erin said she felt supported by our helpline and the Inform programme throughout the process of her husband's legal journey. She later told us that she had decided to leave her husband but was still there to support and help him as a friend. Through the Inform programme, Erin had been encouraged to make time for herself and focus on her own well-being. Since completing the programme, she had started volunteering to keep herself occupied. She said that the programme had been "a lifesaver for her" and that she now fully recognises that her husband's behaviour had not been a result of anything she had done. Erin remains in contact with the helpline for support and is continuing to find a balance between supporting her husband and focusing on her own well-being.

Family and Friends Forum

With thanks to The Emmanuel Kaye Foundation, our Family and Friends Forum has now been running for five years. The forum is a supportive environment for family and friends of those who have sexually offended online to share their experiences and read about the experiences of others. Users can access peer support, helping them feel less isolated, better informed and gain a sense of hope for the future.

Family and Friends Forum

14,421

This year, 14,421 posts were made by 819 active users across 1,575 new topics and there were 12,846 replies made. The forum was viewed by 43,625 users, an 11% increase compared to last year (39,137).

We also saw over 57,985 sessions of more than 10 minutes, a 24% increase from last year (46,600), showing that many people value reading the forum, even if they do not post on it themselves. Support offered by peers on the forum is a lifeline for many. It provides support that they cannot find anywhere else.

> **“I’m definitely so grateful for this forum, I air my thoughts, worries and emotions I cannot share with anyone else. It just supports me tremendously and I cannot thank everyone enough on here for that.”**
>
> Forum user

Evaluation recommendations

Last year we reported on the findings of an evaluation of our forum, led by Professor Rachel Armitage at the University of Huddersfield. This year, we acted on several of the recommendations.

Technical improvements

We implemented a notification system allowing users to turn on and off notifications for individual posts, meaning they will know when someone responds to their post, or they can follow updates on other posts of interest. We made it so pages do not ‘time-out’ when posts are being drafted; we know it can take courage and time to craft a post, so ensuring drafts are not lost is important. And when a new user’s post is approved by a moderator, it now appears at the top of the thread, so it does not get lost.

Messaging and signposting on the forum

We reviewed and updated wording across the forum to reflect a more welcoming approach, while ensuring people are aware that the forum is public and that some of the posts can be distressing to read.

Moderation frequency and quality

The evaluation recommended that we should contribute more frequently to forum discussions to provide greater balance and correct misinformation, when necessary. Our programmes project worker, who started with us in May 2022, is now the lead moderator on the forum, supported by our assistant psychologists. Having a more consistent presence allows us to follow threads closely, ensuring every post receives a response either from a peer or from us. It also allows us to be proactive and increase the posts we publish providing accurate information on topics such as sex offender registers and Multi-Agency Public Protection Arrangements (MAPPA).

Direct messaging

During the evaluation, people told us they want a safe and private place to be able to message each other directly, and it was suggested a private messaging function would meet this need. At the end of the year, we had completed an in-depth scoping and assessment exercise with the direct messaging function ready to go live in early 2023/24.

Services for those arrested and their families

Last year we said we would…

1. **Finalise and roll out our new Inform Plus and Engage Plus programme manuals and review our Inform manual.** This year we reviewed our Inform Plus and Engage Plus manuals. We placed more emphasis on self-care and included additional exercises concerning guilt, shame, anxiety, and how to manage these feelings. We piloted the manuals ahead of the roll-out and used feedback to make further tweaks to the material.
2. **Publish a Faithfull Paper (see research section) on the impact that arrests for online offending have on family and friends.** 'The indirect harm of online child sexual abuse: the impact on families of people who offend' was published in March 2023. Findings were reported on by Sky News and we will follow its publication with a joint webinar for multi-agency professionals with Professor Rachel Armitage, organised by the NWG Network, in the summer of 2023.
3. **Bolster our team by employing a new project worker to support these services.** Our new project worker started with us in May 2022. This post is supported by the Emmanuel Kaye Foundation to whom we remain incredibly grateful.

This year we will…

1. **Promote our programmes to both showcase our delivery and ensure greater sector awareness. We will work with the media and communications team to explore how we can promote the programmes and the forum across our websites and social media.**
2. **Update the Inform manual using findings from the forum evaluation and incorporate trends, themes, and topics discussed/raised on the forum. For example, we will review how trauma-informed both the material and our delivery of the material are.**
3. **Scope out the involvement of users in the running of the forum, following the recommendations of our forum evaluation. We will explore a quarterly forum user steering group, to discuss the forum, for example, what works, what doesn't, ideas to take it forward and ideas for the future. In addition, we will explore forum user moderation, which could increase our capacity to moderate and reply to messages on a more frequent and personal level.**



Achievements and performance

Working with young people and families: preventing harmful sexual behaviour

Harmful sexual behaviour has been defined as sexual behaviour by under-18s that is "developmentally inappropriate, may be harmful towards self or others and/or be abusive towards another child, young person or adult". While there are no accurate prevalence figures on the scale of harmful sexual behaviour, research suggests that around a third of sexual offences against children and young people are being carried out by other children and young people. That's why many of our activities to help prevent and respond to harmful sexual behaviour involve supporting others who work with children and young people – it is only by taking a whole systems approach that we will be able to tackle this problem.

In June 2022, our Esmée Fairbairn Foundation-funded work came to an end. We are incredibly grateful for their support over the last five years which not only helped us create a strategy for preventing harmful sexual behaviour, but also supported the development of all our work with young people and families.

Support for young people concerned about their own thoughts or behaviour

Work on our 'Shore' website and chat service for young people concerned about their own or a friend's sexual thoughts or behaviour continued throughout 2022/23. We had hoped to launch this resource within the year, but we needed to delay it as technical development took longer than anticipated and we are planning a soft launch in summer 2023. We are grateful to the Charles Hayward Foundation for supporting this work.

New resources

This year we created several new resources for professionals and parents.

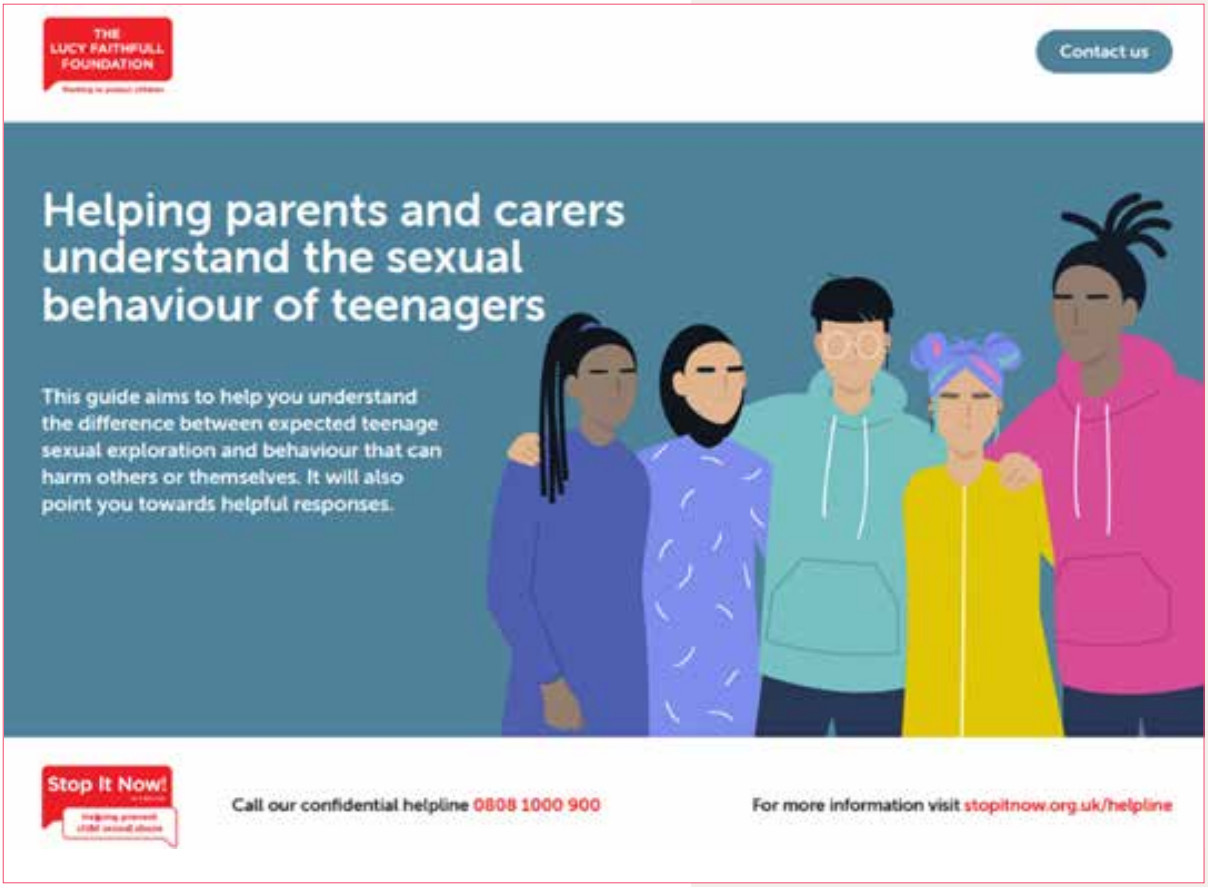
We reviewed our 'What's the Problem' guide for parents and updated our Parents Protect website with new and updated content.

We published a traffic light tool for parents of teenagers to help guide them in what sexual behaviour might be expected and normal, and when behaviour might be concerning or abusive.

We created a digital safety plan to help parents help their children stay safe online.

We started working with Dr Sophie King-Hill on a collaborative project between us, the University of Birmingham and Brook, the sexual health and wellbeing charity for young people, to provide a UK evidence-based tool to aid professionals in responding to incidents of harmful sexual behaviour among 13 to 18-year-olds.





Everyone's Safer: our project to support effective leadership responses to harmful sexual behaviour in schools

Our three-year project working to address harmful sexual behaviour in schools has completed its first year and has supported ten schools across the West Midlands and surrounding counties. Each school engagement began with focus groups, interviews with individuals and surveys to help identify the context and circumstances of each school's experiences of harmful sexual behaviour. Bespoke engagement plans were then tailored for each school. They included a variety of activities and interventions ranging from supporting decision-making amongst school leaders and delivering training and consultation for staff, to providing direct support and educational input for pupils and parents, as well as engaging with local safeguarding partners and networks.

The project is being evaluated by Dr Emily Setty (Senior Lecturer in Criminology at the University of Surrey) and ten summary case study reports were written about the work carried out in each school. We have drafted a report about the end of the first year which will be published in 2023. Here is an outline of some of the identified themes.

Concerns about harmful sexual behaviour:

How harmful sexual behaviour is conceptualised may differ between staff and students, leading to different perspectives on how it should be addressed. Responding to and tackling harmful sexual behaviour in schools requires critical reflection on the part of the staff as well as attention to the issues thought to be affecting students.

Causes of harmful sexual behaviour:

Noted causes (as perceived by both staff and students) of harmful sexual behaviour across schools ranged from emotional dysregulation, experiences of abuse in the home, sexist attitudes and beliefs, peer pressure, poor understandings of consent and healthy/unhealthy relationships, and normalised 'banter' and low-level harassment, among others. Online sexual behaviours were considered a problem in most schools, pertaining to pornography and sexual/nude image sharing, in particular.

Issues identified by students during focus groups:

- perceptions and experiences of safety among students varied widely
- relationships, sex and health education (RSHE) is generally valued but students identified constraints due to variation in practice among teachers and perceptions that it does not reflect the reality of young people's lives
- students expressed a lack of confidence in available reporting mechanisms within schools and were reluctant to use them
- there was a clear desire among young people to be part of identifying problems and developing solutions rather than just being told what to do by adults
- gender stereotypes and inequalities were of concern to many

Identifying, reporting, and responding to harmful sexual behaviour:

Many schools emphasised the need to achieve consistency in awareness among students, parents, and school staff about what constitutes harmful sexual behaviour and to improve willingness and ability to report and tackle incidents, including through preventative action.

By March 2023 we had identified the next ten schools to take part in year two of the project. This work is funded by KMPG Foundation, and we are very grateful for their support.

> **"This is an urgent and timely project where we will be working closely with affected groups in schools, including pupils, parents, and staff, to develop solutions to harmful sexual behaviour. The project will help us better understand the systems, structures, and cultures that need to be in place within schools to meaningfully prevent and respond to this longstanding social problem."**

Dr Emily Setty, Lecturer in Criminology at the University of Surrey.

Inform Young People

Our Inform Young People programme is for under-21s (or 25 where the programme is deemed suitable) who have displayed illegal, harmful or concerning sexual behaviour online.

Inform Young People

96

This year we worked with 96 young people – 84 completed the programme and we had face-to-face sessions with another 12.

This is an increase compared to 2021/22 (86). We also worked with 42 parents and caregivers (2021/22: 39).

> **From the first point of contact, they were supportive non-judgemental, full of help and advice. They made you feel comfortable in talking about difficult situations and communication throughout is brilliant.**

Parent of young person who completed Inform Young People

All young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future.

70% of parents and carers who provided feedback could name three ways of helping their child to keep safe online in the future.

In November, our Inform Young People programme was highly commended at the CYPNow Awards 2022.

Helping others help young people

This year we continued our project to equip other agencies to work with young people who have exhibited harmful sexual behaviour online. With arrests for viewing sexual images of children online, growing and a substantial proportion of these being young people, we know we cannot reach all those who need help on our own. That's why Paul Hamlyn Foundation is funding us to train others in our Inform Young People programme.

In 2022/23, we trained 185 people from 34 organisations including charities, local authorities and schools. This is a big increase compared to 2021/22: 71 people from 10 organisations.

> **The training has been excellent. The trainer was very knowledgeable and approachable. I felt the most successful element of the training was going through the pack module by module.**

Training participant

We also offer one-hour consultation sessions for those we have trained.

> **I've recently started to deliver the Inform Young People programme to two young people with very different needs and I found myself wondering how to approach delivery. I booked into a post-training consultation session to discuss how to best approach delivery with these specific young people. I emailed my questions in advance and was able to discuss the issues I had with the facilitator. Her wealth of experience and practical approach was exactly what I needed; I'm very new to delivering harmful sexual behaviour work with young people and didn't want to get it wrong. Since the consultation session, her advice has helped a great deal in improving my delivery of the materials. I've really appreciated the support.**

Feedback following consultation

Case study: Inform Young People

Dean's story

Dean's parents called our Stop It Now helpline after his arrest for sharing sexual images of children. They told us how Dean, 15, had been exchanging messages with what he thought was a 16-year-old girl. They described how Dean had sourced sexual images of children of a similar age to himself online to share with her. They told us Dean was unaware this was illegal. They also told us Dean had a diagnosis of autism and ADHD.

The police had found nothing illegal on Dean's devices and believed he had been manipulated by someone other than a 16-year-old girl. They decided to take no further action, but they did suggest Dean undertake some educational work given his additional needs which they viewed as contributory factors in his online behaviour. Dean's parents were keen for him to complete our Inform Young People programme, to help him recognise online dangers.

What we did

We worked with Dean over ten intervention sessions. Dean described how at the time he had not suspected that the girl was anyone other than who she said she was. However, he had come to realise that on reflection he did think she was lying. He spoke of how the 'girl' would often say nasty things to him and that he had sourced and sent the images as he didn't want to disappoint her.

We focused on online safety throughout the programme, which was tailored to meet his additional needs. We covered understanding healthy relationships, the law in relation to sexual images of children, and boundaries and consent. We discussed coping strategies and ways he could achieve a balance of on and offline activities.

Dean actively participated in discussions and found the opportunity to talk about what had happened and share his thoughts and feelings very helpful. His parents also received advice to increase their knowledge and confidence with regard to internet safety.

The outcome

Dean continued to meet with one of our practitioners for three months after completing the programme to review his learning and develop a digital safety plan.

His parents said that Dean became more open since completing the programme, especially in talking about his feelings. They also said he was much more open about what he is doing online and that his behaviour at school had improved.

Working with young people and families

Last year we said we would…

1. **Pilot live chat on our website, called Shore, for young people concerned about their own online sexual behaviour or that of someone they know, so they can get anonymous help in real time.** Our website for young people has not yet been launched, but both the website and the chat service will go live later in 2023.
2. **Share insights from the first year of our schools' project, to ensure the sector benefits from what we learn.** Initial findings and insights from the first year of this project have been shared with partners. We will publish the full report and a Faithfull Paper in 2023.
3. **Advocate for a better response to young people with harmful sexual behaviour and using what we know works for young people, shape our response to families who fall through the gap in support and service provision.** We have shaped two programmes and plan to secure funding for pilots to take place in 2023/24: 'Respond' is a programme to support young people affected by a loved one's sexual offending and 'Restore' is a responsive programme focused on early intervention, helping families affected by harmful sexual behaviour.

This year we will…

1. **Launch our website for young people worried about their own or someone else's sexual thoughts, feelings or behaviour where they can receive trusted support and advice and pilot a chat facility enabling young people to get help in real time.**
2. **Collaborate with the University of Birmingham and Brook to create a UK evidence-based traffic lights tool to aid professionals in responding to incidents of harmful sexual behaviour among 13 to18-year-olds.**
3. **Secure funding for and maintain the current level of delivery of Inform Young People to children and young people.**



Achievements and performance

Advocacy, communications and campaigns: influencing policy and public debate, driving awareness

Advocacy

This year we undertook our advocacy work with a renewed focus and launched our advocacy strategy, which sets out our five goals. To drive this strategy forward, we appointed our first Director of Policy and Advocacy.

Collaboration remains key to our advocacy work. We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group and with law enforcement in the child sexual abuse Prevent Board, as well as the Protect and Prepare Board. We have joined the steering group of IICSA Changemakers, a group of more than 60 organisations across the sector who are committed to ensuring that the recommendations of the Independent Inquiry into Child Sexual Abuse (IICSA) are a turning point for change, not just from the government in responding, but also from society as a whole.

We joined with charitable partners across the sector to call for the return to Parliament of the Online Safety Bill during a hiatus in the autumn. We have supported the amendments of charitable partners relating to age verification and parity between the regulation of offline and online pornographic content. Our case studies have featured in briefings to parliamentarians and were submitted to Ofcom in response to a call for evidence as it prepares for its new role as the online regulator following the passage of the Bill.

Our 5 advocacy goals

1

To raise awareness that sexual abuse can happen to any child, but is not inevitable and that we each have a role in helping to prevent it.

2

To promote a public health approach to preventing child sexual abuse, particularly primary and secondary prevention interventions.

3

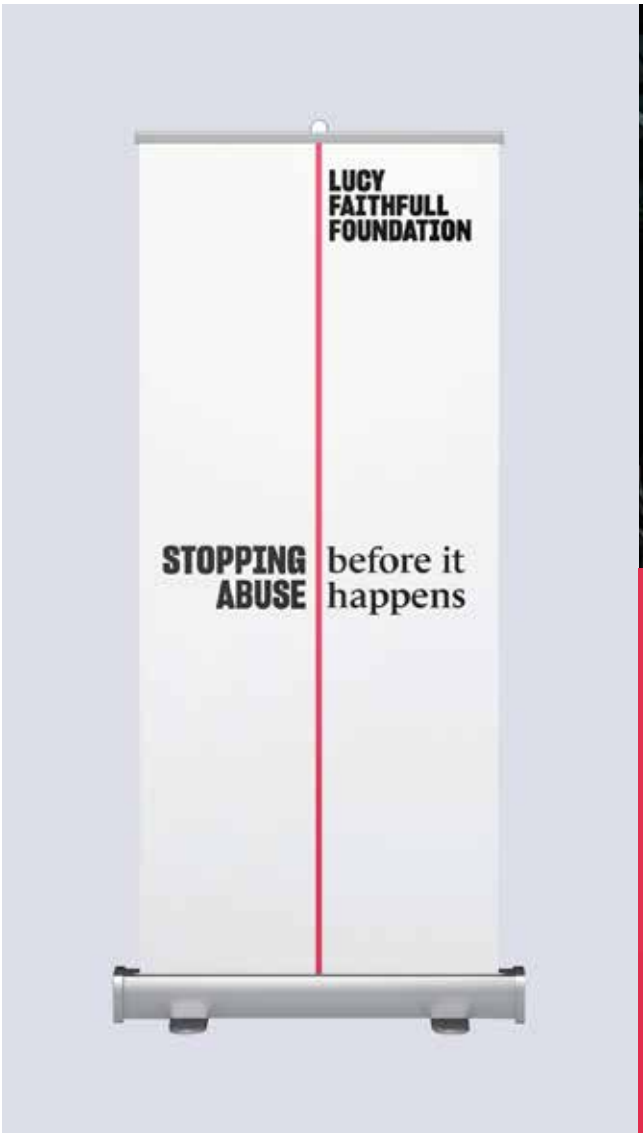
To further the understanding that those who commit sexual offences against children come from all walks of life and that some can be helped to change.

4

To advance the acceptance and resourcing of working with those who have committed sexual offences against children or are at risk of doing so in order to prevent harm to children.

5

To improve our understanding of the nature and scale of harmful sexual behaviour amongst children and ensure adequate investment in prevention and responses that are child-centred.







Communications

Our identity

The diverse audiences that we help have specific and different needs, and so our services, brands and websites have expanded over the last 30 years. To ensure that anyone who needs our support can quickly and easily find it, we have been reviewing how best to present our identity and resources, now and for the future.

We commissioned an agency to carry out research and plan a way forward. Through interviews and surveys, hundreds of our beneficiaries, stakeholders and staff had input which led to a proposal for a new structure of our brands and a refreshed tone of voice.

This work has now been completed and our refreshed branding is used for the first time in this annual report. In the year ahead, we will roll it out more widely across all of our communications, and alongside that, we will work to streamline our websites and bring our extensive content into line with our new brand guidelines and tone of voice. This work will help us expand our reach and impact for the next 30 years.

Press

Our press work is an essential way for us to reach a wide audience and particularly people who don't know about us. Through the press, we can build relationships with the public, professionals and key stakeholders in our field, raise awareness of our services and advocate for a prevention approach, both in the UK and globally.

In September 2022, we recruited a Press and Communications Manager to renew our focus on telling our stories through national and local media. Across the year, we supported 14 separate press engagements, for which we received 118 pieces of coverage. We were also mentioned in 213 other press articles. Highlights include:

- publicising the early impact of our collaboration with the IWF and MindGeek, which uses a chatbot to engage with people searching for sexual images of children on the website Pornhub
- announcing our partnership with other organisations that will create an app to block sexual images of children
- sharing news of our work in schools to help young people understand the dangers of pornography

Blog posts

Our blog posts help us communicate our news and updates while supporting our advocacy work.

Over the last year, we published 16 blog posts, which included information about our latest deterrence campaign, our Faithfull Papers and our 30th anniversary celebrations.


BBC

NEWS

Home | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture | Tech

Technology

App to block child abuse images gets £1.8m EU funding


A fifth of teenagers watch pornography frequently and some are addicted, UK study finds

Head of one Hertfordshire school in survey of 14- to 18-year-olds says it has led to rise in sexual abuse

The study of 4,000 children aged 14 to 18 found 22% had viewed pornography on multiple occasions. Photograph: Migstock/Alamy

People who try to watch illegal porn will have screens locked with a warning

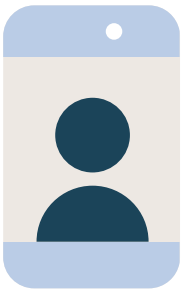
They will be blocked and challenged to stop it by a chat-bot that says they may be breaking the law

By Charles Hymas, HOME AFFAIRS EDITOR

28 September 2022 - 6:00am

Marketing

Marketing helps us engage with several different audiences who already know us. Through our emails to schools, professionals and supporters we provide them with information about our training and other services, and more broadly about how best to prevent child sexual abuse. This year we also launched a newsletter to support our Stop It Now Scotland work and released four issues.



300,243

Overall, we sent emails 300,243 times with advice and information to supporters and professionals across the UK.

Although we sent fewer emails (31.6% lower than in 2021/22) the engagement continues to be well above the industry average and increased year-on-year: an average of 12.7% of people clicked on the information in our emails, up from 9.2% in 2021/22 (against an industry average of 2.5%).

Websites

Our multiple websites support our diverse audiences so that they receive anonymous support whenever they need it.

Combined, these websites had more than 1,142,576 users from across the world (an increase from 1,040,000) and high engagement.

Our Stop It Now website – which includes our Get Help and Get Support self-help content – had over 796,880 users from across the world.

Our website support resources

Get Support

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children.

105,299 users
(48% increase)
4,543 sessions of more than 10 minutes
(16% increase)

Get Help

Self-help for people worried about their own or someone else's online sexual behaviour towards children.

417,274 users
(33% increase)
11,248 sessions of more than 10 minutes
(18% increase)

Family and Friends Forum

Peer support for people affected by a loved one's online sexual offending against children.

43,625 users
(11% increase)
Over 57,985 sessions of more than 10 minutes
(24% increase)

Parents Protect

Advice, support and information for parents and carers.

224,485 users
(18% decrease)
7,195 sessions of more than 10 minutes
(8% decrease)

Campaigns

Deterring online child sexual abuse

Online child sexual abuse – viewing sexual images of children and adults having sexual conversations with under-16s – is a vast and growing problem. Our approach to deter people from starting or continuing this illegal behaviour is supported by law enforcement and governments across the UK and has now run for eight phases. We shared the lessons from our years of campaigning in a Faithfull Paper published in March.

Each campaign phase is independently evaluated, which contributes to the strategic planning of the next phase. Using analysis of helpline call records and online surveys, evaluation of phase 7 (which finished in June 2022) found:

- as a result of the PR and wider campaign activity, calls to the helpline increased
- the campaign performed well, particularly in relation to the mix of paid media and PR activity
- half of the unarrested survey respondents recognised the creatives from the campaign and commented that the ads were broadly considered clear and appropriate at communicating that help was available
- all online and helpline unarrested offenders reported at least taking some action after engaging with our services

Running between February – May 2023, phase 8 of the campaign aimed to build on these results. To the end of March 2023:

- we worked to make three new short films that raise awareness of the consequences of offending and the help we offer to stop. 'Triggers' focuses on the anxiety, fear and paranoia that may be felt by people who offend online, and 'Spotlight' highlights that there is nowhere to hide when people find out about someone's illegal behaviour
- paid advertising brought over 54,000 users to the Stop It Now website (outside of the deterring online child sexual abuse campaign, paid advertising donated by social media platforms and search engines bought an additional 175,000 users to our Stop It Now and Parents Protect websites)
- the campaign received over 100 pieces of coverage for the first of two proactive press engagements
- we added interactive quizzes to our self-help modules to encourage users to engage with the content and help them to work through the information most relevant to them
- we planned to deliver several regional engagement campaigns with police and other partners in several parts of the UK



Working with others

Our collaborations with technology and social media companies remain an important part of our work. Our collaboration with MindGeek, owners of adult pornography websites including Pornhub, began in 2020. Since then, people who search for illegal content on their websites, receive a clear warning message about the illegality of viewing sexual images of under-18s and signposting to our resources for help to stop.

Between 1 April 2022 and 31 March 2023, 110,000 global users clicked through to our website, including over 1,500 from the UK.

Since March 2022, users of Pornhub in the UK also receive a chatbot pop-up that can give them more interactive support and direction to our confidential help to stop their harmful or illegal behaviour.

We continue to expand our partnerships and over the last year, we've worked with TikTok who now also present warning messages to people searching for inappropriate or illegal content, directing them to our confidential help to stop. This work has driven over 7,000 users from around the globe to our resources between July 2022 when the messaging went live and 31 March 2023.

Project Intercept – a million-pound investment in tackling online abuse

We were successful in our bid for substantial funding from Nominet's Countering Online Harms Innovation Fund. Over the next three years, we will undertake a bold programme of work that will innovate and scale online warning messages so that they become the norm rather than the exception.

We will build the evidence base to establish the most effective warnings in different online spaces and work with the technology industry to roll them out across the internet. We will deliver this programme of work in partnership with a consortium that brings together clinical, research, communications and technical expertise from the Internet Watch Foundation (IWF), the Policing Institute of the Eastern Region (PIER), the University of Tasmania (UTAS) and law enforcement.

Advertising credits

This year, we received over £150,000 in advertising credits from Google, Meta and Microsoft to help us continue our work in preventing child sexual abuse. It has allowed us to further raise awareness of our services by advertising on their platforms to reach people who have or might offend, their families, professionals, and the general public. As a result of this funding, our adverts have been served over 20 million times in the UK and brought 175,000 users to our Stop It Now and Parents Protect websites.

Celebrating 30 years of the Lucy Faithfull Foundation

In 2022, we marked 30 years of working to protect children from harm. In celebration, we held an anniversary event bringing staff, trustees, patrons and supporters together to recognise some of our achievements over the last three decades. These key chapters and milestones are documented in a special anniversary booklet and a series of blog posts, including one about our inspirational founder Baroness Lucy Faithfull.

30TH ANNIVERSARY
Celebrating protecting children

Influencing policy and public debate, driving awareness

Last year we said we would…

1. **Continue to deliver our deterrence campaign, learning from previous evidence and research to best engage offenders and those at risk of offending.** We ran a successful eighth phase of the campaign and preparations are underway for a ninth phase in 2023/24.
2. **Launch our advocacy strategy, which will underpin our work to promote a preventative approach to tackling child sexual abuse.** We did, and we appointed our first Director of Policy and Advocacy to drive that strategy forward.
3. **Deliver two 30th anniversary projects – 1) complete the review of our identity, brands and services to increase reach, and 2) begin a refresh of our digital assets.** Our identity review is now complete and the corresponding digital project is underway.

This year we will…

1. **Roll out our refreshed identity and branding.**
2. **Restructure our websites to reflect our new tone of voice and brand guidelines and deliver on our aim to help our audiences easily find the support they need.**
3. **Continue to tackle online child sexual abuse through our deterrence campaign and Project Intercept.**


LUCY
FAITHFULL
FOUNDATION
Preventing child sexual abuse
BEFORE
IT HAPPENS



“Stop It Now Scotland made me realise that the children in the images are real people and have suffered abuse. They help you confront this reality which is harrowing but is extremely important to avoid reoffending. If ever I consider reoffending I only need to recall the dreadful situation I was in, when in the prison cell. I vowed never to go back. I know I can always call Stop It Now for support.”

Inform Plus participant

Achievements and performance

Protecting children in Scotland: Stop It Now Scotland

Stop It Now Scotland is the only organisation focused exclusively on preventing child sexual abuse in Scotland. The team works across multiple strands of work and with partner agencies, government departments and law enforcement to keep children safe.

Direct work to protect children

Working with adults who present a risk of harm to children is at the heart of our work.

In 2022/23, we ran five Inform Plus groups with 50 people attending. Those who completed evaluation forms described an average of a 40% reduction in suicidal thoughts, a 20% improvement in managing problematic behaviour, and a 70% improvement in seeing a positive future.

A further nine people attended Breaking the Links, our adapted version of Inform Plus for adults who have experienced trauma. Those who attended reported an average 85% increase in knowing how to manage their emotions, a 30% increase in understanding why they had offended, and a 30% increase in understanding how trauma had impacted them.

We also provided seven people with a regular counselling service from our counselling psychologist, a further 25 people received one-to-one sessions with our forensic psychologist and four others with cognitive behavioural therapy-based sessions from our postgraduate student on placement. This counselling and intervention service has been accessed by individuals who have offended, as well as their partners.

Work to protect children

95

We ran five Inform Plus groups with 50 people attending.

A further nine people attended Breaking the Links, our adapted version of Inform Plus for adults who have experienced trauma.

We also provided seven people with a regular counselling service from our counselling psychologist, a further 25 people received one-to-one sessions with our forensic psychologist and four others with cognitive behavioural therapy-based sessions from our postgraduate student on placement.

This is a total of 95 people helped.

Work with young people

We worked with 29 young people who had engaged in technology-assisted harmful sexual behaviour, helping them understand the consequences of their actions and supporting them to make safer choices in the future. Young people who display harmful sexual behaviour are not 'mini adult sex offenders' – they are, first and foremost, children and young people who require support to manage their behaviour in ways that are not harmful to themselves or others. Each young person we work with attends our Inform Young People programme on a one-to-one basis. In addition, we also provided one-to-one support to the parents of these young people.

All those who completed evaluations said they were more confident in using the internet safely and responsibly in the future, and all said they understood what online behaviours are illegal.

In November 2022, our Risk of Online Sexual Abuse (ROSA) Project, which finished in 2021/22, won the PSHE Education Award at the CYPNow Awards 2022.



Family work

This year, we worked with 74 family members of people arrested for online offending. Thirty-four of these attended five Inform groups. The other 40 people received individualised support or went through a one-to-one Inform programme.

During the year we started providing a new service. We ran two maintenance Inform groups which were attended by 17 family members. These are follow-up sessions for people who have either already gone through the Inform group or received one-to-one support.

Children who have a parent or family member arrested for an online sexual offence can experience significant distress and confusion. We support those children and over the last year we have piloted a programme for children affected that has worked directly with four young people and indirectly supported 56 children.

> **"When everything happened, we all felt like we were stained with this, like everyone was going to find out and hate us. Being treated like real people, able to share our fears and feel safe made such a difference. I remember on the train home we all felt like a huge weight had been lifted."**
>
> A family member

Delivery of prevention training

As is well documented, we know that children have been sexually abused in settings such as schools, youth clubs, sports coaching contexts and religious settings.

Organisations where children visit or come together carry out checks on their staff and volunteers to stop people who may present harm from gaining access to children. Many will also have safeguarding policies to manage situations when they arise. However, there is still much more that organisations can do to protect children from harm.

During the year, we delivered a new type of training called 'Preventing child sexual abuse in organisational settings', with funding from RS Macdonald, aimed at employees and volunteers within organisations that work with children. The training was designed to help attendees understand how sexual abuse happens in organisational settings. It encourages them to undertake scenario planning to assess what challenges their organisation may face. Then, with a framework based on the principles of situational crime prevention, we help the organisation develop a place-based child sexual abuse prevention plan for their own setting. So far, we have trained staff in libraries, youth work settings, sports and leisure facilities, faith and belief communities, army cadets, primary and high schools and health settings.

We are now providing technical support to some organisations in relation to the implementation of their action plans.

Our training has been a helpful proof of concept, showing that training around child sexual abuse prevention helps organisations make proactive changes to policies, processes, and environments that better safeguard children from harm. Therefore, we have decided to continue delivering this training as part of our core business.

Prevention training

126

In total, we delivered nine situational prevention training sessions to seven organisations, which reached 126 employees and volunteers.

We received overwhelmingly positive feedback from the training.

> **"It was excellent, really informative and practical."**
>
> Training participant

> **"Training was excellent and the opportunity to network/ discuss with others very beneficial."**
>
> Training participant

Case study: Stop It Now Scotland

Training Edinburgh Leisure

Could a safe code word, similar to 'Ask for Angela' in bars and clubs, work in leisure facilities to raise concerns about harmful sexual behaviour, concerns about someone acting suspiciously, or suspected child sexual abuse?

This was one of the ideas that safeguarding leads at Edinburgh Leisure came up with following a training day in child sexual abuse situational prevention in November 2022.

The training

The training was carefully planned and included us reviewing an anonymised list of all safeguarding referrals made over the last two years, and sharing our materials in advance. We co-delivered with representatives from the local Police Scotland Sex Offender Policing Unit and the Social Work Sex and Violent Offender Liaison Office.

The training covered:

- characteristics of the children served
- the organisation's physical environment, for example, are there elements of the layout, building design, or other features that would make it easier for grooming behaviour to go undetected or abuse to occur?
- the organisation's routine activities, for example, is there anything in the organisation's day-to-day activities that influence the risk of abuse to children?
- whether the organisation has effective established policies and a workplace culture that prioritises protecting children

It allowed the 18 managers attending to consider how they could further reduce the risk of child sexual abuse across its 14 sites.

Using a code word was one suggestion, but there were many more. Some of these were:

- zero-tolerance policy in terms of anti-social behaviour
- using real-life scenarios within training
- locking down areas not in use
- greater and regular presence within each building to act as a deterrence

Since the training, we have stayed in contact with the team at Edinburgh Leisure. They are in the process of finalising a 'situation prevention' action plan, and we have committed to providing further training to assist in its implementation.

> **"Working in groups to brainstorm ideas allowed our 18 managers the opportunity to network, share and explore new ideas. The Stop It Now training has been very helpful in further consolidating our managers' knowledge of our already robust safeguarding practices, but as a result, we are updating some of our training using examples from the course."**
>
> Lesley Millar, Quality Assurance Officer at Edinburgh Leisure

Advocacy and policy

One of the main barriers to tackling child sexual abuse is that statutory services typically focus on abuse after it has been identified. We are advocating for a national strategy to tackle child sexual abuse that focuses on prevention to make the country a safer place to grow up.

During the year we:

- Presented evidence to the Scottish Parliament Justice Committee on preventing online sexual exploitation of children.
- Hosted an event, in partnership with NSPCC Scotland at The Scottish Parliament called 'Public Health Approaches to Preventing Child Sexual Abuse' in March 2023. Speakers included Professor Elizabeth Letourneau from the Moore Centre for the Prevention of Child Sexual Abuse, John Hopkins University, a leading expert on public health approaches to child sexual abuse prevention.
- Contributed to the Scottish Child Abuse Inquiry report 'Preventing Abuse of Children in Care: The Psychology of Offenders'.
- Chaired the National Child Sexual Abuse Prevention Network to encourage greater sharing of learning about better protection of children from sexual harm. Members include Police Scotland, Education Scotland and a range of survivor agencies, ensuring that survivors' voices are central to the prevention of child sexual abuse.
- Chairing the Scottish Government's assessment and intervention workstream in relation to adolescent harmful sexual behaviour.
- Started a short-life working group on improving outcomes for those affected by the arrest of a loved one for an online sexual offence.

Stop It Now Scotland

Last year we said we would…

1. **Develop a strategy for our work with children and young people in relation to harmful sexual behaviour over the next three years.** This was completed, focusing particularly on work with high schools in relation to the prevention of harmful sexual behaviour.
2. **Publish an analysis of 800 online offenders that we have worked with over the last 10 years.** Data has been presented at several conferences, and we are now completing the write-up of this study for academic publication.
3. **Produce a report on our training to child-facing organisations about the prevention of child sexual abuse, sharing ideas that organisations have implemented to better protect children from harm as a result of this training.** This will be published as one of our Faithfull Papers later in 2023.

This year we will…

1. **Evaluate Breaking the Links, our group work programme for adults involved with online sexual offences who themselves have a history of trauma.**
2. **Work in two high schools in Edinburgh, working with young people, parents and staff to pilot and evaluate harmful sexual behaviour prevention strategies.**
3. **Make publicly available our programme for working with children and young people who have been affected by the arrest of a loved one for an online sexual offence.**

Achievements and performance

Tackling child sexual abuse in Wales: Stop It Now Wales

Stop It Now Wales works across the country to protect children from sexual abuse. Since 2008, the team have worked with the government, charities, frontline services and the general public to make sure everyone is doing what they can to protect children from harm.

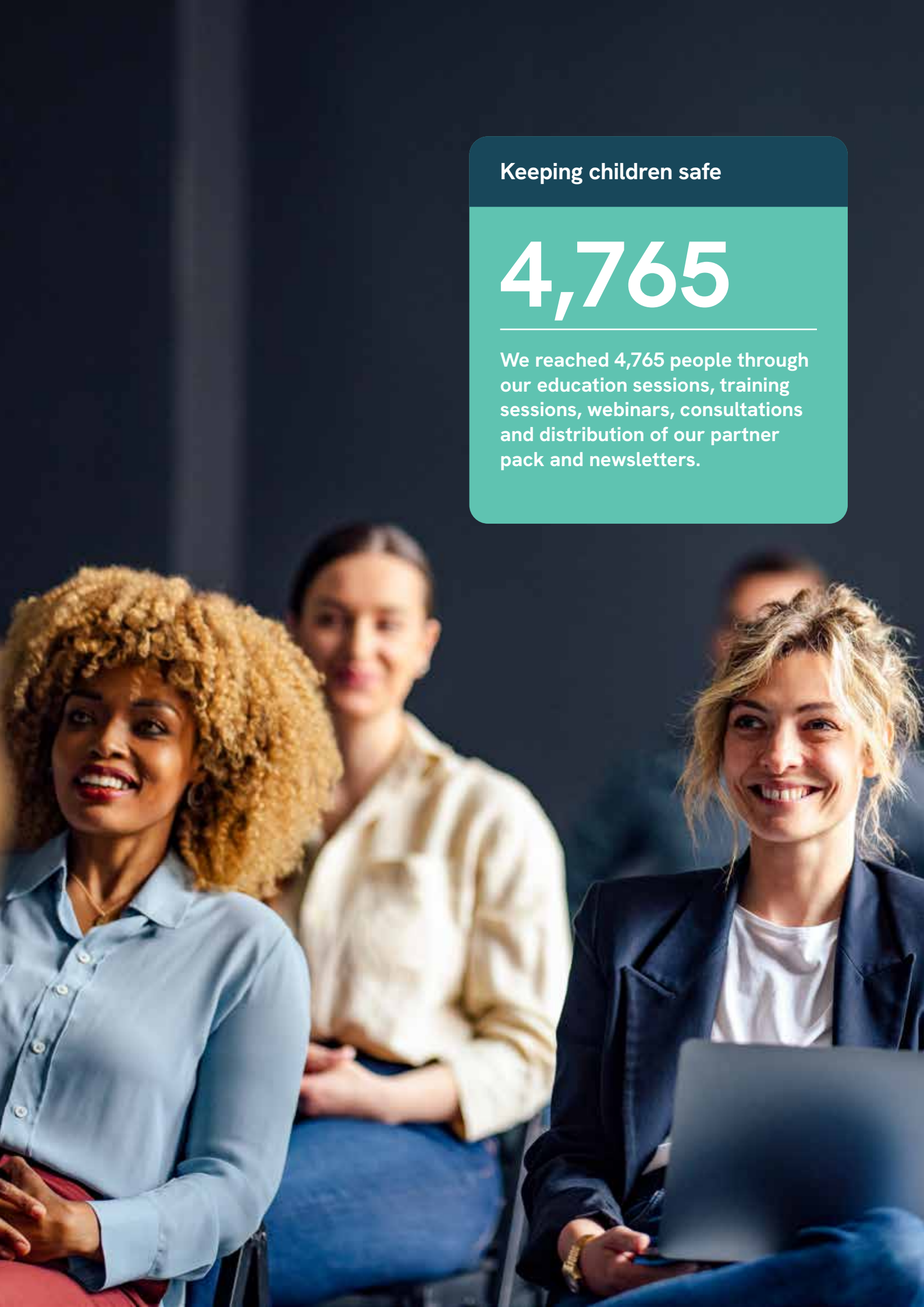
Keeping children safe from sexual abuse

This year was the third year of our government-funded 'keeping children safe from sexual abuse' project, aiming to prevent child sexual abuse and reduce adverse childhood experiences. The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to keep children safe.

This year we:

- delivered 114 public education sessions to 1,177 parents and professionals
- delivered three train-the-trainer sessions to 11 people who work with children and families so they can run their own awareness sessions
- delivered four half-day webinars for professionals to 400 participants representing 138 different organisations including those in education, social services and mental health
- conducted five consultation sessions with parents, and 15 consultation sessions with professionals to help review and refine our child sexual abuse prevention resources
- recruited 13 young people from the STAND (Stronger Together for Additional Needs and Disabilities) youth group to explore with us issues such as sending and receiving naked images of peers and positive use of the internet
- completed the digitisation of our bilingual prevention toolkit for practitioners and started delivering workshops for practitioners to support its use. We completed 13 sessions reaching 149 people. Sessions equip practitioners with the confidence and knowledge to use the resources and information in the toolkit in their roles. Workshops are open to any groups of professionals across Wales who feel that their staff would benefit from it
- distributed our partner pack to 1,500 supporters achieving a 28% open rate and a 15% click-through rate (both higher than industry standards of 25% and 2.5%)
- conducted social media campaigns across Twitter, Facebook and YouTube to raise awareness and share information and resources, resulting in increased traffic to our website
- issued four Stop It Now Wales newsletters that reached more than 1,500 people each time

90% of attendees to our public education sessions would recommend them to a friend and all attendees say they feel supported to protect the people that matter to them from abuse.



Keeping children safe

4,765

We reached 4,765 people through our education sessions, training sessions, webinars, consultations and distribution of our partner pack and newsletters.

Early intervention for vulnerable or at-risk families

This year was the third year of our government-funded project providing educational intervention for families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse.

Early intervention

50

We completed interventions with 50 families, which often involved working with multiple family members, including kinship carers and foster carers.

This is a decrease compared to 2021/22 (56).

The interventions are tailored to participants' needs, giving them the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. Each family co-produces a family safety plan to help protect children in the future

Complex cases

The referrals this year remained complex, with increasing amounts of time being spent on liaising with referral agencies and the families we support.

> **I did not realise help was out there until it was offered to me, to help me keep my granddaughters safe. Being able to talk on a one-on-one basis, see the videos and have good leaflets to support. I have learnt a lot.**

Early intervention participant

> **The work was an eye-opener. We did not realise that abuse can happen within the family. Important to know and be alert to signs. Important to know we are not alone and have a better understanding around sibling abuse.**

Early intervention participant

Case study: Stop It Now Wales

Karen's story

Karen is a single mum to four children aged 5, 9, 11 and 16. Karen was referred to our service by social services due to concerns that her child, Andy, 9, who had a diagnosis of autism, was beginning to behave sexually inappropriately in school and at home. Karen was worried that he was going to be stigmatised for his behaviour and wanted help to support him.

What we did

In our initial meeting, Karen explained that she suffered from severe anxiety and found parenting, meeting people and life in general quite difficult. We arranged for the sessions to be delivered in person, at a familiar venue for Karen and social services supported her with transport.

We delivered six, two-hour sessions over six weeks. During the intervention sessions, Karen engaged well. We were able to explore harmful sexual behaviour and how this can present in a range of ages of children. We also provided effective strategies for management of this with children who have additional needs. We took a holistic approach, and explored Karen's interactions with her other children, and how there could be opportunities for conversations with all her children about relationships, boundaries and safety both online and offline.

Karen was provided with several learning resources including NSPCC Talk PANTS resources for her youngest child, posters, age-relevant books that she could read with her children, along with some easy-read documents to support her with conversations about body changes, masturbation and personal hygiene for her eldest child. The co-production of a family safety plan, which incorporated ideas to promote healthy conversations within the family home, was the final part of this work.

The outcome

Karen said:
"It was helpful being able to listen and have things explained in a way I was able to understand, so I was able to ask questions. And if certain things were to come up in the future, I have got ideas. Not a manual, but things to help me... I want them [my children] to understand what cannot be done to them but also how they behave to others. They need to understand the issues of consent and I want them to be able to talk to me... It's been easy to come along even with my anxiety. I feel safe to come and meet at my usual places... Very easy to talk about anything that I wouldn't openly talk to other people about. If I need to ask, I can ask."

Referrer feedback:
"Karen found it very helpful in being able to talk through her concerns and now feels more confident in having these types of discussions with her children. The referral process was easy and really appreciate an end-of-support report about the support given and how it went. We don't receive this from anywhere else and it is so helpful to have the feedback. Thank you for all support you gave my client, it is much appreciated."

The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs. This year we delivered 23 sessions, reaching 106 people.

> **Thank you for a very enjoyable, quite hard-hitting but very worthwhile course - would recommend to my colleagues.**

Session participant

When asked what they would do following the sessions, participants said:

- Keep an eye on who my children are talking/ hanging about with
- Remember that child sexual exploitation does affect males, as I think subconsciously I usually think of females
- Have a chat with my child about their private parts and that they belong to them
- Keep up-to-date with how and where to seek help/signpost
- I will establish boundaries for my child online, by keeping an eye on her screen time and managing her internet access

Advocacy and policy

We continued to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engaged in various multi-agency meetings to help plan for the future. The secretariat developed and presented our legacy report on the first National Action Plan Preventing and Responding to Child Sexual Abuse. We will continue to work with the Welsh government and partners on the second action plan.

We also continued partnership work through the Stop It Now Wales Action Group. Members include NSPCC Cymru, Better Futures Cymru (Barnardo's), All Wales Schools Liaison programme, Tarian Regional Organised Crime Unit (ROCU), Cardiff and Vale College, Children's Society, Cardiff University, WISEKIDS, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST) & Cardiff Archdiocesan Safeguarding Team.

We presented at a number of conferences including the Cwm Taf Morganwg Health Board sexual health conference and the RASAC conference 2023 hosted by the Rape and Sexual Abuse Centre in North Wales.

Celebrating our anniversary

In October 2022, we celebrated the 20th anniversary of Stop It Now and the 30th anniversary of the Lucy Faithfull Foundation with an event at Cardiff University which was attended by many of our key partners. Inspiring speakers, including Julie Morgan, the deputy minister for social services; Deborah Denis, LFF CEO; Sian Meader, LFF head of clinical services (children and young people); Claire Short, manager of Stop It Now Wales, and Gill Jones, assistant manager of Stop It Now Wales gave powerful presentations detailing the organisation's achievements through a remarkable year and the challenges ahead. We showcased some of the work we developed with our key partners to address the outcomes of the National Action Plan on preventing child sexual abuse and shared our new videos in British Sign Language, which were created for families with additional learning needs.

The National Eisteddfod

We manned a stand at the National Eisteddfod in summer 2022 where we networked with 25 organisations and promoted our work to hundreds of parents, carers, young people and professionals. Feedback received from parents and professionals included:

> **Think this is really good, such important work, very important to have a stand.**

Stop It Now Wales

Last year we said we would…

1. **Continue our government-funded project 'Keeping children safe from sexual abuse' project. We will digitise our bilingual toolkit for professionals, making resources and information accessible online for those who work with children and families, and we will work with British Sign Language experts to make our resources more accessible.** Over the last three years we have witnessed the project go from strength to strength – in year one we delivered 37 sessions to 463 beneficiaries, in year two 88 sessions to 989 beneficiaries and this year, we delivered 114 sessions reaching 1,177 beneficiaries. We completed the digitisation of our bilingual toolkit for professionals and worked with British Sign Language experts and Learning Disability Wales to make our resources more accessible, launching a series of new videos.
2. **Support more families through our early intervention project for vulnerable or at-risk families.** We supported 50 families and local services enquire about the project on a regular basis. We have established good relationships with children's services, regularly holding case discussions and attending meetings, and case conferences/reviews when available.
3. **Continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engage in a roundtable to help plan for the future, as the National Action Plan for Preventing and Responding to Child Sexual Abuse is scheduled to come to an end.** We continued to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engaged in various multi-agency meetings.

This year we will…

1. **Continue our Keeping Children Safe project to build the knowledge, confidence and skills of parents and carers in preventing child sexual abuse. We will increase our reach with parents and carers, and other community groups across Wales, for example, foster carers, LGBTQ+ and ethnic minority groups. This will include attending the National Eisteddfod and resuming in-person multi-agency training days.**
2. **Continue to promote our early intervention project for vulnerable or at-risk families. We will take a more holistic approach with families for better outcomes and develop more resources for families with additional needs.**
3. **Continue with the Cross-Party Group steering groups, and work with Welsh Government and the regional Safeguarding Boards on the second national action plan in responding to and preventing child sexual abuse.**

Achievements and performance

Supporting professionals: training and consultancy

It is vital that those who work with children and families have the knowledge, skills and confidence to identify, respond to and help prevent child sexual abuse. We know that child sexual abuse is complex, that it often happens in secret, and that the signs can be hard to identify.

We also know that when it does come to light, in whatever form, it can be challenging for those on the frontline. That's why we work so hard to help ensure professionals are better able to safeguard children and young people, by offering a range of training and consultancy options.

Before the COVID-19 pandemic, almost all of our training was delivered face-to-face; during 2022/23 58% of was delivered online. Our courses are delivered by experienced, skilled, clinical staff who share their practice-based insights. Our materials are continually refreshed and updated to reflect the latest developments, research and evidence.

> **"Good for sexual offending and social work in general. Many trainings feed general information, but this is practical and applicable to social work practice."**

Understanding and assessing the protective carer in the context of child sexual abuse, participant

Training and consultancy

2,493

We provided 125 training events to 2,370 professionals, an increase on 2021/22 (76 events to 1,302 people), reflecting the demand for our vital services and our ability to deliver more efficiently when delivering online. We also delivered 12 Safer Recruitment events to 123 people, a decrease on 2021/22 (17 events to 170 people).

A total of 2,493 people trained.

Our training programmes help organisations, professionals, frontline workers, volunteers and others working with children and families further their understanding of sexual abuse and sexual offending.

Who we delivered training to

- 43% Local authority
- 15% Open courses for any sector
- 12% Police
- 8% Miscellaneous
- 7% Education
- 6% Charity sector
- 4% NHS
- 4% Residential home
- 1% Foster care

> **It increased my knowledge, awareness and understanding and provided tips and techniques to use when working with families where child sexual abuse has been identified**

Understanding men who sexually abuse children, participant

> **There was the opportunity to consider all aspects of the course and apply it in your setting. It would be good for in-house training/INSET days etc.**

Promoting positive pathways for young people who have exhibited harmful sexual behaviour (13 years and under), participant

Number of events we delivered

32 Understanding men who sexually abuse children

20 Promoting positive pathways for young people who have exhibited harmful sexual behaviour

13 Assessing the protective skills of mothers, partners and adult carers

12 Understanding and preventing online child sexual abuse

12 Webinars on various subjects

12 Bespoke events

8 Safer Recruitment Train the Trainer

3 Women who sexually abuse: an introductory course

3 Safer Recruitment in education

3 Working with families affected by sibling sexual abuse: a road map for safeguarding

2 Promoting positive pathways for autistic children who exhibit harmful sexual behaviour

2 Assessing risk and decision-making in family contexts

1 Safer Recruitment in the wider workforce

1 Parents session (school-based)

1 Therapeutic parenting for foster and residential carers

Feedback from participants is consistently excellent and demonstrates the knowledge and expertise of our trainers and the relevance of the training we offer.

- 95% would recommend our training to colleagues
- 84% said their knowledge of the topic improved
- 83% said their confidence had improved
- 80% said their skills had improved
- 75% of participants said our training will make a great deal or a lot of difference to the way they do their job

Case study: Training and consultancy

Specialist training events

We were invited by a local authority to enter a bid to provide two specialist training events to its social work practitioners focused specifically on assessing the risk of sexual harm to children in family settings when a member of the family is under investigation or convicted of online sexual offences.



What we did

Drawing upon and combining up-to-date content from our current training courses, we developed new materials and successfully secured the contract. Our bespoke training package included:

- models to understand the development of online sexual offending from the perspective of those involved in this form of abuse
- exploration of the range of sexual offences committed online
- the relationship and overlap between online and contact sexual offending
- theoretical information about the relationship between arousal and decision-making
- information about the experience of non-offending parents and carers
- input about the hallmarks of being a protective adult

All the above information was incorporated into a framework for assessing risk in these types of situations.

A key aim of the training was to develop participants' confidence in assessing the risk of sexual harm to children by applying their learning to case studies and, using a checklist, to guide their analysis of evidence-based risk factors.

The outcome

We delivered two training events in November 2022 and January 2023. Feedback confirmed participants' increased knowledge, skills and confidence in this critical area. 92% of participants indicated it would make either 'a lot' or 'a great deal' of difference to the way they work.

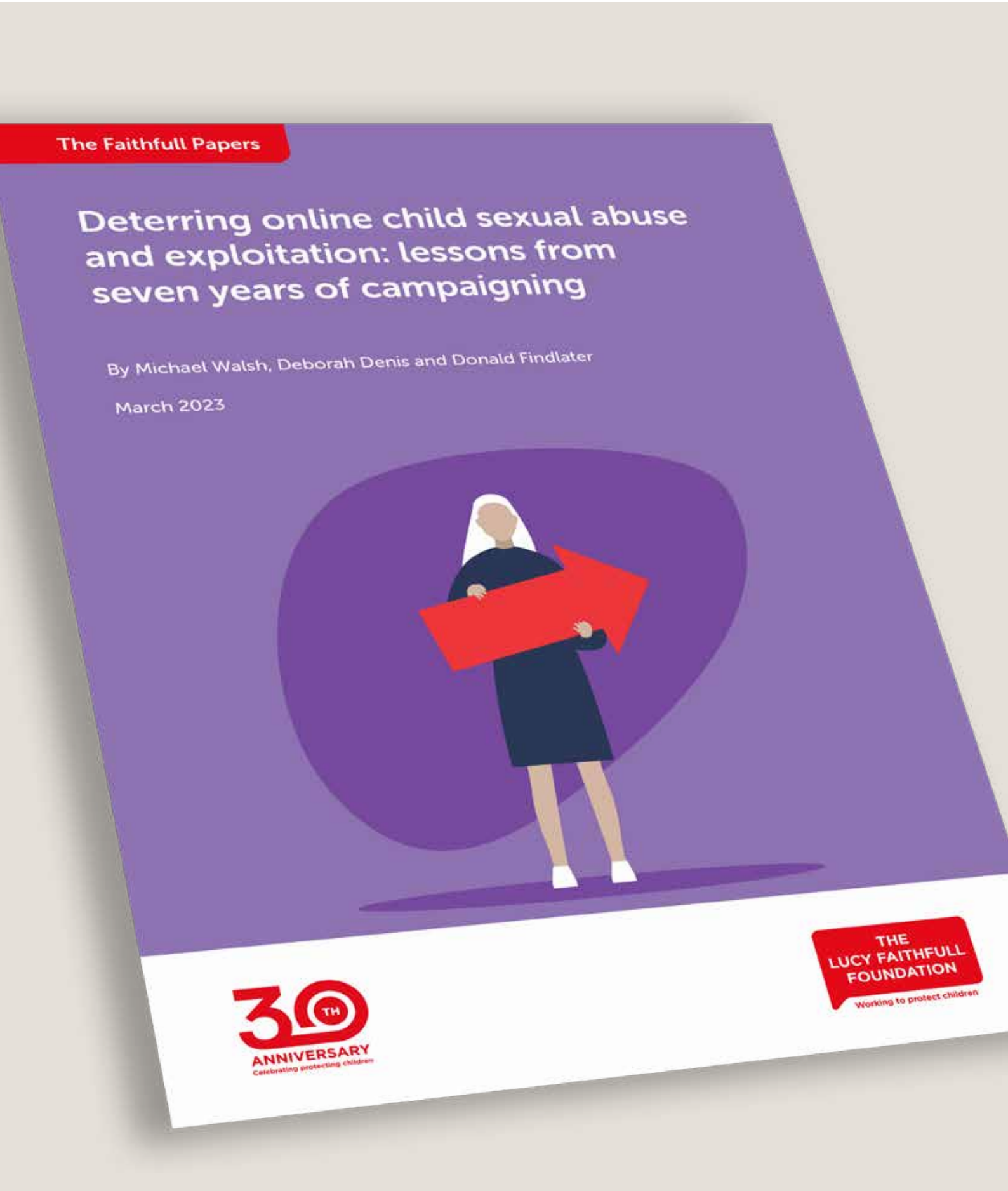
Training and consultancy

Last year we said we would…

1. **Develop new training packages and review our current packages to ensure we continue to meet the needs of those we train. For example, we will start to offer two packages in relation to harmful sexual behaviour in pre-pubescent and teenage children.** We developed new training events including 'Working with children (under-12) who display harmful sexual behaviour' and 'Working with families affected by sibling sexual abuse: a road map for safeguarding'. We have also refreshed our 'Caring for children who display harmful sexual behaviour: a therapeutic, trauma-informed approach (for foster and residential carers)' training material.
2. **Support existing and new staff in the delivery of training and webinars through internal reviews of our training, observation and analysis of evaluation data regarding the impact of our training.** Staff receive and review regular feedback, practice is observed across the LFF, and shadowing/peer feedback is utilised to share learning and expertise. Evaluation data is reviewed regularly by our training manager and shared with lead trainers.
3. **Review our marketing and promotional strategy for training, organisational consultancy and webinars.** Our professional services brochure has been updated to give a better flavour of the range of our training and consultancy offer, the skills of our facilitators and the feedback from participants. Individual events are shared via social media and emailed to those who have subscribed for updates.

This year we will…

1. **Pilot delivery of training focused on assessing the risk posed by women who have engaged in abusive sexual behaviour.**
2. **Promote and deliver our newly created training events: 'Working with children (under 12s) who display harmful sexual behaviour' and 'Working with families affected by sibling sexual abuse: a road map for safeguarding'.**
3. **Focus on the impact of our training, analysing evaluation and diversity data.**


The Faithfull Papers
Deterring online child sexual abuse and exploitation: lessons from seven years of campaigning
By Michael Walsh, Deborah Denis and Donald Findlater
March 2023
30TH ANNIVERSARY
Celebrating protecting children
THE LUCY FAITHFULL FOUNDATION
Working to protect children

Achievements and performance

Research and international work

Research and evaluation are essential to our work. Our ambition is to make the best use of our expertise, our data and our insights to develop new strategies and interventions that contribute to the better protection of children from harm.

Research

Our Faithfull Papers

This year we published three Faithfull Papers which share data and insights about how best to prevent child sexual abuse based on our work.

- **Preventing harmful sexual behaviour: evaluating the risk of online sexual abuse (ROSA) project** – sharing insights from a three-year project working with young people between the ages of 11-19 who had displayed technology-assisted harmful sexual behaviour.
- **The indirect harm of online child sexual abuse: the impact on families of people who offend** – sharing lessons from the independent evaluation of the Family and Friends forum by Professor Rachel Armitage (University of Huddersfield), including findings on the impact on family and friends when a loved one is arrested for an online sexual offence.
- **Deterring online child sexual abuse: lessons from seven years of campaigning deterring online offending** – describing the development, evolution and lessons learnt from our deterrence campaign work over the last seven years targeting those involved with – or at risk of – sexual offending involving online child sexual abuse.

Faithfull papers

2,434

Our Faithfull Papers web page had 2,434 users.

Published papers

Dr Alexandra Bailey, forensic psychologist and senior practitioner, with several LFF colleagues published the peer-reviewed article - 'Pathways and Prevention for Indecent Images of Children Offending: A Qualitative Study' in the journal Sexual Offending: Theory, Research, and Prevention.

Colleagues at the University of Tasmania, Professor Richard Wortley and Professor Jeremy Pritchard published a literature review supporting the evaluation of our chatbot deterrence and disruption work. Professor Rachel Armitage (University of Huddersfield) published a peer-reviewed journal article drawing on data from the evaluation of our Friends and Family Forum.

We also worked closely with Dr Nadine McKillop and Dr Susan Rayment-Hughes at the University of the Sunshine Coast on the report 'Looking Back to Move Forward: The history of Stop It Now to inform future directions', which mapped the history of the Stop It Now movement in US, UK, Europe and Australia.

Speaking events

Sharing our knowledge and experience with our professional community is a vital aspect of our work. We delivered a range of workshops at the NOTA International Conference in Leeds in May 2022 and Stuart Allardyce, director of Stop It Now Scotland, presented a keynote on sibling sexual abuse.

Research projects

We have an ongoing collaboration with Professor Pamela Taylor at Cardiff University who supervises undergraduate students in their evaluation of our helpline operation as part of their dissertation research project. These will be submitted as papers for peer-reviewed publication.

We contributed to a range of research projects over the last year. Our ongoing engagement with Anglia Ruskin University has resulted in a partnership on a research project funded by the European Commission (EU PROTECH) that will field-test the development and effectiveness of an on-device technology to prevent the use of child sexual abuse materials among pre- and post-offending individuals.

We have also started a research project funded by NOTA exploring the essential components of online child sexual abuse prevention programmes and are about to embark on a project with Professor Elizabeth Letourneau at John Hopkins University and Professor Michael Seto at the University of Ottawa to evaluate the impact of our work with those at risk of committing sexual offences involving children, funded by Oak Foundation.

Evaluation of our services

We developed a new evaluation framework for all our programmes for those arrested for online offending and their families, which will be operationalised in the forthcoming year. This has drawn on the theory of changes for each programme we deliver, literature reviews on areas covered by each programme and a review of programme content. This led to a set of recommendations on robust measures and methodologies for gathering impact data that we are now looking to implement.

Thank you

We have received generous funding from Porticus UK and Oak Foundation to allow us to invest in our research capabilities and for that we are very grateful.

Research

Last year we said we would…

1. **Produce and disseminate at least four Faithfull Papers.** We published three Faithfull Papers (details above).
2. **Progress evaluation of our helpline, live chat and online self-help resources (Get Help and Get Support).** Our NOTA-funded project is now underway.
3. **Complete an evaluation review of our programmes and initiate changes to how we measure outcomes in this area of our work.** Through the theory of change workshops, the mechanisms of change and outcomes of interest have been refreshed and a set of recommendations on the most appropriate data collection methods and analyses to capture outcomes of interest are currently being reviewed.

This year we will…

1. **Produce and disseminate four Faithfull Papers. This will include papers on supporting effective leadership responses to harmful sexual behaviour in schools; situational prevention of child sexual abuse; exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched interventions, and an exploration of how pornography features across our work.**
2. **We will complete a research project funded by NOTA to deliver improvements to our online self-help resources and work with international academic partners in relation to a longer-term evaluation of our helpline and online self-help resources.**
3. **We will establish a scientific advisory committee to steer our research and evaluation work in line with our research strategy.**

International

Through our international work, we seek to deliver two of our strategic aims. Firstly, to share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support child sexual abuse prevention across the world, and to ensure what we know and learn benefits children far beyond our reach. Secondly, share our insights with partner organisations and collaborate with them to develop further effective responses to child sexual abuse prevention, both domestically and internationally.

This year, we continued to support the development of Stop It Now Ireland and have been working more closely with international Stop It Now projects in the US, Netherlands, Belgium and Australia; as well as with similar perpetration prevention initiatives in other parts of the world. In June 2022, we supported colleagues in Australia to launch a Stop It Now Australia.

In December 2022, we hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. This conference brought together international child protection professionals, academics and others to mark joint achievements, share insights, discuss challenges, and how to manage these going forward. Feedback was positive and showed a strong desire for increased international collaboration.

Donald Findlater, director of the Stop It Now helpline, delivered a joint presentation with Stop It Now projects from the US and Flanders at the 41st Annual Research and Treatment Conference sponsored by the Association for the Treatment and Prevention of Sexual Abuse (ATSA) in October 2022. Donald also attended and presented at events arranged by Project Parafile in the Czech Republic alongside other international partner organisations. Stuart Allardyce, director of research, was a keynote speaker at the second Chilean Conference of Child Sexual Abuse and Maltreatment in January 2023.

This year a report by the Sexual Violence Research and Prevention Unit at the University of Sunshine Coast in Australia, cataloguing the development of Stop It Now projects in the USA, the UK and Ireland, Belgium and The Netherlands was published.

The Eradicating Child Sexual Abuse (ECSA) project

This year we have been exploring options for our ECSA website. The website hosts an international child sexual abuse prevention toolkit that can be used by a nation, area or region to develop a considered and credible strategy for the prevention of child sexual abuse.

Following an independent review of the ECSA website, which included stakeholder views and advice on its potential future direction and opportunities, we have been considering our options for its future overarching governance models. These include:

1. keeping ECSA in-house while working with external partners to update and develop the resource.
2. entering a collaboration or consortium structure with organisations offering similar resources.
3. transferring ECSA to another organisation with the resources and expertise to operate it long-term in a more sustainable way.

While have yet to decide on the future direction of the site, a dedicated team of volunteers have been supporting us to keep the site updated with new and emerging interventions, projects and activities that seek to tackle child sexual abuse.

International work

Last year we said we would…

1. **Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.** Presentations were made at the 41st Annual Research and Treatment Conference sponsored by the Association for the Treatment and Prevention of Sexual Abuse (ATSA) and at the second Chilean Conference of Child Sexual Abuse and Maltreatment in January 2023, among others.
2. **Share our insights with partner organisations internationally and collaborate with them to develop further effective responses to child sexual abuse prevention, including supporting the launch of Stop It Now Australia.** We supported the launch of Stop It Now Australia and hosted an online conference to celebrate 30 years of international Stop It Now projects and nine additional perpetration prevention services from other nations.
3. **Develop a strategy, using the work of our external consultant, to secure the future development and utility of the ECSA website.** This remains a work in progress as we consider our options for its future overarching governance models.

This year we will…

1. **Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.**
2. **Continue to develop our working relationship with Stop It Now international partners as well as with fellow prevention services.**
3. **Secure the future development and utility of the ECSA website.**

> **“In September 2021, we launched our Stop It Now Australia service. Thanks to the courage of Stop It Now UK over decades, we know that child sexual abuse is not inevitable. It is preventable. We are excited to have joined the Stop It Now international family and we hope to share our own lessons about what can be done to keep children safe.”**
>
> Julie Edwards, CEO Jesuit Social Services

Fundraising

Fundraising for the LFF

A heartfelt thank you to our incredible supporters. Without their generosity and support, our work to protect children would not be possible. Every gift is vital to us, and we truly value the support we receive from people who believe in our mission.

First thanks

A huge thank you to an anonymous donor who donated £10,000 this year and pledged another £10,000 for next – your support is greatly appreciated.

Acts of generosity: fundraising stories

Over the past year, we have been overwhelmed by the support of our fundraisers. They all have their own reasons for fundraising, but they all share the same goal: to prevent child sexual abuse. We are immensely grateful for their dedication and epic efforts in raising over £30,000 – thank you.



Jubilee celebration weekend

The amazing staff at the Bulls Head Pub in Wootton Wawen, along with their fantastic customers, raised an incredible £2,500. Activities included a Thai BBQ, live music, face painting, a bouncy castle and tug of war. This is the second year they have supported us, and we are truly grateful for their continued support. Thank you.

> **“For the sake of our wellbeing, we sometimes guide our minds away from considering such awful realities such as child sexual abuse. I sometimes feel powerless to consider the shear gut-wrenching enormity of this truly devastating crime. So, for me, supporting the Lucy Faithfull Foundation find new ways to protect our children gives me hope.”**
>
> The Bulls Head Pub

The Great Bristol Half Marathon

Damon took on the Great Bristol half marathon in just under two hours and raised over £1,000. Thanks so much, Damon!



“As a survivor of sexual abuse as a child, I wanted to support The Lucy Faithfull Foundation as it is actively working to prevent any child having to go through and live with any form of sexual abuse.”

Damon – Bristol Half Marathon

The Billy Seymour Celebration of Life Golf Day

Stephen, along with the support of Billy’s family, organises a charity golf day each year to celebrate the life of Billy Seymour. We are incredibly honoured to have been chosen as a charity to benefit from their amazing fundraising efforts.



Celebrating our 30th anniversary

This year we celebrated our 30th anniversary and in honour of this incredible milestone, we launched ‘30 for 30’ – our first fundraising campaign designed to inspire people to fundraise and donate around the number 30. We were blown away by the support and delighted to have raised over £6,400. Fundraising activities included an inflatable obstacle course, a 10K run, and 30 hikes, with our youngest fundraiser completing 30 different challenges in 30 days. A special thank you to our fundraisers, staff, patrons and trustees for their support.



“Tackling 30 inflatables while running 5K was challenging but a fun way to support the 30 for 30 campaign. It was also great to be able to raise money for such a good cause and raise awareness of LFF’s important work.”

Vicky and Barry – 30 for 30

Friends of the Foundation

We would like to express our sincere thanks to all our Friends of the Foundation, old and new. Our friends are a significant part of the LFF, and we are incredibly grateful for their ongoing support. We created the Friends of the Foundation scheme to show those who support our work regularly how much we appreciate them. All those joining the scheme receive regular communications including our newsletter, a lapel pin, a pen and a copy of our annual report.

> **“It’s a privilege to help you, even in a small way. I would be honoured to be a friend.”**
>
> Friend of the Foundation

> **“Thank you, I would love to be a friend. My donation may be kind, but the real heroes/ heroines are all of you at LFF.”**
>
> Friend of the Foundation

> **“It’s a pleasure to support the great work the team at LFF do. I would be delighted to become a friend of the Foundation.”**
>
> Friend of the Foundation

Faithfull Friends: Legacy giving programme launched

We are thrilled to have launched our new legacy giving programme. We created the programme to encourage supporters to become Faithfull Friends by leaving us a gift in their Will. Leaving a gift, no matter the size, is a great way to ensure that our services will be here for the next generations and that we can protect children from harm long into the future. Thank you to our new Faithfull Friends who have pledged a legacy to us.

Donations and grants

We are enormously grateful to the UK, Scottish and Welsh governments for their continued support of our work. We would also like to express our sincere thanks to all the charitable trusts and partners who have supported us throughout the year to not only deliver our services but also develop new ones.

We remain incredibly grateful to Google, Meta and Bing for donating advertising credits. Thanks to this support we brought in over 175,000 users to our Stop It Now and Parents Protect websites.

We would not have been able to deliver our vital services to protect children from harm without the support of our partners, funders, and private donors, including service users. Thank you. Your support is truly appreciated.

Fundraising standards

We pride ourselves on a high standard of ethical fundraising and we continually review how we engage with our supporters and the public.

It is paramount to us that our money and other assets are managed responsibly, and that we maintain our good reputation by being transparent, honest, and respectful. Our high standard of ethical fundraising includes adopting an opt-in-only communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure

there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers.

Fundraising activity is monitored by our senior management team, board of trustees, and fundraising subcommittee. We continuously strive to improve and to ensure we address new challenges and effectively adopt updated regulations.

Fundraising is vital to us, and our work and we acknowledge the need to increase charitable giving and public donations to support our sustainability. As part of our commitment to transparency, we ensure that those who support us understand our work, how their money is spent, and our impact. We have rigorous financial controls in place to ensure donated funds are spent on the right activities, at the right time. We remain committed to maintaining our high standards and promoting good practice throughout our fundraising activities.

Protecting the vulnerable

We are committed to ensuring our supporters are fully supported in the true sense of the word. We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse. We make sure that our engagement with those who may be considered vulnerable is sensitive and appropriate. Our commitment to this is demonstrated through our opt-in-only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to relevant regulations. As such, we are registered with the Fundraising Regulator and renewed our registration in 2022. We continue to review our compliance with the Fundraising Regulators Code of Fundraising Practice to ensure we fully adhere to the latest guidance. In addition, we are registered with the Fundraising Preference Service. During 2022/23 we did not receive any complaints about our fundraising activities. The trustees are satisfied that we adhere to the appropriate fundraising standards.

Supporter data

We are committed to being compliant with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Responsible use of personal data remains at the heart of our fundraising practice. This means that we will contact only supporters who have given unambiguous and explicit permission for us to contact them for marketing activity, including fundraising support.

Transparency is key. We are committed to protecting the personal data entrusted to us and strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the core of fundraising communications, we hope to achieve a greater level of engagement, loyalty and value in the long term.

Looking ahead to 2023/24

This year we received our highest income from charitable trusts and foundations including grants from seven new funders.

We will strengthen our relationships with our existing funders while seeking opportunities to develop new ones to support our strategic plan. We will also continue to find ways of diversifying our income including launching a new fundraising campaign to build upon the success of 30 for 30.

Additionally, we will ensure our existing donors feel valued and connected to our mission while working to find new ones.



Structure

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation ("the charity" or "The Foundation") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008, the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

Our 2020-2025 strategic plan outlines our key areas of focus. The strategy centres around three pillars – reach, research and advocacy.

A range of delivery plans sits beneath our organisational pillars to turn our ambitions into outcomes. Our strategy is reviewed annually to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Through our new digital project taking place in the year ahead, our website will feature more specific updates and key achievements, ensuring sure that our supporters, partners, funders and others can follow our progress and be inspired by our work.

Our key ambitions

Reach

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

Research

To make the best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

Advocacy

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

Leadership

The trustee board

The board of trustees, listed on page 139, is responsible for governance, overseeing our performance and providing strategic direction. The board ensures that all activities are undertaken to further our charitable purposes.

The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the OSCR. The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The annual report highlights the significant activities undertaken to carry out our aims for the public benefit.

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. In summary, they lead by example and support the chief executive in the delivery of our strategic plans and activities, regularly monitoring our performance against agreed aims and outcomes.

The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board. Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the governance, finance and general purposes committee and recommendation for their appointment is put forward to the full trustee board, which makes the final decision on appointments. The balance of trustees is kept under review regarding skills and diversity. The board places particular emphasis on appointing individuals who bring specific identified skills, and an induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of the Foundation.

Some trustees have been given specific areas of responsibility including diversity, safeguarding and fundraising. There are currently nine male trustees and five female trustees.

The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the Foundation. This has included the annual review of our safeguarding policy and practice.

The executive team

The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's operational plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 139. As a team, they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensuring we remain sustainable as an organisation, and able to respond to changing trends and external factors.

Risk management

The board of trustees has the responsibility for ensuring that there are adequate and effective risk management protocols and systems of internal controls in place to manage the Foundation's major risks and support the achievement of our strategic objectives. The board reviews and assesses the risks facing the charity on an ongoing basis. A risk register is maintained and updated by executive management. It is a working document which is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment.

Projects are regularly reviewed with particular attention to risk management, and a project review process ensures ongoing oversight. Quarterly reports are provided to trustees showing the progress of longer-term contracts, grant-funded projects, grant applications in process and short-term contract activity.

Awareness of the possible impact of risks on the charity enables the trustees to take all reasonable steps to minimise or remove risk and have appropriate controls in place. Each risk identified and the potential impact and likelihood are rated along with the mitigation strategies in place to

manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for the authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults. Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction.

Principal risks facing the charity include the variable nature of grants and the uncertainty of timing of renewal (see section 'Reserves policy reflecting principal risks' on page 109).

Staffing changes

We had one staffing change within the executive team. In July 2022 we appointed Frances Frost to the new role of director of policy and advocacy. Frances began her career in policy and research, working on legal reform at the Law Commission. After qualifying as a solicitor, Frances spent 20 years in private practice specialising in human rights. Over her legal career, Frances built up a long track record of successful cases upholding the rights of victims. Frances has represented victims and survivors of child sexual abuse in both civil litigation and criminal injuries compensation claims.

This year we increased our staff numbers by a net 6.5 full-time equivalent staff.

HR, pay and remuneration

The board of trustees has overall responsibility for our pay policy and the salaries of executive directors. This is exercised through the general finance and general purposes committee. The committee reviews terms and conditions of employment annually and recommendations are made to the board. The committee benchmarks executive pay against similar roles in the sector and approves pay and any annual pay awards in line with appropriate best practice standards.

We had planned to strengthen our pay processes in 2022/23, with support from external remuneration experts, however, this has been delayed and we hope to complete this work in the year ahead. This year, we continued to receive HR support from Croner, HR consultants, who provide advice and guidance on policy development and implementation and include a support and advice helpline. This year we also implemented HR software, Bright HR.

Information security

The importance of defending our IT systems from malicious attacks and protecting the personal data we hold from unauthorised access and misuse is fully recognised by the Foundation.

Security measures are in place to protect unauthorised access to IT systems and to carry out ongoing tests for potential vulnerabilities on the IT network. Policies and procedures are established for protecting data within the working environment. Our staff are operating from home and office and so we reviewed our guidance to ensure personal data is not compromised. We have strengthened our response and resilience in the face of cyber security threats and will be working towards full cyber essentials accreditation in the coming year.

General Data Protection Regulation (UK GDPR)

This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee meets bi-monthly to implement a data protection action plan, developed with our expert data protection consultants. We operate a centralised data breach process and subject data request system, issue regular staff GDPR updates to all staff, and data protection is included as part of mandatory training and induction for all employees, with compliance monitored. Data protection remains a trustee and senior management team priority. We continue to document all our data assets, and how that data flows through our organisation with clarity about our lawful bases and retention policies. In 2023/24, we will complete this piece of work as well as work to migrate our data onto cloud-based storage to manage and share content safely and efficiently.

This year, we had 24 personal data breaches reported through our internal reporting process, which shows a good level of GDPR understanding across our teams. The majority of these reports were assessed as low or medium level breaches with a limited risk to the rights and freedoms of the data subjects. One of our 24 reported breaches required reporting to the ICO, and this was closed without a need for further action.

Our commitment to safeguarding

The LFF is committed to ensuring the safety and wellbeing of all those we come into contact with. All staff are required to undergo annual safeguarding training and we have a robust safeguarding policy in place which is subject to internal review annually and external review every three years. This year we increased our safeguarding leads from one to three, implemented a rota system so that all staff are aware of the support available from the lead at all times, and implemented a new digital safeguarding reporting system.

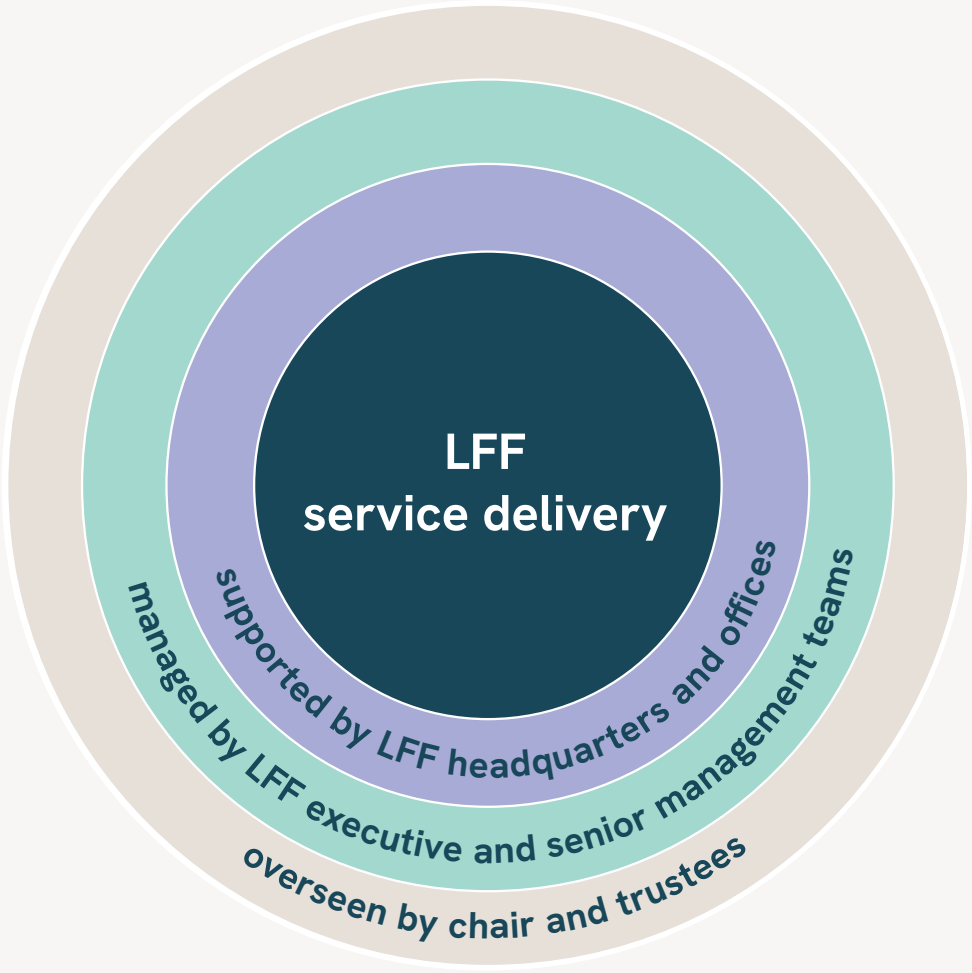
Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse. We have an Employee Assistance Programme (EAP) in place with Health Assured to give staff a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of LFF and throughout 2022/23 we held a bimonthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff ensuring all have access to regular and responsive supervision.

LFF governance and management structure



Service delivery

Helpline staff
Practitioners
Psychologists
Volunteers

Headquarters and offices

Bromsgrove
Epsom
Edinburgh
Cardiff

Finance; Human Resources; Media, Communications and Marketing; Fundraising; IT; Referrals and Training Administration

Management teams

Strategy implementation
Operational delivery
Governance
Risk management
Safeguarding

Chair and trustees

General Finance & General Purpose Committee

Fundraising subcommittee

Governance, Strategy, Safeguarding, Finance, Remuneration, Audit, Risk Management, Diversity

Financial review

Overview

The year references throughout refer to the financial year ended March of 2023 (and prior years ended March 2022 and March 2021).

It has been another year of growth for the charity, reflected in the charitable activity expenditure which has increased by 15% as work with young people, research and development, advocacy and communications, and the helpline all expanded.

However, the professional services income, which we rely on to cover a disproportionate amount of overheads and create the annual surplus, was up only 4% year-on-year. The cost of these professional services was 7% higher, with additional salary costs and more travel time resulting in lower margins and reduced unrestricted surplus.

During the year we had some exceptional one-off costs. We utilised a mix of restricted, unrestricted and designated funding to capture our history and mark our 30th anniversary year with awareness-raising activities costing £22,204. A further £51,918 was spent on the externally-led rebranding recognition project to expand our reach and impact over the next 30 years.

We also implemented a new Xledger business system with designated funding of £45,000 set aside last year. The final cost of £47,987 has been capitalised and will be amortised over five years. The Charity's new finance systems are up and running but the full potential of the new system is still to be developed in the year ahead so we can gain the planned efficiencies and reporting benefits.

The combined impact of the fall in professional services margin and these one-off costs impacted the unrestricted surplus for this year reducing it from £315,720 in 2022 to £122,408 for 2023, though we are still 22% ahead of the budget which expected these changes and was set at £100,000.

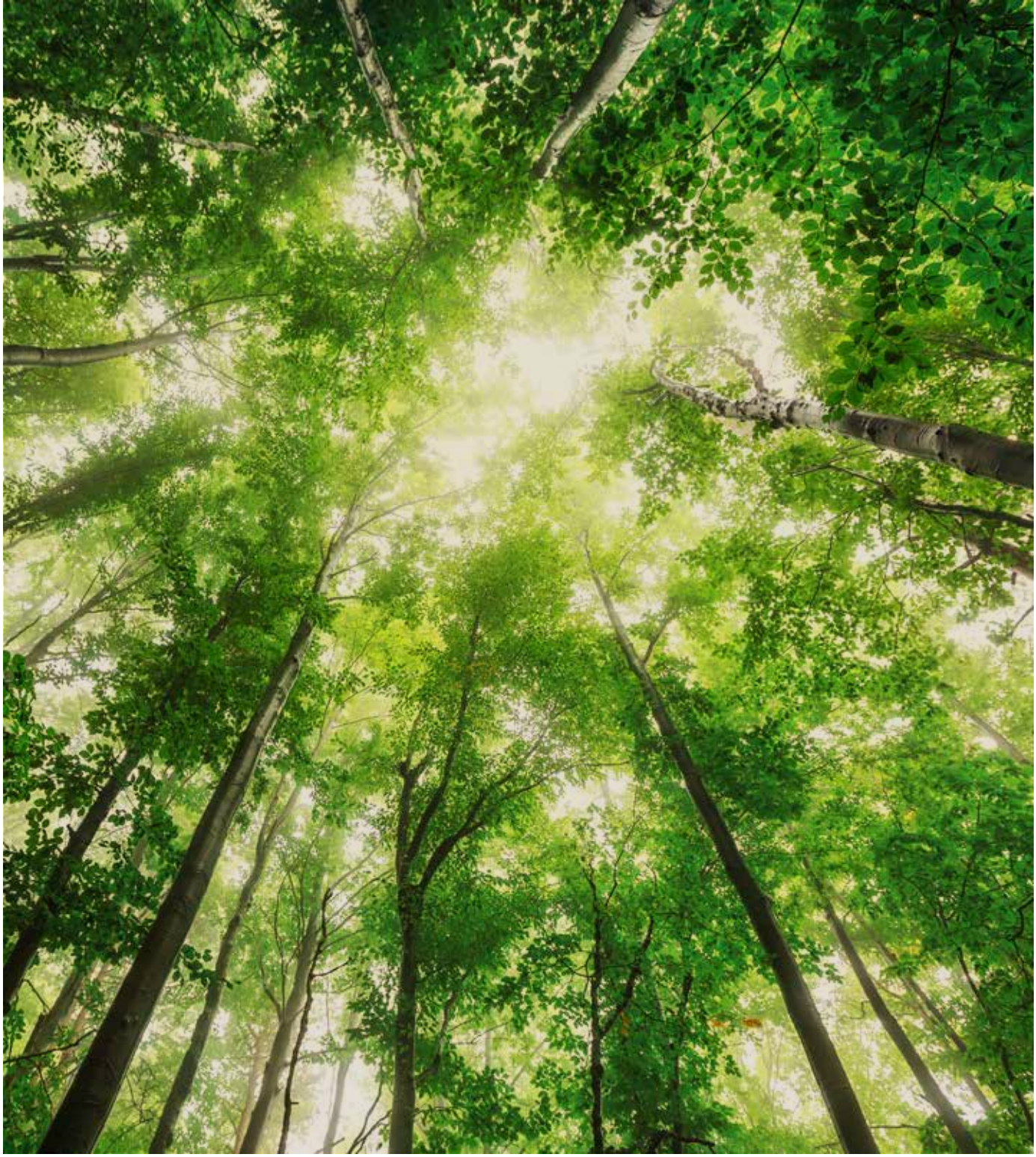
Fundraising had a very successful year, securing restricted grant income totalling £2,475,733 for 2023. With £860,281 of this unutilised at the year-end compared to £547,603 last year, our unrestricted funds increased by £312,678. The increase is mainly attributable to our new grant from Nominet UK that came through in January 2023 for £330,000 of which only £29,278 was spent by the year end.

The combined increase in restricted and unrestricted reserves for the year was £435,086, significantly ahead of last year at £216,383 and taking our total reserves up to £1,815,732 of which 53%, £955,451, are unrestricted.

In line with previous years, the trustees have designated part of the unrestricted reserves to cover future year's depreciation on fixed assets (£45,354) plus commitment to any special projects and this year £40,000 is set aside for the digital development project to increase our reach.

After adjustments, we are left with unrestricted, undesignated, free reserves of £870,097, equivalent to 2.7 months of expenditure which compares which compares to £697,976 equivalent to 2.5 months last year. We are not yet at our minimum target of three months' expenditure but given the sizable growth in the Charity both this year and last, the fact that we are managing to close the gap is very positive.

As we progress our new projects, Intercept, Protech and Circles and strive to meet the growing demand for the Stop It Now helpline as well as develop our work in the education sector and our provision of services to young people, we acknowledge the challenge of maintaining sufficient focus on our professional services.



Assessments, intervention, training and consultancy have all been an important part of our work since the foundation started 30 years ago. The ad-hoc/spot purchase nature of this income stream provides resilience against the ups and downs in grant funding where the impact of external factors is beyond our control. Work in the family courts makes a very important contribution to child safety and it also provides our staff with the experience they need to hone their skills and develop their specialist expertise. In 2023 professional services made up 26% of our charity's activities, making it our biggest source of unrestricted income which in turn enables us to generate surpluses and build reserves and sustainability. It is therefore an important goal for the years ahead to maintain and grow these professional services.

Financial review

Income growth

In 2023, total income grew by 21% to £4,472,771 (2022: £3,701,103). Over the last five years, income is up 69% with growth of 63% in restricted income and 77% in unrestricted income.

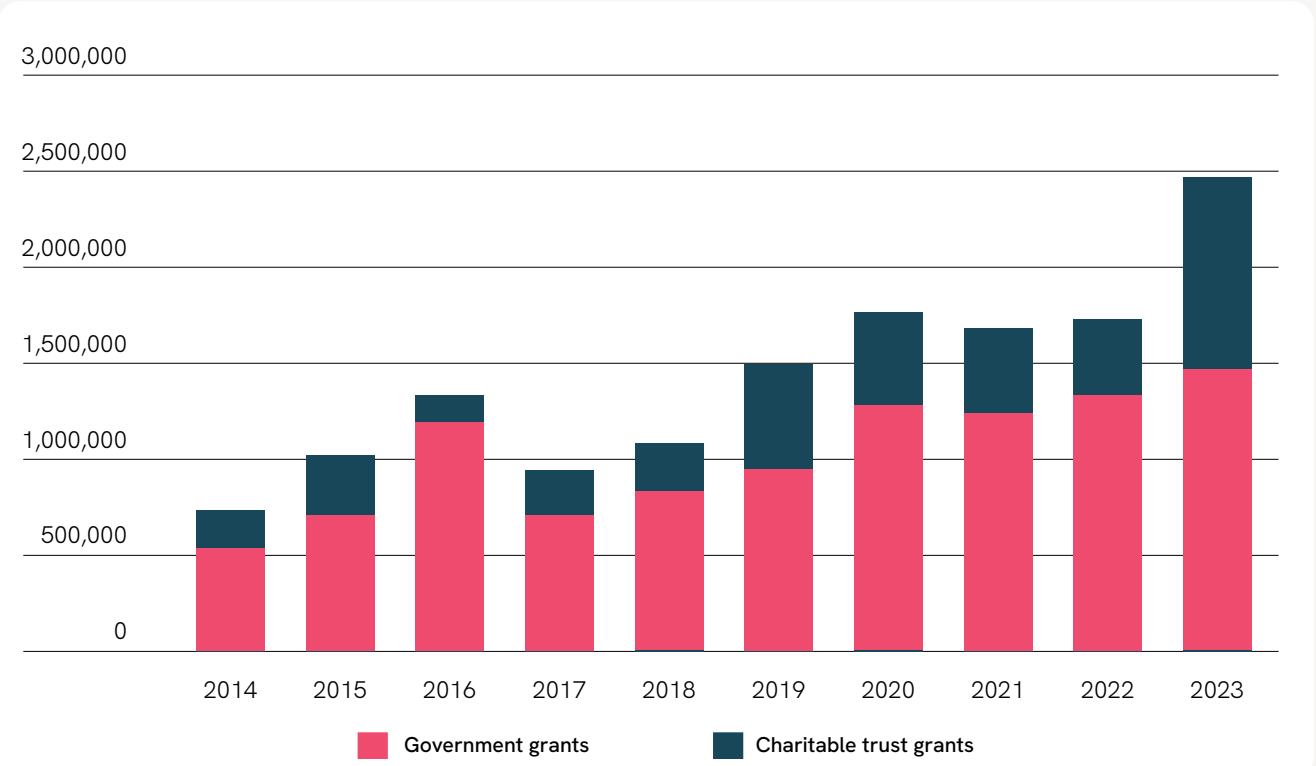
Income 2019-2023



Restricted income

Restricted income grew substantially in 2023 up 42% to £2,475,733 (2022: £1,742,210).

Restricted income 2014-2023



Grants from charitable trusts account for the bulk of the growth this year, up 135% to over a million for the first time - £1,016,277 (2022: £433,068) and they now make up 41% of the restricted income.

Much of this growth is coming from three funds which came through late in the year and are largely unspent.

- £330,000 received from Nominet UK for online CSA warning messaging – Project Intercept, of which 91% is unspent.
- £71,932 received from the European Commission for software to detect child sexual abuse material on devices – EU Protech project and 94% of this is unspent.
- £113,000 from the Global Partnership to End Violence Against Children (EVAC). This is year two funding, but nothing was received last year as the project was delayed so year one funding came through in 2021.There is still 65% of year 2 funding unspent.

We will not see the full impact of the additional charitable trust grant income on our activity levels until the two new projects Intercept and Protech are properly underway in 2024.

Government grants increased by 11% to £1,459,456 (2022: £1,309,142) with an increase in helpline funding from the Home Office of £100,000, and an increase of £30,000 in the Section 10 core funding grant for Stop It Now Scotland. In addition, we received £15,000 from Surrey Police and Crime Commissioner which is reserved for Inform Young People programme delivery in 2024.

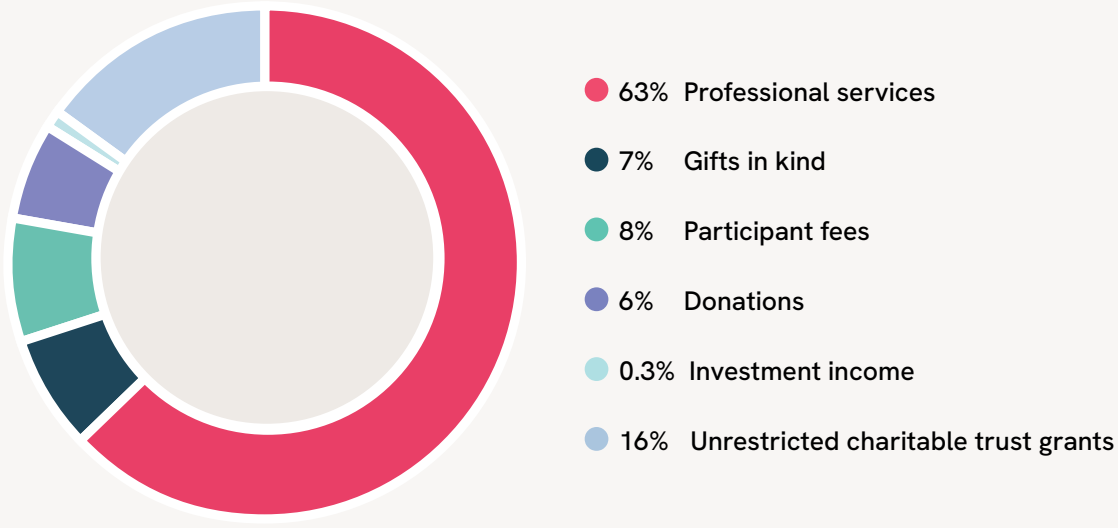
Whilst government support remains vital to LFF and has grown from £550,417 to £1,459,456 over the last 10 years, it is good to see that we now have a wider base of restricted funding with charitable trust income in 2023 amounting to £1,016,277 compared to just £135,645 in 2014.

Unrestricted income

Unrestricted income makes up 45% of LFF's total income and grew by 2% in 2023 to £1,997,038 (2022: £1,958,893).

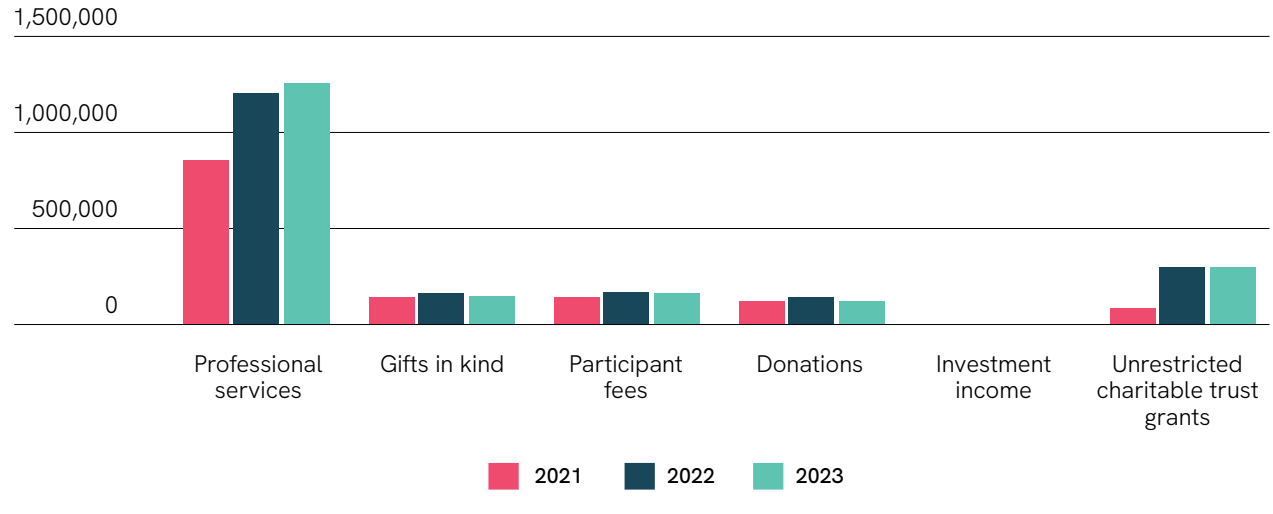
The split of unrestricted funding between the categories of income has stayed pretty steady year-on-year. Professional services make up 63% of unrestricted income in 2023 (2022: 61%) and our unrestricted charitable trust grants account for 16% (2022:15%).

Unrestricted income split 2023



Following significant growth last year, it is good to see the higher levels being maintained in 2023, particularly in the two key areas of professional services and unrestricted grants, which between them make up just under 80% of our unrestricted income.

Unrestricted income 2021-2023



Professional services – assessments, intervention, training and consultancy

Professional services income totalled £1,250,543 for the year (2022: £1,203,560), the year-on-year increase of 4% being attributable to a fee rate rise in April 2022 as well as growth in assessments and general training, offset by reduced income from interventions and safer recruitment training.

At the time of budgeting for 2023, we were aware of the growth to come on our restricted grant-funded activities. The aim was to increase our practitioner staffing levels so that we could grow our professional services alongside the projects and maintain a good balance of high-, low- and no-margin work. Unfortunately, with a challenging job market in our sector, recruitment was more limited and occurred later in the year than planned. Consequently, planned growth in our professional services was not achieved this year and we ended up 9% down on budget. However, given the return to more face-to-face work with travel time reducing our deliverable hours, the fact that we have maintained the significant growth of 40% achieved in 2022 is still a positive achievement.

Unrestricted grant income from charitable trusts

We received unrestricted grant income of £310,000 in 2023 (2022: £300,000). This relatively new source of funding, first secured in 2021 with income of £79,373, has been transformative, enabling us to continue to develop and implement our strategic plan. This income stream takes us beyond the short-term goals that project-based restricted funding supports so well, into much more long-term strategic work around expanding our reach, research and evaluation, and advocacy activities. It has covered some core costs and beneficiary subsidies. It has also helped us avoid precipitative action on our services and projects when funding gaps arise, giving us time to secure new restricted grant funding.

Participant fees

Participant fees reduced by 10% to £152,159 (2022: £169,420). This has been a planned reduction as we have endeavoured to make our services more accessible to those with limited means and respond to the 2023 cost of living issues. We are particularly grateful to KPMG Foundation and the Indigo Trust both of which supported these initiatives and enabled us to offer more subsidised and free places for Inform Plus, as well as ceasing to charge participants on Inform courses for their initial face-to-face sessions, making the whole Inform course a free service.

Donations

Donation income has remained constant year-on-year with £127,509 raised in 2023 compared to £127,593 in 2022. Income from fundraising events was up by £10,783 (53%) compensating for the decline in other donations which is to be expected as inflation impacts on donors across the charity sector.

Gifts in kind

Gifts in kind relates to donated advertising credits from Google, Meta and Microsoft. These service providers continue to support our work, but they often change the basis for free advert allocation and this results in variations in value from year to year that are beyond our control. 2023 ads were valued at £150,538 (2022: £158,261).

Investment income

With some sizable grants paid in advance and the interest rates much improved, the cash holding in current accounts is now being minimised and funds are earning interest in Lloyds and HSBC instant access deposit accounts as well as a Lloyds 32-day account and some HSBC fixed-term deposit accounts.

Arrangements with the banks were in place by the fourth quarter of 2023 and income of £6,920 has been generated – a great improvement on the prior year (2022: £59).

Financial review

Raising funds

Following a 25% cut in fundraising costs last year due to staff changes, it is good to see our investment in this area has increased by 34% to £109,333, taking it just ahead of 2021 levels (2022: £81,796 & 2021: £108,615).

Even with this increase, fundraising costs are only 2.4% of our income and reflect a relatively small team. As a result, we have had to prioritise grant applications for new and existing projects ahead of other fundraising activities.

In the current economic climate, we would be satisfied with our achievements in maintaining our overall level of donations year-on-year but in the context of the volume of successful grant applications we have managed alongside these donations, the fundraising successes in 2023 are particularly noteworthy and reflect well on our fundraising approach.



Financial review

Expenditure on charitable activities

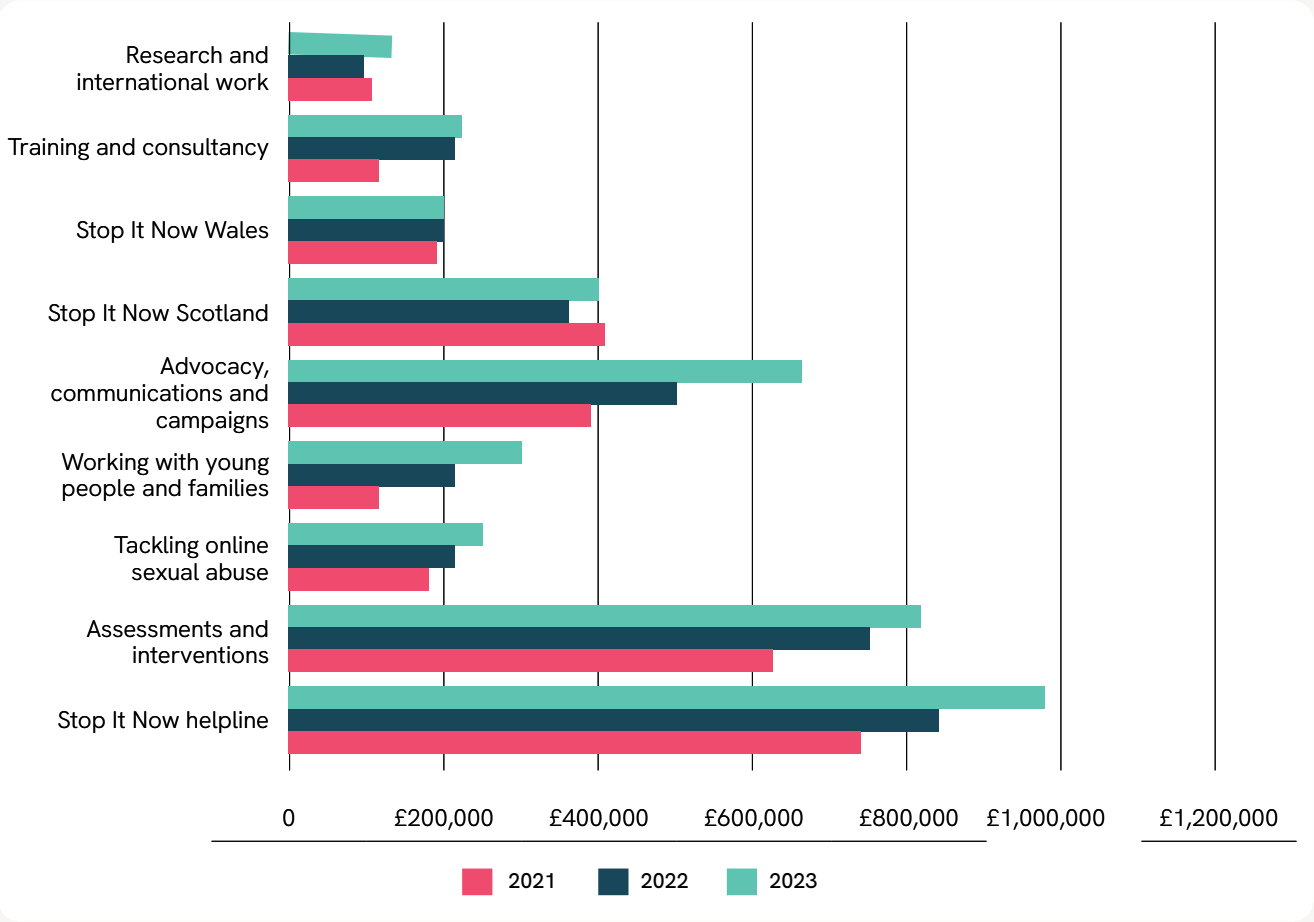
During 2023, charitable activity expenditure amounted to £3,928,352, a 15% increase on the prior year (2022: £3,402,924).

Salaries account for 75% of costs in 2023 (2022: 73%) and these increased by 19% to £2,938,999 (2022: £2,472,374). The April 2022 general staff pay award amounted to 4% and although there were some other pay adjustments during the year the growth in expenditure is primarily due to the increase in the number of staff employed, with a net 14 full-time equivalents (FTE) added during 2022 and now impacting for a full year, plus an additional six FTEs added in 2023.

Other costs increased by a net £58,802. The main additional costs arising from agency costs relating to the rebranding recognition project (£51,918) and initiatives to raise awareness and increase our reach during our 30th anniversary year (£22,193).

Having had significant growth in activity levels last year, it is good to see these have been maintained and, in most cases, exceeded in 2023.

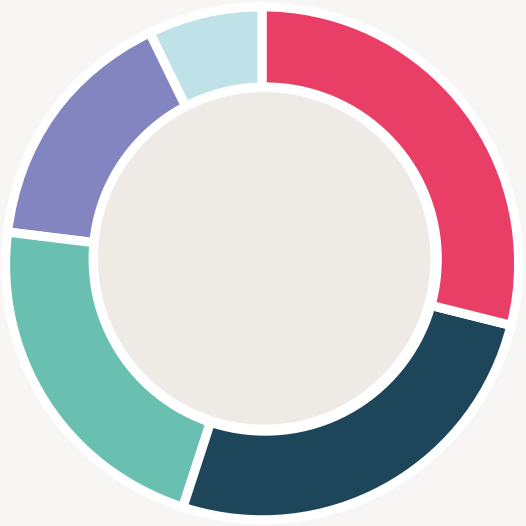
Expenditure on services 2021-2023



Over the two years since 2021, we have increased charitable activities by £1,027,989. Our training and consultancy service has almost doubled, and with assessments and intervention up 30% our professional services combined account for the greatest % of the £1 million growth.

Advocacy, communications and campaigns have increased by 68% over the two years and contributed 26% of the growth, whilst the helpline expansion accounts for 22% and our young people's services developments make up 16% of the growth.

Contribution to growth of £1m from 2021-2023



- 29% Professional services £297,795
- 26% Advocacy, communications and campaigns £267,361
- 22% Stop It Now helpline £226,613
- 16% Working with young people and families £163,879
- 7% Other £72,341

Mixed funding approach to funding expenditure

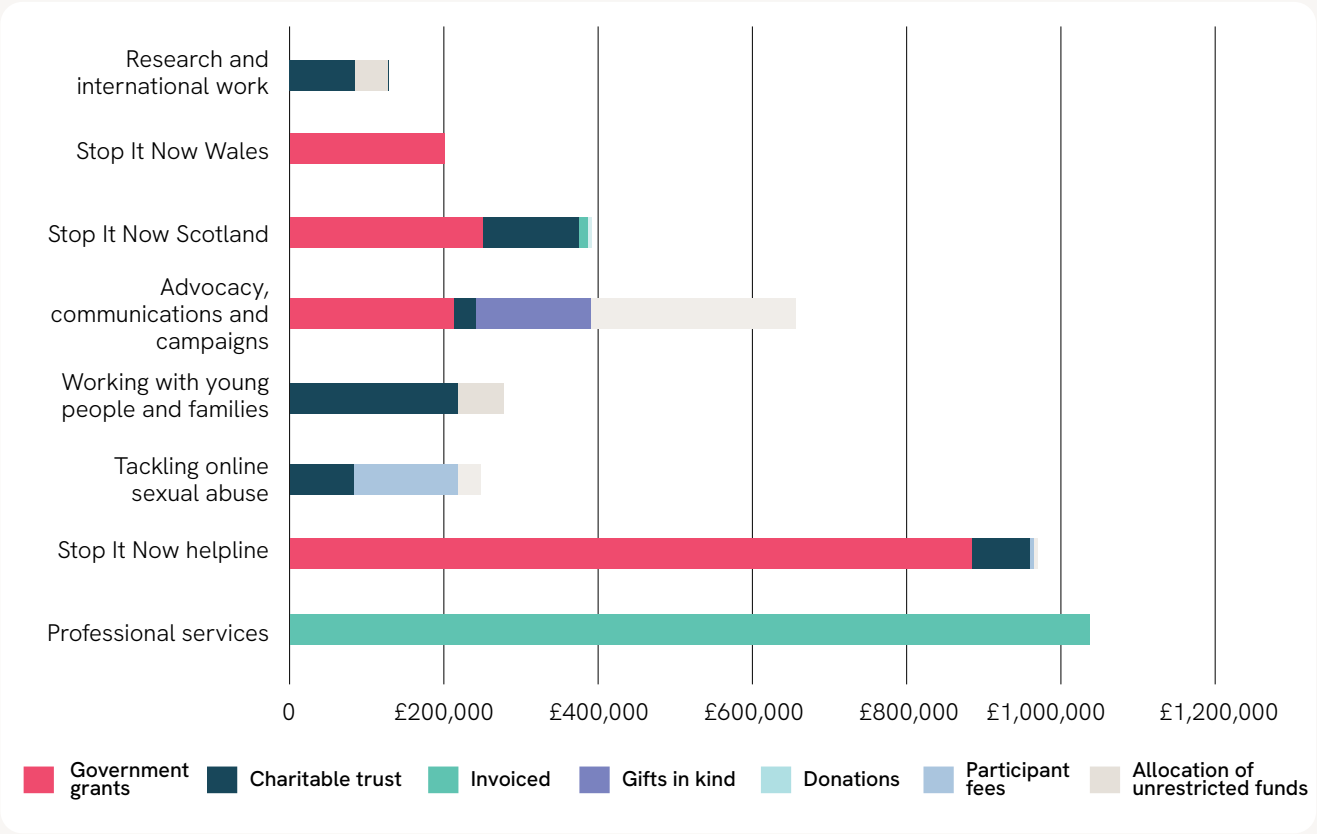
Over the years, we have been keen to develop mixed funding models for our projects and services to ensure activities are not too reliant on one funding source. Many areas of our work benefit from a mix of funding including government grant support, charitable trust grant support, participant contributions, donations, gifts in kind and some invoiced fees or recoverable expenses.

The exact balance between the various types of funding varies year on year, but the principle of diversified funding remains. There were no appreciable differences between 2023 and the prior year.

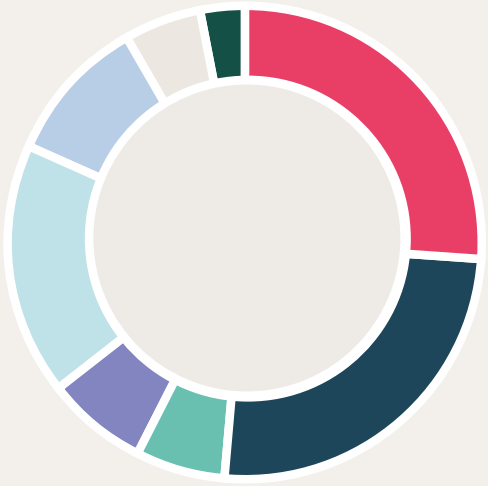
Relative size of the charitable activities

Overall, charitable activities have increased by 15%, with young people work as well as advocacy, communications and campaigns both increasing by almost a third whilst professional services increased by only 7.5%. This has resulted in a small shift in the breakdown of charitable activities, professional services reducing to 26% (2022: 28%) and advocacy, communications and campaigns increasing to 17% (2022:15%). Expenditure on young people's services (excluding assessments and interventions) is now £280,509 (2022: £210,246) and makes up 7% of the charity's activities. The increase in demand for this service over two years is notable at 141% (2021: expenditure was only £116,630 accounting for 4% of charitable activities).

Charitable activities expenditure and funding sources 2023

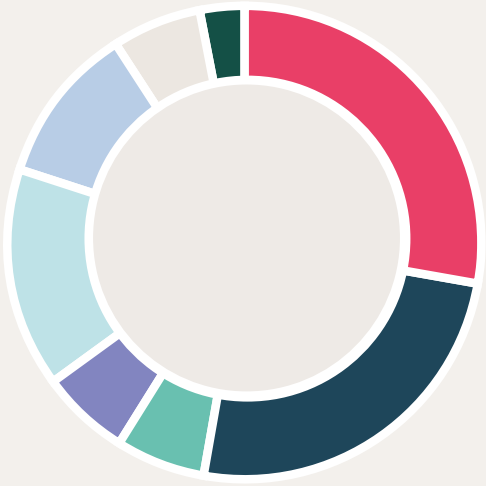


Charitable activities 2023



- 26% Professional services
- 25% Stop It Now helpline
- 6% Tackling online sexual abuse
- 7% Working with young people and families
- 17% Advocacy, communications and campaigns
- 10% Stop It Now Scotland
- 6% Stop It Now Wales
- 3% Research and international work

Charitable activities 2022



- 28% Professional services
- 25% Stop It Now helpline
- 6% Tackling online sexual abuse
- 6% Working with young people and families
- 15% Advocacy, communications and campaigns
- 11% Stop It Now Scotland
- 5% Stop It Now Wales
- 3% Research and international work

The Stop It Now helpline

The helpline remains at the heart of what we do at LFF. Whilst there is a growing contingent of part-time staff who are dedicated solely to helpline service delivery, our delivery model is geared towards enabling all our clinical, media, research and other staff to contribute their expertise on a day-to-day basis as it is needed.

The helpline continues to account for 25% of what we do, with the expansion of the service keeping pace with the Charity's overall growth.

Costs increased by 16% to £970,882 (2022: £837,565). The increase in operator hours enabled us to support 12% more people than last year and handle 9% more calls, emails and live chats. In addition, we have continued to develop and pilot an adult chatbot and a young people live chat service to increase reach and accessibility. We also made improvements to the helpline infrastructure to ensure the highest standards of service delivery and safeguarding are maintained as well as implement changes to support staff welfare.

Professional services - assessments and interventions

During 2023, we took steps to increase the levels of management oversight, clinical supervision and administrative support to keep up with the growth in practitioner staff numbers and the volume of referrals coming through. We also saw an increase in travel time with more young people and children cases driving an increase in face-to-face work.

Consequently, costs rose by 8.5% to £818,201 (2022: £753,890) against an income growth of only 5% (excludes a one-off prior year adjustment of £22k).

Professional services - training and consultancy

Although we delivered 11% more training events, reaching 52% more professionals compared to the prior year, income reduced by 5% and costs reduced by 4% to £220,442 (2022: £212,336). This is due to the underlying mix of work.

Whilst our general training events increased from 76 in 2022 to 113 in 2023, the income and cost were disproportionately impacted by the reduction in safer recruitment events which reduced from 17 in 2022 to 12 in 2023.

In addition, we did 49% more remote delivery via webinars in 2023 which enabled us to reach more professionals at a much lower cost person.

Tackling online sexual abuse

This area of our work includes the Inform Plus and Engage Plus courses we run for people who have offended online. In 2023, we increased our reach and beneficiary numbers by 8% but only increased costs by 6% to £162,625 (2022: 153,440), keeping costs down with remote delivery of sessions.

We also deliver courses to the partners, other family members and friends of those who have offended online. Our beneficiary numbers have reduced by 14% but this is following a very sharp increase of 33% last year. We are reassured by the presence of other providers who are offering support to these families and the uptake that we see on our friends and family forum. However, our Inform courses have an important role to play in helping these families and we continue to strive to increase participants by making the courses more accessible with remote delivery options and fully subsidised free places for all. Costs are slightly up by 3.5% to £50,864 (2022: £49,156).

Overall, the expenditure for our 'Tackling online sexual abuse' work has increased by 13%, primarily due to the increase in investment in our friends and family forum where we have doubled expenditure this year to £33,909 (2022: £16,435). Responding to last year's evaluation report, we have put in extra moderation and technical improvements as well as supporting an extra 12% of active users now up to 829 (2022: 743).

Supported by a two-year grant from The Emmanuel Kaye Foundation we have also appointed a dedicated project worker in 2023 to work across all four services tackling online sexual abuse.

Working with young people and their families

The Esmée Fairbairn Foundation's grant funding that supported the development of our young people services over the last five years came to an end this year, but the work very much continues. We utilised unrestricted funding of £17,197, together with the balance of the Esmée Fairbairn grant of £30,537 to direct and develop the young people services in 2023.

The KPMG Foundation-funded work in schools was active for a full year and accounts for the bulk of the increase in expenditure on young people services with £94,580 of the grant funding utilised compared to £24,572 last year.

We continued to progress the Charles Haywood-funded project to develop Shore, our website for young people. £17,516 was spent this year as the project nears completion (2022: £14,634).

Demand for our Inform Young People programme continues to increase. We delivered to 96 young people and 42 family members this year compared to 86 young people and 39 family members last year. With 12% more young people to support and varying complexity of needs, the cost of the service increased by 18% to £93,844. We managed to find sufficient restricted and unrestricted grant funds to cover the costs in 2023 but as demand looks set to escalate further we are acutely aware of the funding challenge ahead. A large number of applications have been submitted to sustain the service and avoid turning any young people away.

Extending the Inform Young People service by training others to deliver the programme is a project funded by Paul Hamlyn Foundation that is now in its second year. This grew significantly in 2023 – costs virtually doubled year-on-year to £26,835 and we trained a significant number of people, 184 compared to 71 in 2022.

Advocacy, communications and campaigns

This area of our work saw the biggest increase in expenditure year-on-year. Expenditure totalled £660,289 (2022: £500,808) and the increase of £159,481 was made up as follows:

- £30,951 relates to the CSA deterrence campaign. The work was funded by the balance of the 2022 Home Office grant, as well as the new grant for 2023 that started in September 22. We managed to deliver substantially more of the project in quarter four than has been achieved in previous years, resulting in a much-reduced carry forward to 2024. This should enable us to bring the next grant fully in line with the government's funding year.
- Our new campaign for online CSA messaging funded by Nominet UK only got underway at the end of this year and accounts for £29,278 of the increase.
- We include the free advertising from Google, Meta and Microsoft here. This was valued at £150,538 (2022: £155,261) so actually, a decrease of £4,723 offsetting increases in other work.
- During the year ended March 2023, we appointed a director of policy and advocacy, resulting in advocacy costs and activity increasing to £73,802 (2022: £35,927). This appointment and increase in activity advances one of our key strategic objectives and accounts for £37,875 of the total increase in advocacy, communications and campaigns.
- Investing more in media and communications to extend our reach is also an important goal of our strategic plan and we upped expenditure to £208,351 for 2023, an increase of £66,100, the bulk of which relates to the £51,918 spent to date on the externally led rebranding recognition project.

Stop It Now Scotland

Stop It Now Scotland activities increased in 2023 to £394,062, recovering much of the ground lost during 2022 when delays in securing Scottish Government grants forced us to implement some temporary cutbacks and expenditure was reduced to £363,192.

However, we are not yet back to the levels of activity delivered in 2021 when expenditure was £404,106 without any adjustment for cost increases for the two-year time lapse.

Sourcing sufficient income to meet the demand for services in Scotland remains a struggle but we are very grateful to the charitable trusts, corporate donors and government civil servants who continue to find funding for our work.

Stop It Now Wales

Stop It Now Wales has benefited greatly from the Welsh Government's long-term approach and commitment to first a three-year grant and then a two-year extension that will take us through to 2025.

2023 was year three for these grants. We utilised £97,152 (2022: £97,529) on the Early Intervention grant activities and a further £94,612 (2022: 94,946) on primary prevention work under the Keeping Children Safe grant. There was a small subsidy from our reserves to cover an overspend of £261.

It is a testament to how much the work we do in Conwy is valued that 2023 was the ninth year our grant was renewed by the Conwy County Borough Council. The £10,000 grant was spent on delivering support to families and carers in the borough.

Research and international work

Spending on international work reduced to £6,363 (2022: £35,842) with only Porticus UK funding now set aside for this work, and our activities are limited to maintaining the ECSA website. Though a number of our other activities and projects have current or potential future benefits to the wider international community including Protech, Project Intercept, and our helpline's assistance to other countries looking to implement similar approaches.

In line with the strategic plan, there is substantially more research and evaluation activity across the organisation with £128,181 expenditure in 2023. More than double the 2022 expenditure of £60,335 when we appointed our research and development lead toward the end of the year, funded by a three-year commitment from Porticus UK. This also has international implications, as we share our knowledge and expertise with partners working across the world.

We also started work on two key projects, the evaluation of the helpline and our online resources with Michael Seto and Elizabeth Letourneau, funded by the Oak Foundation and the EU-funded Protech project to develop software to detect CSAM on devices. Both projects are in their early stages with expenditure in 2023 of £2,052 and £4,169 respectively.

Financial review

Looking ahead to 2024

Budget 2024

Our budget for 2024 expects expenditure of £4,750,000, an increase of 18% on the 2023 expenditure of £4,037,685.

Staff costs are increasing with a pay award in April 2023 that averages 5%. The increase includes a lump sum element that is geared towards increasing salaries proportionately more for the lower-paid staff in the organisation. We also anticipate continuing rises in other costs of between 5 and 15%.

In addition, growth is coming from continuing expansion of the helpline, the new Circles project starting in July, and a full year's impact of the Project Intercept and EU Protech projects that only started in the latter part of 2023. These four projects will require additional staffing in 2024, and we also plan to increase our practitioner staffing for professional services (assessments, intervention, training and consultancy).

To fund the higher costs and the expansion of services we plan to increase our grant income by 14% from £2,475,733 to £2,825,000 and our professional services income by 21% from £1,250,542 to £1,515,000.

Donations

No increase is budgeted for donations income, recognising the continuing economic climate and pressure on household finances as well as our limited fundraising resources.

Our fundraising efforts in 2024 will need to be directed primarily at government and charitable trust funders to generate new prospects and manage the application and reporting processes for new and existing funders. We aim to close funding gaps remaining in 2024 but we are also conscious that a number of our two- and three-year grants are entering their final year and we need to secure the future for our services in 2025 and 2026.

Gifts in kind

Gifts in kind are budgeted to increase to £169k after a year when they dropped back to £150k from £158k. This valuable free advertising provided by Google, Meta and Bing plays an important role in signposting people to our website and services. In the past, policy changes by the companies have impacted the levels and been outside our control but moving forward we hope this support will rise back to levels seen previously.

Participant fees

The bulk of the fees come from Inform Plus and Engage Plus participants, and although these services are expected to grow by 12%, the increase in fees is only budgeted to increase by 4%. We are mindful of the need to improve access to the service by offering more subsidised and free places in the year ahead.

Investment income

With the Charity's cash reserves now held in a mix of higher interest earning accounts the investment income is expected to grow from £6k in 2023 to £15k.

Professional services (assessments, interventions, training and consultancy)

Our professional services which are vital to child protection decision-making and improving the response of the sector to safeguarding children also generate important surpluses to build our reserves, which helps safeguard our future. With our grant-funded projects growing, we need to be mindful that this work does not suffer as a consequence.

After a tough recruitment year in 2023, we will be working hard to reach our recruitment targets in 2024 so that we can grow our professional services by 23%. Not all of this growth is expected to come from new staff, fee rates have been increased in April 2023 by up to 10% and we have staff who joined towards the end of 2022/23 who will now be delivering services for a full year in 2024.

Unrestricted grant income – secured funding

Unrestricted grant income is essential to our development as an organisation and to our future sustainability. It is instrumental in advancing our work and delivering our strategic plan providing core support for our reach, reach and advocacy work. We have secured unrestricted grant funding of £305,000 (2023: £310,000) and we are incredibly grateful to the funders who provide this support.

2024 will be the third year of three-year commitments by Oak Foundation for £125,000 and by The Samworth Foundation for £50,000.

The Indigo Trust has worked with us to cushion the impact of the rising cost of living on both staff and beneficiaries, awarding us a three-year grant in 2023 with £105,000 agreed for 2024 and £110,000 for 2025.

In addition, we are delighted that our anonymous donor has agreed to another three-year commitment for core funding of £25,000 a year.

Other unrestricted income

In November 2022, we secured a contract worth £469,677 with HM Prison and Probation Services (HMPPS) to deliver Circles of Support and Accountability across the West Midlands over the next four years.

Restricted grant income – secured funding

At the end of March 23, we held £860,280 of restricted grant funding to support our activities in 2024.

In addition to this, we have £2,277,575 secured for 2024 and a further £618,714 committed for 2025 and £15,000 for 2026. Details are set out below.

£170,000 grant funding for the online child sexual abuse deterrence campaign and £100,000 for Shore, our website for young people, has been agreed with the Home Office together with funding totalling £816,727 for the helpline. £216,727 of this funding was the contribution from the MoJ.

The Welsh government's support for our early intervention project and the Keeping children safe project goes into its fourth year with a total of £191,764 and the same again agreed for a fifth year in 2025. In addition, Conwy Borough Council has awarded us a further grant of £7,500 for the year ahead.

The Scottish government has committed £80,000 to Stop It Now Scotland core activities, £125,000 for the EIPSAS programme (Early Intervention to Prevent Sexual Abuse in Scotland) and £19,950 for prevention campaign work in 2024 and a further £19,950 for 2025.

The City of Edinburgh and RS Macdonald have each committed £20,000 as match funding for work in schools in Scotland in 2024, with the potential for a further £15,000 for two more years from RS Macdonald if match funding can be secured.

Other charitable trust funding has also been secured for work with families in Scotland, £15,000 from the Volant Trust and £22,000 from AB Charitable Trust with a further £22,000 agreed upon for 2025. A further £15,000 has been secured from an anonymous donor to fund Stop It Now Scotland activities and our regular anonymous trust supporter has committed grant funding for a further two years amounting to £55,000 per annum.

Baillie Gifford's commitment to support the fundraising and communications post for Scotland continues. The year two grant of £30,000 is included in the restricted grant funding carried forward from 2023 and £30,000 for a third year in 2024 is pledged but subject to review.

Porticus UK funding for research and evaluation goes into year three of a three-year grant in 2024 with a grant of £87,634.

Support from KPMG Foundation for our education project also goes into its third year of a three-year commitment, with payment expected of £100,000.

Dawes Trust has awarded us a grant of £50,000 for 2024 to support the Inform suite of programmes, whilst the Surrey Police and Crime Commissioner has committed £15,000 for two years to fund the delivery of Inform Plus, Engage Plus and Inform Young People in Surrey.

Emmanuel Kaye Foundation is supporting the cost of a project worker for Inform Plus, Engage Plus, Inform and the Friends and Family Forum as well the Inform programme delivery in 2024 with a £50,000 grant.

Nominet UK will go into its second year at the end of 2024 with year two grant funding of £300,000 due, and the same amount again committed for the final third year in 2025.

Fundraising plans

Although grant funding of £3,388,685 has been secured for 2024, not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2024.

Fundraising priorities for the year ahead have been identified to facilitate the delivery of existing programmes as well as enable us to develop services and take up opportunities to add value and reach more beneficiaries.

Staff capacity

Following the difficulties last year with practitioner recruitment, we do not want to be overly confident about achieving our recruitment targets for 2024. However, new appointments in quarter one of 2024 have gone well so we are currently on track for the implementation of our 2024 plans.

Ongoing review

All our services are subject to ongoing reviews, aiming to improve service delivery and identify cost efficiencies. We continue to encourage participant contributions and donations where appropriate and the level of fees and the availability of services are regularly reviewed and scaled back or increased depending on the funding mix we can secure.

The aim is to ensure that each service and project has sufficient funding to achieve full cost recovery within a reasonable timeframe.

New business system

During 2023 we changed our accounting system to Xledger. Although the system was successfully implemented, there is still considerable scope to gain efficiencies and improve reporting throughout the organisation. The finance staff has been increased with the addition of an assistant management accountant to help harness the capabilities of the new software and enable the finance team to cope with the organisational growth.

Financial review

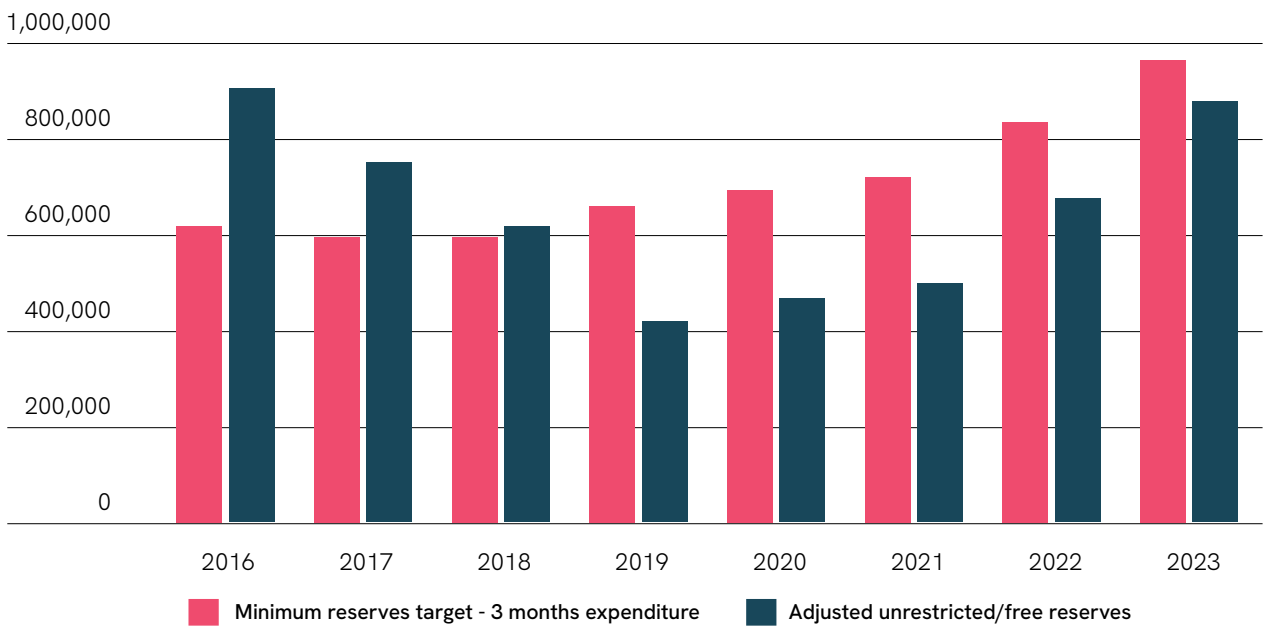
Reserves

Restricted reserves

Restricted reserves at the end of March 2023 totalled £860,281, up 57% on the prior year (2022: £547,603).

The government grants making up 59% of our restricted income run in line with the financial year so this increase is coming from our charitable trust grants. It is partly a reflection of the fact that our charitable trust-funded projects have grown in the year but it is also a reflection of when grants are paid to us. We received the full amount of £330,000 for CSA warning messaging from Nominet UK in January but this is a new project and only £29,278 had been utilised by the year-end.

Review of reserves against minimum target 2016-2023



Unrestricted reserves

One of the key financial objectives in recent years has been to replenish reserves which had dropped from a high of £955,725 in March 2016 to a low of £456,554 by March 2019.

Since 2020, we have generated surpluses which have enabled us to rebuild reserve levels back up to £955,451. Expansion in the organisation over this period requires us to continue to build unrestricted reserve levels in the years ahead if we are to meet the target that links to our growing expenditure levels.

Generating the surplus

Our professional services are the one area of our work where we charge fees in line with the market and generate a surplus. During 2023, we saw margins fall as staff travel resumed and we also strengthened our clinical oversight and service management. This combined with the pressure of price rises, particularly in IT costs and utilities, resulted in the high surplus of £315,720 in 2022 reducing to £122,408 for 2023.

Funding core activities

Maintaining the level of unrestricted grants at £310,000 in 2023 (2022: £300,000) has enabled us to continue our strategic core activities in the area of reach, research and advocacy.

Designated reserves

Designated reserves in 2023 are £85,254 (2022: £152,967). A net amount of £67,713 has been released from designated reserves into general unrestricted reserves (2022: net increase in designated reserves of £135,898).

On an annual basis, the net book value of LFF's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2023, this amounted to £45,354 (2022: £7,967). The increase arises from the implementation of the Xledger business system, which we capitalised as an intangible asset in 2023. £45,000 had been set aside in designated funds in 2022 to cover the commitment to this infrastructure change.

The trustees have reduced the funds designated for special projects this year to £40,000 (2022: £145,000). The £35,000 designated for the anniversary awareness-raising events was partly spent and the balance was released back to general reserves whilst the £25,000 for the branding recognition project was utilised in full. The remaining £40,000 for the digital development project to increase reach remains designated as this project has been delayed until 2024.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three to six months of total expenditure (excluding gifts in kind). This equates to £971,787 to £1,943,574 in monetary terms (2022: £831,615 to £1,663,230).

This reserves policy results from the trustees' review of risk in light of the following issues.

- **Working capital required for growth**
  Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
  Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
  We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The price rises and additional pressures on local authority budgets**
  Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of the timing of renewal**
  It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. The final signing off of government grant paperwork can also take months and political uncertainty can result in delays of six months plus
- **Grant payment cash flow**
  We have to be able to fund the costs of grant-funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

There can also be a significant time lag between grant-funded projects starting and the payments being finalised and received, so we need to be able to fund our work in the interim period.

Consideration of the adequacy of current reserve levels

Refer Note 18 to the financial statements.

At the end of March 2023, unrestricted, undesignated, free reserves were £870,097, equivalent to 2.7 months' expenditure (2022: £679,976 – 2.5 months) creating a gap of £101,690 to achieve the minimum target of three months' expenditure (2022: £151,639 gap).

In considering the adequacy of the current free reserves level, the trustees have also taken into account the fact that restricted funding made up 53% to 58% of LFF's annual income over the last five years, and therefore the level of restricted reserves and secured income for the forthcoming year is a mitigating factor in assessing whether our unrestricted reserves are at an acceptable level.

Total reserves, excluding balances held in fixed assets and designated for specific projects in 2023, amount to £1,730,378 (2022: £1,227,579), equivalent to 5.3 months' expenditure (2022: 4.4 months expenditure). The trustees are satisfied that the total reserves meet LFF's medium-term needs and that they are sufficient to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

Longer-term reliance on restricted funding support may be more tenuous, and therefore the unrestricted reserves target of three to six months remains in place and the commitment to rebuild the unrestricted reserves in line with this policy continues to be a priority for the trustee board and the executive team.

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when LFF is growing, as the monetary amount required keeps increasing annually.

However, three factors make it reasonable to conclude that the target is achievable within a reasonable time frame:-

- The unrestricted grant funding already secured for the year ahead provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and development, advocacy and awareness raising that have previously relied on surplus income generated by our professional services.
- There is strong demand for our higher margin professional services, and with practitioner staff recruitment back on track we plan to grow this work and increase the surplus available to replenish reserves.
- The budget for 2024, conservatively estimates that we will increase unrestricted free reserves by £115,000 and we plan to increase this further in future years with growth across LFF providing a stronger base for overhead recovery.

Going concern

The trustees have reviewed LFF's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future, therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the executive team and the trustee board, with mitigation steps put in place and monitored on an ongoing basis.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the governance, finance and general purposes committee.

Related party transactions

There was one related party transactions in the year ended 31 March 2023. Details are set out in note 24 to the financial statements on page 138.

Financial review

Statement of trustees' responsibilities

The trustees (who are also directors of The Lucy Faithfull Foundation for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards).

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 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 Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards 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 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, 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. 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. Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make them self-aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The Trustees' Report was approved by the Board of Trustees on 15th September 2023 and signed on its behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych.

Financial review

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources 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 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and the environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 111, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) (2019). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be with the completeness and timing of grant income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Finance, and the General- Purpose Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, Scottish Charity Regulator, designing audit procedures over the completeness and timing of grant income, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

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, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 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 charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Guy Biggin
Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor
4th Floor, St James House, St James' Square
Cheltenham, Gl50 3PR

[Date]

Financial review

Statement of financial activities

		Unrestricted Funds 2023 £	Restricted Funds 2023 £	**Total Funds 2023 £**	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income from:							
Donations and legacies	2	278,047		**278,047**	285,854		285,854
Charitable activities	5	1,712,701	2,475,733	**4,188,434**	1,672,980	1,742,210	3,415,190
Investments	3	6,290	-	**6,290**	59	-	59
Total Income		**1,997,038**	**2,475,733**	**4,472,771**	**1,958,893**	**1,742,210**	**3,701,103**
Expenditure on:							
Raising funds	4	109,333	-	**109,333**	81,796	-	81,796
Charitable activities	6	1,765,297	2,163,055	**3,928,352**	1,561,377	1,841,547	3,402,924
Total Expenditure		**1,874,630**	**2,163,055**	**4,037,685**	**1,643,173**	**1,841,547**	**3,484,720**
Net income (expenditure) and movement in funds		**122,408**	**312,678**	**435,086**	**315,720**	**(99,337)**	**216,383**
Reconciliation of funds							
Total funds brought forward		833,043	547,603	**1,380,646**	517,323	646,940	1,164,263
Total funds carried forward	18, 19	**955,451**	**860,281**	**1,815,732**	**833,043**	**547,603**	**1,380,646**

The notes on pages 119 to 138 form part of these financial statements.

Financial review

Balance sheet

as on 31 March 2023
Registered number: 02729957

	Note	2023 £	2022 £
Fixed assets			
Intangible assets	11	**43,188**	-
Tangible assets	12	**2,066**	7,967
Investments	13	**100**	100
		45,354	**8,067**
Current assets			
Debtors	15	**507,529**	327,882
Cash at bank and in hand		**1,783,568**	1,521,700
		2,291,097	**1,849,582**
Creditors			
Amounts falling due within one year	16	**(520,719)**	(477,003)
Net current assets		**1,770,378**	**1,372,579**
Net assets		**1,815,732**	**1,380,646**
Funds			
Unrestricted funds	18	**955,451**	833,043
Restricted funds	19	**860,281**	547,603
Total funds	**18, 19**	**1,815,732**	**1,380,646**

The notes on pages 119 to 138 form part of these financial statements.

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 15th September 2023 and signed on their behalf by:

Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych
Chair

Financial review

Statement of cash flows

as on 31 March 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash provided by operating activities	25	**303,565**	**514,285**
Cash flows from investing activities			
Interest received	3	**6,290**	**59**
Purchase of intangible fixed assets	11	**(47,987)**	**(6,545)**
Net cash used in investing activities		**(41,697)**	**(6,486)**
Change in cash and cash equivalents in the reporting period		**261,868**	**507,799**
Cash and cash equivalents at the beginning of the reporting period		**1,521,700**	**1,013,901**
Cash and cash equivalents at the end of the reporting period		**1,783,568**	**1,521,700**

The notes on pages 119 to 138 form part of these financial statements.

Financial review

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally

Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning are sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis. The cash balance at the year end was £1,783,568, (2022: £1,521,700) of which £935,787 was unrestricted (2022: £999,657 unrestricted).

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently, we are confident that the budgeted surplus of £115,000 for 2023/24 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors. Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from grants (including government grants), where related to performance and specific deliverables, is accounted for as the Charity earns the right to consideration by its performance.

Donations are recognised on a receipt basis.

Legacies are recognised at the earlier of estate accounts or receipt.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred. Where material, donated facilities and services or gifts in kind are recognised in the Statement of Financial Activities at market value.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accrual basis.

(g) Expenditure

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Dilapidation provision – the Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company. Redundancy and termination payments are made in line with the terms of settlement agreements and accrued at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the Charity recognises the value of donated services as income in Gifts in Kind (refer to note 2) and records the expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the Charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary assets (in excess of £1,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films 33.33% straight line

Business system implementation 20% straight line

Amortisation is included in charitable activities expenditure.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment 20% - 33.33% straight line

Furniture and fittings 20% - 25% straight line

The Charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the yearend. Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year for future events post-year-end where the terms and conditions imposed on this income have not been met.

Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

(p) Taxation

The company is a registered Charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

(q) Volunteers

Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We benefit from seven volunteers who supplement our staffing resource with specialist clinical skills or administrative support.

(r) Pensions

With effect from May 2014, the Charity automatically enrols all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities.

The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

(s) Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Grant income recognition - The grant income is recognized at the point when the charity has full entitlement to the income, and for multi-year grants has met any performance delivery requirements.
- Project expenditure allocation – where there are alternative funds supporting expenditure the trustees make judgements about the most appropriate restricted funding source to utilise and opt to allocate against unrestricted funds on occasion so that restricted funding can be reserved for the next year.
- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	**Total Funds 2023 £**	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Donations	95,405	-	95,405	105,693	-	105,693
Gifts in kind	150,538	-	150,538	158,261	-	158,261
Service users' donations	1,160	-	1,160	1,739	-	1,739
Fundraising events	30,944	-	30,944	20,161	-	20,161
Total income from donations and legacies	**278,047**	**-**	**278,047**	**285,854**	**-**	**285,854**

Gifts in kind includes the value of Google, Meta, and Microsoft advertising, which was £150,538 (2022: £155,261. The balance of £3,000 in 2022 is made up of £1,500 being the value of legal work provided by Mills & Reeve, £1,000 being GDPR advice from associates at Data Protection & Identity Access Management (IAM) and £500 being work done pro bono for us on pornography law by Rhiannon Sadler.)

3. Income from investments

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	**Total Funds 2023 £**	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Bank interest from monies on deposit	**6,290**		**6,290**	59	-	59

4. Expenditure on raising funds

	Staff costs 2023 £	Support costs 2023 £	**Total Costs 2023 £**	Staff costs 2022 £	Support costs 2022 £	Total Costs 2022 £
Fundraising costs	**90,643**	**18,690**	**109,333**	66,284	15,512	81,796

5. Income from charitable activities

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	**Total Funds 2023 £**	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income from:						
Stop It Now helpline	-	816,727	816,727	-	716,727	716,727
Inform Young People	-	15,000	15,000	-	4,737	4,737
Online CSA deterrence campaign	-	170,000	170,000	-	170,000	170,000
Stop It Now Scotland	-	262,612	262,612	-	219,578	219,578
Stop It Now Wales	-	195,117	195,117	-	198,100	198,100
	-	**1,459,456**	**1,459,456**	**-**	**1,309,142**	**1,309,142**
Charitable trust grant funding for:						
Stop It Now helpline	7,000	113,000	120,000	25,963	-	25,963
Tackling online child sexual abuse	25,000	102,238	127,238	7,124	36,174	43,298
Young people services including Inform	65,460	195,000	260,460	25,385	157,354	182,739
Advocacy, communications and campaigns	104,974	330,000	434,974	152,002	-	152,002
Stop It Now Scotland	-	108,000	108,000	-	147,758	147,758
Stop It Now Wales	-	-	-	-	-	-
Research and evaluation	47,119	168,039	215,158	30,003	84,578	114,581
Stop It Now international work	-	-	-	-	-	-
Strategic development & core activities	60,447	-	60,447	59,523	7,204	66,727
	310,000	**1,016,277**	**1,326,277**	**300,000**	**433,068**	**733,068**
Other income generated from:						
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	964,328	-	964,328	901,492	-	901,492
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	152,159	-	152,159	169,420	-	169,420
Training and consultancy activities for local authorities, statutory agencies and other organisations	286,214	-	286,214	302,068	-	302,068
	1,402,701	**-**	**1,402,701**	**1,372,980**	**-**	**1,372,980**
Total income from charitable activities	**1,712,701**	**2,475,733**	**4,188,434**	**1,672,980**	**1,742,210**	**3,415,190**

6. Expenditure on charitable activities 2023

	Unrestricted expenditure 2023		
	Staff costs £	Other costs £	**Total Costs £**
Stop It Now helpline	9,698	2,527	**12,225**
Assessments and interventions	684,181	134,020	**818,201**
Tackling online child sexual abuse	130,481	34,139	**164,620**
Working with young people and families	54,498	11,242	**65,740**
Advocacy, communications and campaigns	149,010	267,850	**416,860**
Stop It Now Scotland	13,567	2,707	**16,274**
Stop It Now Wales	220	41	**261**
Training and consultancy	155,639	64,803	**220,442**
Research and international work	41,120	9,554	**50,674**
	1,238,414	**526,883**	**1,765,297**

6. Expenditure on charitable activities 2022

	Unrestricted expenditure 2022		
	Staff costs £	Other costs £	**Total Costs £**
Stop It Now helpline	24,110	6,703	**30,813**
Assessments and interventions	624,822	129,068	**753,890**
Tackling online child sexual abuse	138,231	29,377	**167,608**
Working with young people and families	21,174	4,211	**25,385**
Advocacy, communications and campaigns	106,437	205,541	**311,978**
Stop It Now Scotland	23,236	6,128	**29,364**
Stop It Now Wales	-	-	**-**
Training and consultancy	140,642	71,694	**212,336**
Research and international work	20,764	9,239	**30,003**
Equipment to facilitate home working	-	-	**-**
	1,099,416	**461,961**	**1,561,377**

Restricted expenditure 2023			Total expenditure 2023		
Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
763,294	195,363	**958,657**	**772,992**	**197,890**	**970,882**
-	-	**-**	**684,181**	**134,020**	**818,201**
63,791	18,987	**82,778**	**194,272**	**53,126**	**247,398**
152,514	62,255	**214,769**	**207,012**	**73,497**	**280,509**
174,732	68,697	**243,429**	**323,742**	**336,547**	**660,289**
314,951	62,837	**377,788**	**328,518**	**65,544**	**394,062**
169,793	31,971	**201,764**	**170,013**	**32,012**	**202,025**
-	-	**-**	**155,639**	**64,803**	**220,442**
61,511	22,359	**83,870**	**102,631**	**31,913**	**134,544**
1,700,586	**462,469**	**2,163,055**	**2,939,000**	**989,352**	**3,928,352**

Restricted expenditure 2022			Total expenditure 2022		
Staff costs £	Other costs £	**Total Costs £**	**Staff costs £**	**Other costs £**	**Total Costs £**
616,639	190,113	**806,752**	**640,749**	**196,816**	**837,565**
-	-	**-**	**624,822**	**129,068**	**753,890**
44,259	7,164	**51,423**	**182,490**	**36,541**	**219,031**
133,350	51,511	**184,861**	**154,524**	**55,722**	**210,246**
136,001	52,829	**188,830**	**242,438**	**258,370**	**500,808**
264,159	69,669	**333,828**	**287,395**	**75,797**	**363,192**
144,780	57,695	**202,475**	**144,780**	**57,695**	**202,475**
-	-	**-**	**140,642**	**71,694**	**212,336**
33,770	32,404	**66,174**	**54,534**	**41,643**	**96,177**
-	7,204	**7,204**	**-**	**7,204**	**7,204**
1,372,958	**468,589**	**1,841,547**	**2,472,374**	**930,550**	**3,402,924**

7. Support costs 2023

	Finance 2023 £	IT 2023 £	HR 2023 £	**Total 2023 £**
Stop It Now helpline	38,392	17,502	11,267	**67,161**
Assessments & intervention	83,278	37,964	24,440	**145,682**
Tackling online child sexual abuse	9,403	4,287	2,760	**16,450**
Working with young people and families	10,662	4,860	3,129	**18,651**
Advocacy, communications and campaigns	45,519	20,751	13,358	**79,628**
Stop It Now Scotland	14,978	6,828	4,396	**26,202**
Stop It Now Wales	7,679	3,501	2,254	**13,434**
Training & consultancy	33,007	15,047	9,687	**57,741**
Research and international work	5,114	2,331	1,501	**8,946**
Fundraising	4,155	1,894	1,220	**7,269**
	252,187	**114,965**	**74,012**	**441,164**

7. Support costs 2022

	Finance 2022 £	IT 2022 £	HR 2022 £	**Total 2022 £**
Stop It Now helpline	29,800	15,864	8,974	**54,638**
Assessments & intervention	71,319	37,965	21,477	**130,761**
Tackling online child sexual abuse	7,174	3,819	2,160	**13,153**
Working with young people and families	6,887	3,666	2,074	**12,627**
Advocacy, communications and campaigns	26,358	14,031	7,937	**48,326**
Stop It Now Scotland	11,896	6,333	3,582	**21,811**
Stop It Now Wales	7,566	4,028	2,279	**13,873**
Training & consultancy	29,407	15,654	8,855	**53,916**
Research and international work	3,150	1,677	949	**5,776**
Fundraising	2,679	1,426	807	**4,912**
	196,236	**104,463**	**59,094**	**359,793**

8. Net income is stated after charging

	Staff costs £	Support costs £	**2023 total £**	2022 total £
Governance costs:				
Auditor's remuneration for the audit of the annual financial statements	-	23,680	**23,680**	19,580
Trustees' training & DBS checks	-	214	**214**	516
Company secretarial	7,057	26	**7,083**	6,546
Apportionment of management time	29,931	3,168	**33,099**	24,213
	36,988	**27,088**	**64,076**	**50,855**
Depreciation costs			**10,700**	**16,317**
Operating lease payments			**108,473**	**101,595**

9. Staff

	2023 full time equivalent no.	2022 full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	**81**	75
Governance	**1**	1
Total staff	**82**	**76**
The average headcount for 2023 is 137 (2022: 119)		

	2023 £	2022 £
Staff costs for the group comprised:		
Wages and salaries	2,718,503	2,276,815
Social security costs	245,242	205,286
Healthcare	8,413	8,426
Pension costs	57,485	48,131
Total staff costs	**3,029,643**	**2,538,658**

In 2023, one employee earned between £70,000 and £80,000 and two employees earned between £60,000 and £70,000 (2022: one employee earned between £60,000 and £70,000). The total employee benefits of the key management personnel of the Charity were £381,284 (2022: £330,924). There were no termination or ex gratia costs in the year (2022: £NIL).

10. Trustees

There was £88 of reimbursed expenses to one trustee in the year (2022: £NIL). No trustees received renumeration during either accounting period.

11. Intangible fixed assets

	Business system implementation £	Internally developed website and films £	Total intangible assets £
At 1 April 2022	-	269,340	269,340
Additions	47,987	-	47,987
At 31 March 2023	**47,987**	**269,340**	**317,327**
Amortisation			
At 1st April 2022	-	269,340	269,340
Charge for the year	4,799	-	4,799
At 31 March 2023	**4,799**	**269,340**	**274,139**
Net book value			
At 31 March 2022	-	-	-
At 31 March 2023	**43,188**	**-**	**43,188**

12. Tangible fixed assets

	Computer and equipment £	Furniture and fittings £	**Total £**
At 1 April 2022	87,394	62,165	149,559
Additions	-	-	-
Disposals	(4,945)	(4,121)	(9,066)
At 31 March 2023	**82,449**	**58,044**	**140,493**
Depreciation			
At 1 April 2022	82,572	59,020	141,592
Charge for the year	2,937	2,964	5,901
Depreciation on disposals	(4,945)	(4,121)	(9,066)
At 31 March 2023	**80,564**	**57,863**	**138,427**
Net book values			
At 31 March 2022	4,822	3,145	7,967
At 31 March 2023	**1,885**	**181**	**2,066**

13. Investments

	2023 total £	2022 total £
Unlisted investment in dormant subsidiaries	**100**	100
Total	**100**	**100**

The charity holds unlisted investments at a net book value of £100 (original cost of £100) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Proncipal activity	Class of shares	% of share capital held
Stop It Now UK & Ireland Limited: Company No: 4197678	England	Dormant	Ordinary £1	100%
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant	Ordinary £1	100%

14. Taxation

The company is a registered charity, and as such, is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2023 £	2022 £
Trade debtors	**364,331**	169,250
Prepayments	**80,686**	84,303
Accrued income from charitable activities	**50,012**	48,769
Accrued grants income	**12,500**	25,560
Total	**507,529**	**327,882**

16. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	**144,688**	180,650
Amount due to group undertakings	**100**	100
Taxation and social security	**87,531**	78,684
Accruals	**216,924**	147,693
Deferred income	**71,476**	69,876
	520,719	**477,003**

Deferred income is made up as follows:		
Deferred income at 1 April 2022	**69,876**	78,674
Resources deferred in the year	**71,476**	69,876
Amounts released from previous years	**(69,876)**	(78,674)
Deferred income as at 31 March 2023	**71,476**	**69,876**

As on 31 March 2023, the Charity was holding funds received in advance for work that will be undertaken in the year ended 31 March 2024.

17. Financial instruments: assets that are debt instruments measured amortised cost

	2023 £	2022 £
Trade debtors	**364,331**	169,250
Accrued income from charitable activities	**50,012**	48,769
Accrued grant income	**12,500**	25,560
Cash at bank and in hand	**1,783,568**	1,521,700
	2,210,411	**1,765,279**

The impairment to trade debtors during the year was £3,150 (2022: £558).

Financial liabilities at settlement value:		
Trade creditors	**144,688**	180,650
Amount due to group undertakings	**100**	100
Accruals	**216,924**	147,693
	361,712	**328,443**

18. Funds 2023

	1 April 2022 £	Income £	Expenditure/ funds released £	**31 March 2023 £**
Unrestricted				
General funds	679,976	1,642,038	1,451,917	**870,097**
Funds held in Investments	100	-	-	**100**
Charitable trust grants				
Oak Foundation	-	125,000	125,000	**-**
The Samworth Foundation	-	50,000	50,000	**-**
The Indigo Trust	-	100,000	100,000	**-**
Anonymous donor	-	25,000	25,000	**-**
KPMG Foundation	-	10,000	10,000	**-**
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	25,000	-	25,000	**-**
Digital development to increase reach	40,000	-	-	**40,000**
New business system transferred to depreciation**	45,000	-	45,000	**-**
Anniversary year campaigning	35,000	-	35,000	**-**
Future years depreciation				
Helpline office changes	2,825	-	2,683	**142**
New head office set up	2,776	-	2,737	**39**
New business system**	-	45,000	1,812	**43,188**
Scotland alarm system	2,366	-	481	**1,885**
Total unrestricted funds	**833,043**	**1,997,038**	**1,874,630**	**955,451**
Total restricted funds (refer Note 19)	**547,603**	**2,475,733**	**2,163,055**	**860,281**
Total funds	**1,380,646**	**4,472,771**	**4,037,685**	**1,815,732**

18. Funds 2022

	1 April 2021 £	Income £	Expenditure £	**31 March 2022 £**
Unrestricted				
General funds	500,154	1,511,487	1,331,665	**679,976**
Funds held in Investments	100	-	-	**100**
Charitable trust grants				
Oak Foundation	-	125,000	125,000	**-**
The Samworth Foundation	-	50,000	50,000	**-**
The Indigo Trust	-	100,000	100,000	**-**
Anonymous donor	-	25,000	25,000	**-**
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	-	25,000	-	**25,000**
Digital investment to increase reach	-	40,000	-	**40,000**
New business system	-	45,000	-	**45,000**
Anniversary year campaigning	-	35,000	-	**35,000**
Future years depreciation				
Helpline office changes	6,474	-	3,649	**2,825**
New head office set up	10,595	-	7,819	**2,776**
Scotland alarm system	-	2,406	40	**2,366**
Total unrestricted funds	**517,323**	**1,958,893**	**1,643,173**	**833,043**
Total restricted funds (refer Note 19)	646,940	1,742,210	1,841,547	**547,603**
Total funds	**1,164,263**	**3,701,103**	**3,484,720**	**1,380,646**

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds but the trustees have specifically set aside £40,000 for digital development to increase reach. In addition, £43,188 is set aside to cover the future years' cost of depreciation on the business system implementation and £2,066 to cover the remaining depreciation on the refurbishments of the Epsom/helpline office, the setup of the new head office at Birch House and the alarm system in Scotland.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objectives of the Charity. These grants support the Charity's work in relation to practitioner-led tasks, offering clinical and other support on offence prevention programmes, assessment, intervention and consultancy related to adults and young people who abuse children. A breakdown of these is included in Note 19.

19. Restricted Funds 2023

	1 April 2022 £	Incoming resources £	Resources expended £	**31 March 2023 £**
Government Funding				
Ministry of Justice				
for Stop It Now Helpline - MOJ	-	216,727	216,727	**-**
Home Office				
for Stop It Now Helpline	-	600,000	600,000	**-**
for IIOC Deterrence Campaign	67,215	160,000	198,259	**28,956**
for Media and Communications	5,832	10,000	15,832	**-**
NHS				
for tackling child sexual exploitation - NHS	4,959	-	60	**4,899**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	70,880	**11,349**
The Scottish Government				
for Stop It Now Scotland activities	3,300	252,612	245,362	**10,550**
Perth & Kinross Council				
for Stop It Now Scotland activities	-	10,000	10,000	**-**
The Welsh Government				
for Stop It Now Wales early intervention	1,342	95,810	97,152	**-**
for Stop It Now Wales primary prevention	5,305	89,307	94,612	**-**
Conwy County Borough Council				
for Stop It Now Wales Parent Protect	-	10,000	10,000	**-**
Office of the Police and Crime Commissioner for Surrey				
for Inform Young People, Inform Plus and Engage Plus	-	15,000	-	**15,000**
Total Government funds	**170,182**	**1,459,456**	**1,558,884**	**70,754**
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	29,948	47,738	32,686	**45,000**
for international activity	9,825	-	6,363	**3,462**
for head of research & evaluation	54,246	86,107	71,466	**68,887**
Nominet UK				
for online CSA warning messaging	-	330,000	29,278	**300,722**
European Commission (EU Protech)				
for software to detect CSAM on devices	-	71,932	3,987	**67,945**
Oak Foundation				
for helpline evaluation work (with Seto & Letourneau)	-	5,000	2,052	**2,948**

Continued next page

19. Restricted Funds 2023 (cont.)

	1 April 2022 £	Incoming resources £	Resources expended £	31 March 2023 £
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	-	50,000	50,000	-
Shanly Foundation				
for Inform Young People	-	2,000	-	**2,000**
Paul Hamlyn Foundation				
for Inform Young People partner training	16,437	30,000	26,915	**19,522**
Esmée Fairbairn Foundation				
for young people services	30,537	-	30,537	-
Charles Hayward Foundation				
for young people online resources	10,366	17,500	17,516	**10,350**
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, & Engage Plus	-	50,000	45,316	**4,684**
Global Partnership to End Violence Against Children				
for online deterrence Chatbot	31,395	113,000	71,049	**73,346**
KPMG Foundation				
for work in Schools	84,956	100,000	94,580	**90,376**
NOTA				
for R&D	-	5,000	-	**5,000**
Anonymous Trust				
for Stop It Now Scotland prevention activity	31,031	-	26,840	**4,191**
The Barcapel Foundation				
for Stop It Now Scotland prevention activity	-	15,000	15,000	-
The R S Macdonald Charitable Trust				
for Stop It Now Scotland prevention activity	8,680	-	8,680	-
Anonymous Trust				
for Stop It Now Scotland prevention activity	-	10,000	10,000	-
Baillie Gifford & Co				
for Stop It Now Scotland fundraiser	30,000	30,000	16,906	**43,094**
AB Charitable Trust				
for Stop It Now Scotland prevention activity	20,000	22,000	20,000	**22,000**
The Robertson Trust				
for Stop It Now Scotland prevention activity	10,000	16,000	10,000	**16,000**
The Volant Charitable Trust				
for Stop It Now Scotland prevention activity	10,000	15,000	15,000	**10,000**
Total Charitable Trust funds	**377,421**	**1,016,277**	**604,171**	**789,527**
Total Restricted Funds	**547,603**	**2,475,733**	**2,163,055**	**860,281**

19. Restricted Funds 2022

	1 April 2021 £	Transfer between funds £	Incoming resources £	Resources expended £	31 March 2022
Government Funding					
Ministry of Justice					
for Stop It Now Helpline - MOJ	-	-	216,727	216,727	-
Home Office					
for Stop It Now Helpline	-	-	500,000	500,000	-
for IIOC Deterrence Campaign	70,925	-	170,000	167,878	**73,047**
NHS					
for tackling child sexual exploitation - NHS	4,959	-	-	-	**4,959**
Greater Manchester Police and Crime Commissioner					
for developing prevention approaches	82,229	-	-	-	**82,229**
The Scottish Government					
for Stop It Now Scotland activities	11,970	-	219,578	228,248	**3,300**
The Welsh Government					
for Stop It Now Wales early intervention	4,634	-	94,237	97,529	**1,342**
for Stop It Now Wales primary prevention	6,388	-	93,863	94,946	**5,305**
Conwy County Borough Council					
for Stop It Now Wales Parents Protect	-	-	10,000	10,000	-
Surrey Police and Crime Commissioner					
for Inform Young People	1,000	-	4,737	5,737	-
Total Government funds	**182,105**	**-**	**1,309,142**	**1,321,065**	**170,182**
Charitable Trust Funding					
Porticus UK					
for Inform, Inform Plus, Engage Plus & Inform Young People	14,279	-	50,000	34,331	**29,948**
for international activity	31,420	-	-	21,595	**9,825**
for head of research & evaluation	-	-	84,578	30,332	**54,246**
Dulverton Trust					
for Stop It Now prevention activity	22,948	-1,486	-	21,462	-
for Stop It Now Helpline awareness raising	19,956	1,486	-	21,442	-
The Samworth Foundation					
for IT equipment to facilitate hybrid working	-	-	7,204	7,204	-
29th May Charitable Trust					
for Inform, Inform Plus & Inform Young People	4,000	-	4,000	8,000	-
The Forrester Family Trust					
for Inform Young People	20,000	-	-	20,000	-

Continued next page

19. Restricted Funds 2022 (cont.)

	1 April 2021 £	Transfer between funds £	Incoming resources £	Resources expended £	31 March 2022 £
Paul Hamlyn Foundation					
for Inform Young People partner training	-	-	30,000	13,563	**16,437**
Esmée Fairbairn Foundation					
for young people services	119,066	-	-	88,529	**30,537**
Charles Hayward					
for young people online resources	25,000	-	-	14,634	**10,366**
NEO Philanthropy					
for international development research	14,247	-	-	14,247	**-**
Emmanuel Kaye Foundation					
for Inform	14,000	-	-	14,000	**-**
for online peer support services for families	12,917	-	-	12,917	**-**
Global Partnership to End Violence Against Children					
for online deterrence Chatbot	99,469	-	-	68,074	**31,395**
KPMG Foundation					
for work in Schools	-	-	109,528	24,572	**84,956**
Anonymous Trust					
for Stop It Now Scotland prevention activity	11,768	-	52,000	32,737	**31,031**
The Christina Mary Hendrie Trust					
for Stop It Now Scotland prevention activity	5,000	-	-	5,000	**-**
The R S Macdonald Charitable Trust					
for Stop It Now Scotland prevention activity	38,065	-	14,758	44,143	**8,680**
Hugh Fraser Foundation					
for Stop It Now Scotland prevention activity	-	-	-	-	**-**
Baillie Gifford					
for Stop It Now Scotland fundraiser	-	-	30,000	-	**30,000**
AB Charitable Trust					
for Stop It Now Scotland prevention activity	-	-	20,000	-	**20,000**
The Robertson Trust					
for Stop It Now Scotland prevention activity	6,000	-	16,000	12,000	**10,000**
The Volant Trust					
for Stop It Now Scotland prevention activity	6,700	-	15,000	11,700	**10,000**
Total charitable trust funds	**464,835**	**-**	**433,068**	**520,482**	**377,421**
Total restricted funds	**646,940**	**-**	**1,742,210**	**1,841,547**	**547,603**

20. Analysis of net assets between funds for the year ended March 2023

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	45,354	910,097	**955,451**
Restricted funds	-	860,281	**860,281**
Total funds	**45,354**	**1,770,378**	**1,815,732**

20. Analysis of net assets between funds for the year ended March 2022

	Fixed assets £	Net current assets £	**Fund balances £**
Unrestricted funds	8,067	824,976	**833,043**
Restricted funds	-	547,603	**547,603**
Total funds	**8,067**	**1,372,579**	**1,380,646**

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2023 (2022: 14).

22. Commitments under operating leases

At 31 March 2023 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & buildings 2023 £	**Other 2023 £**	Land & buildings 2022 £	Other 2022 £
Not later than one year	**101,493**	**-**	104,300	-
One to five years	**143,413**	**-**	67,306	-
	244,906	**-**	**171,606**	**-**

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2022: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2022: £3,300).

23. Capital Commitment

There are no capital commitments for the year (2022: £45,000 related to the contracted costs for implementing the new business system in 2023)

24. Related party transactions

During the year we received legal advice from Mills & Reeve on our legacy campaign costing £1,332 in 2023 (2022: £1,500 being the value of pro bono advice). The entity was deemed to be a related party as Jill Mason is a trustee of The Lucy Faithfull Foundation and a partner with Mills & Reeve LLP.

25. Reconciliation of net income to net cash flow from operating activities

	Note	**2023 £**	2022 £
Net income/(loss) for the reporting period		**435,086**	216,383
Depreciation charges	8, 11, 12	**10,700**	16,317
Interest received	3	**(6,290)**	(59)
(Increase) Decrease in debtors	15	**(179,647)**	214,762
Increase in creditors	16	**43,716**	66,882
Net cash provided by/(used in) operating activities		**303,565**	**514,285**

26. Analysis of changes in net debt

	April 2022 £	Cashflow £	**31 March 2023 £**
Cash at bank	1,521,700	261,868	**1,783,568**

Additional info

Officers and contacts

Life President
Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons
Mrs Hilary Eldridge
The Baroness Howarth of Breckland OBE
Mr Richard Monk CMG, OBE, QPM
Mr E M Nock OBE BA (Jt Hons) Dip IPD
Ms Annie Shepperd OBE
Sir Richard Tilt
Mr John Trotter LLB (Hons)

Trustees
Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych
Dr Vic Baines PhD
Mr Martin Brewer BA (Hons) (resigned 15/07/2022)
Mrs Joy Chamberlain FCA
Dr Gopi Krishnan MRCPsych
Mrs Jane Leach BSc FCA
Mr David Lundholm BA (Hons) MBA
Dr Michael Marett-Crosby MA DPhil
Mrs Jill Mason LLB (Hons)
Dr Paul Monks BA, MB. BChir, M.Sc. MRCPsych
Mr John O'Brien CBE (appointed 24/03/23)
Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS
Dr Lynn Saunders OBE PhD MA BA CQSW
Professor Alec Spencer BA (Hons) MA MRes
Mr Paul West QPM DL

Company Secretary
Mrs Annabel Kroeger BAcc CA(SA)

Executive team
Ms Deborah Denis PGDip Dip CIPR
chief executive officer

Mr Stuart Allardyce MA (Hons) MSW
director of Stop It Now Scotland

Mr Donald Findlater
director of Stop It Now helpline

Mrs Frances Frost
director of policy and advocacy

Mrs Annabel Kroeger BAcc CA(SA)
director of finance

Mr Adrian McNulty CQSW Diploma in Probation Studies (DipProbation)
director of operations

Registered name
The Lucy Faithfull Foundation

Registration numbers
Registered company number 02729957
Charity number 1013025
Scottish registered Charity number SC039888

Registered office and principal address
2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ

Independent auditor
Crowe U.K. LLP Fourth Floor, St James House, St James Square, Cheltenham, Gloucestershire, GL50 3PR

Bankers
HSBC Bank Plc Redditch Commercial Centre Church Green West, Redditch, Worcestershire, B97 4EA

Solicitors
Mills & Reeve LLP, 78-84 Colmore Row, Birmingham, B3 2AB

Additional info

Board of trustees

Dr Mike Harris
BSc MB BS MRCS LRCP FRC Psych (Chair)

Mike is a consultant psychiatrist. He has previously been a medical director, operational director and chief executive in the NHS and the independent sector. He has been chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He is currently chair of Improving Lives, a Nottingham-based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

"It is a real privilege to be a trustee of this amazing organisation. The fantastic staff, led by an inspirational group of directors work with some of the most troubled people in the country, hearing their stories every day. They do this with grace, dignity and enthusiasm helping through their work to keep young people safe from sexual abuse"

Jane Leach
BSc FCA (Vice-Chair)

Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years' experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role. Jane is also on the Board of fund manager JO Hambro Capital Management, and chairs their UK Fund.

"I'm inspired by the people in the Foundation who work tirelessly, in often painfully difficult circumstances, to both share the experience and knowledge built up by staff over many years, and put it into practice to prevent the tragedy of child sexual abuse."

Joy Chamberlain
FCA (Treasurer)

As a Chartered Accountant by background, Joy initially worked with PWC before stepping into the healthcare sector in senior positions at Partnerships in Care in 1997 before becoming their CEO in 2011. In 2016, she led the formation of Elysium Healthcare as a result of the sale of 22 hospitals from Partnerships in Care and Priory. Joy also took the company through a sale process in early 2022 with global provider Ramsay Health Care purchasing the business. Elysium now supports over 2200 service users in 87 specialist services in the field of mental health, learning disabilities & autism, neurological and child & adolescent mental health services.

With over 20 years' experience in the specialist healthcare sector, Joy is a strategic leader who delivers on the core objectives of the business whilst ensuring that people remain at its heart. With a passion for quality, she leads services to deliver outcome-focused treatment and care whilst always ensuring that her teams retain the core values that she stands for.

"In the past few years since being a Trustee, I have seen The Foundation grow stronger, its strategy and leadership empowering the organisation to do everything they need to do in order to keep children safe and eradicate this social problem."

Professor Victoria Baines
PhD (Nottingham) MA (Oxon)

Victoria is IT Livery Company Professor of IT at Gresham College in the City of London, and a Senior Research Associate at the Intellectual Forum, Jesus College, Cambridge. She has held visiting fellowships at the universities of Oxford and Bournemouth, and has been a guest lecturer at Stanford University.

In 2019 and 2021, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. For several years, Victoria was Facebook's trust and safety manager for Europe, the Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre.

Victoria serves on the Advisory Board of Reliance Cyber and the Safety Advisory Board of Snap Inc. She is a Liveryman of the City of London, and Chairs the Information Security panel of the Worshipful Company of Information Technologists.

"The evidence is compelling: if we are truly to approach the problem of child sexual abuse as a public health issue, we need to provide support to offenders and those at risk of offending. In my time in both law enforcement and the technology industry, I have been a passionate advocate for the work of The Lucy Faithfull Foundation. Its expertise and services are held up around the world as the gold standard. I am thrilled to be able to contribute directly to its success."

Dr Gopi Krishnan
MRCPsych

Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed first-hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of the Foundation is now more important than ever – preventive intervention before harm occurs."

David Lundholm
BA (Hons) MBA

David is an investment director, working in the Fintech team at Legal & General Retail, where he has worked for the past four years. He serves as a non-executive director across portfolio investments. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"The work of the Foundation has never been more important. I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Dr Michael Marett-Crosby
MA D. Phil

Michael leads a group of healthcare, education and refugee relief charities that work for the people of Myanmar (Burma) with the UN and other agencies to deliver humanitarian support, human rights monitoring, healthcare and education. This work focuses on alleviating the impact of the 2021 military coup, and supporting a new democracy in Myanmar. His international and Burmese teams support scholarships, access to learning, health and inclusive federalism across the country. He was previously a Catholic priest and worked with young people in prison settings. He was interim CEO of The Lucy Faithfull Foundation in 2019.

"The Lucy Faithfull Foundation has a huge ambition – to see a world in which young people can live without fear of abuse. To do this, our extraordinary staff show innovation and daily commitment to keep children safe, and to work with those who threaten young people's safety. The charity remains a remarkable force for good, and it is all the more important in today's world. It remains a great privilege to be a trustee."

Jill Mason
LLB (Hons)

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with about 30 years' experience advising NHS (commissioners and providers), independent sector providers and not-for-profit organisations on all aspects of the law relating to the care of patients, service users and residents. This particularly relates to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill advises, writes articles and blogs and delivers training in all these areas. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Externally, she is on the Zero Suicide Alliance Governance Board.

"This is my third year as a trustee. I have been so impressed by the dedication of all the staff. Such vital work is undertaken by the Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't…."

Dr Paul Monks
BA MB BChir MSc MRCPsych

Paul is a consultant in general and forensic psychiatry. He has worked in low- and medium-secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. For much of the last two decades, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been the clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers. Paul currently works as a consultant community forensic psychiatrist at South London and Maudsley NHS Foundation Trust.

"I am inspired by the Foundation's overarching purpose of preventing child sexual abuse and the dedication and resilience of its staff in pursuit of it, particularly over recent years. The foresight and expertise of the team mean that the Foundation is very much at the forefront of tracking and tackling new challenges posed by digital technology."

John O'Brien
CBE

John joined the civil service in July 2002 as Director of the Criminal Records Bureau. In 2006, he moved to the Home Office to lead the response to the Bichard Inquiry and subsequently as Director of Safeguarding. In this role, he was responsible for policy on safeguarding and public protection, public order and the sponsorship of the Disclosure and Barring Service and the Security Industry Authority. He was seconded, as Secretary, to the Independent Inquiry into Child Sexual Abuse on its establishment as a statutory inquiry in 2015. In this role, he was responsible for the effective management of the Inquiry and acted as the main contact between the Inquiry and the Home Office as the sponsor department. He also established the Truth Project to enable victims and survivors of child sexual abuse to share their experiences with the Inquiry and put forward suggestions for change.

"Having been involved in public protection policy for many years and hearing first-hand the accounts of victims and survivors during the Inquiry I have seen the lifelong impact of child sexual abuse. I have seen the work of the Foundation during my time in the civil service and its preventative work is critical to delivering a world free of such abuse. I am delighted to be able to support it in achieving this goal."

Professor D Perkins
BSc MSc PhD CPsychol AFBPsS

Derek is a chartered clinical and forensic psychologist with West London NHS Trust, and Visiting Professor of Forensic Psychology at Royal Holloway University of London, School of Law and Social Sciences. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the online Protect research group on internet-related sexual offending. He has worked clinically, carried out research and published on the assessment and treatment of those convicted of sexual offending, including the interface between mental health and

sexual offending, internet-related sexual offending, child sexual abuse and sexual homicide.

"I have a long history with the Foundation, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic, the only full-time, residential UK facility at the time for the treatment of those who had sexually offended. From then, the Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Dr Lynn Saunders
OBE PhD MA BA CQSW

Lynn has been Professor of Applied Criminology and Head of Law and Social Sciences at the University of Derby since 2021. She previously worked in the criminal justice system for 35 years, most recently as the governor of HMP Whatton a large treatment site for people convicted of sexual offences. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity that helps prevent sexual offending, and chairs its board.

Lynn was awarded honorary doctorates from Nottingham Trent University in 2015 and Keele University in 2018, in recognition of her work with people with sexual convictions both nationally and internationally, to the ultimate aim of a reduction in victims. She was also awarded an OBE in 2017's New Year Honours list and received the Guardian Public Leadership award in 2018. Lynn has been a trustee of the Foundation since 2018. She says:

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse and is recognised as a world leader in this area of work. Its initiatives in sexual harm prevention, the development of the research base and initiatives to support practitioners working in this area are often considered to be best practice."

Professor Alec Spencer
BA (Hons) MA MRes

Alec is a former prison governor who established the first intervention programme for sexual offenders in Scottish Prisons (STOP). He later served as director of rehabilitation and care and was a member of the Scottish Prison Service Board. He was chairman of the Scottish Accreditation Panel for Offender Programmes, an adviser to the Justice Committee of the Scottish Parliament on their Inquiry into Child Sexual Offending and, for a temporary period, chief officer of a Community Justice Authority.

He has published a book on working with sex offenders, and was Scottish chair of the National Organisation for the Treatment of Abusers (NOTA) and a member of the Association for the Treatment of Sexual Abusers (ATSA). He founded and chaired the charity Families Outside to support families of prisoners and was Chair of Includem, a Scottish charity working with youngsters in trouble. He was chair of the Scottish Association for the Study of Offending and convener of the Scottish Consortium of Crime and Criminal Justice. He is an honorary professor at the University of Stirling, an expert member of their Ethics Panel, and a non-executive director of Community Justice Scotland and chair of its Audit and Risk Committee.

"My own links with the Foundation go back to 1992, the year LFF began. Since then, The Lucy Faithfull Foundation has built an enviable record in the research and treatment of child sexual abuse. In particular The Stop It Now helpline attempts to be proactive and help prevent child sexual abuse by reaching out to those worried about what they might do."

Paul West
QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the Chief Constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012, a member of the Prison Service Pay Review Body since 2016 and was appointed a Deputy Lieutenant of Worcestershire in 2019.

Since retiring, Paul's many voluntary roles have included significant involvement in school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings, he was also the board's nominated safeguarding lead. He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

Away from work, Paul's passion has always been listening to and playing classical music. He is an accomplished amateur musician, plays both violin and viola in several orchestras in the West Midlands and has also been a member of a string quartet in Worcestershire since 2005.

"I have valued deeply my association with LFF throughout the last eleven years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, but in recent years it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children in a wide range of educational settings. The Foundation really can and does make a huge and positive difference in so many young people's lives."

Martin Brewer
(resigned July 22)

Martin is a retired solicitor who now sits as a judge in both the Employment Tribunal and the Immigration and Asylum Tribunal. As a solicitor, Martin specialised in employment law and practice and acted for a wide range of employers in both the public and private sectors including a number of large NHS Trusts and Foundation Trusts. Martin is a published author on various aspects of employment law.

Additional info

With sincere thanks

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

The A B Charitable Trust

Baillie Gifford & Co.

Barratt Foundation

Bing

The Barcapel Foundation

Charles Hayward Foundation

Conwy County Borough Council

The Dawes Trust

The Emmanuel Kaye Foundation

Esmée Fairbairn Foundation

EU Commission

Global Partnership to End Violence Against Children

Google

Greater Manchester Police and Crime Commissioner

Home Office

The Indigo Trust

KPMG Foundation

Meta

Ministry of Justice

National Organisation for the Treatment of Abuse

NHS

Nominet UK

Oak Foundation

Office of the Police and Crime Commissioner for Surrey

Paul Hamlyn Foundation

Perth and Kinross Council

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The Robertson Trust

The RS Macdonald Charitable Trust

The Samworth Foundation

The Scottish Government

Shanly Foundation

The Volant Charitable Trust

The Welsh Government

Find out more about our work to protect children:
lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline:
stopitnow.org.uk

Stop It Now! Scotland:
stopitnow.org.uk/scotland

Stop It Now! Wales:
stopitnow.org.uk/wales

Information and support for parents and carers:
parentsprotect.co.uk

Facebook: @stopitnowukandireland

Twitter: @StopItNowUK

YouTube: @stopitnowukireland

LinkedIn: the-lucy-faithfull-foundation

Confidential freephone helpline: 0808 1000 900

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LUCY FAITHFULL FOUNDATION

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Important note: All images within this document are for illustrative purposes only. Names of case studies have been changed to protect anonymity.

THE LUCY FAITHFULL FOUNDATION

England & Wales - Charity number 1013025

Accounts

The Lucy Faithfull Foundation
Annual Report and Financial Statements
2021/22



30TH ANNIVERSARY
Celebrating protecting children

THE LUCY FAITHFULL FOUNDATION
Working to protect children

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We know the work we do is challenging, yet vital, and it's our staff's commitment that I see day in and day out which makes a real difference to the people who need our help.

Mike Harris, Chair



Welcome

From our chair



Welcome to our 2021/22 annual report which covers an extraordinary year for the Foundation. I am extremely proud of all that has been achieved in what was another year impacted by COVID-19.

Child sexual abuse remains a major public health problem affecting more than a million children under the age of 16 in the UK, and the pandemic placed new pressures on children, including dangers in the online world. It has therefore been imperative that The Lucy Faithfull Foundation has been there to help protect them.

Over the last year, the ever-changing environment continued to pose challenges to the way we work, with many of our activities still being delivered online and staff moving between office and home working. Generous donors have enabled us to fund this new way of working, which we are confident has served our beneficiaries well. One of the huge benefits of online delivery is that it breaks down barriers posed by geography – meaning we can be more accessible to those we work with across the UK.

In last year's annual report, I introduced our 2020-2025 strategic plan which laid out how we would reach more people, invest in research and development, and advocate for a greater focus on preventing abuse before it happens. This new strategy has brought renewed focus to our work and I am delighted to report that in 2021/22 we made great progress against our strategic aims. In addition, we have increased our unrestricted reserves – an aim we had identified last year as vital to ensuring we can withstand challenges in the future.

We have grown and developed our existing services, started new projects and brought in new staff with new skills – all alongside navigating an uncertain world. The achievements you will read about in this report are testament to the charity's strength and resilience, but also to the incredible dedication and drive of our people. We know the work we do is challenging, yet vital, and it's our staff's commitment that I see day in and day out which makes a real difference to the people who need our help. On behalf of the board of trustees I send huge thanks to all the staff for their enormous effort and dedication. We continually admire the energy and professionalism of the staff team led by a great team of directors.

This year we received our highest income from charitable donations with a major increase in those raising funds for us through fundraising events.

A sincere thank you to all who have taken on challenges, hosted events and promoted our work to protect children.

Finally, I want to thank our CEO, Deborah Denis, our president and patrons and all my fellow trustees, all of whom devote much time and energy to the charity. As we look forward to celebrating our 30th anniversary, we are all eager to see what more can be achieved in the years ahead.

Mike Harris

Welcome

From our chief executive officer



It has been another remarkable year for the Foundation, our staff, and the services we deliver and my thanks go to all our staff for their ongoing hard work, dedication and commitment.

Our 2020-2025 strategic plan laid out our ambitions to be stronger, bolder and more innovative, and this year we achieved important new developments in this endeavour. We supported more than 7,600 people on our helpline, with 526 of them opting to use our new live chat facility, and a Welsh-speaking advisor joined our team. We will build on this in the year ahead by facilitating calls with translators, opening our service to non-English speakers.

Our work with young people took a big step forward: we hired a dedicated schools project manager and launched a three-year project to tackle harmful sexual behaviour in schools. We launched the project following the Everyone's Invited movement, and it will help us guide and develop schools' responses to harmful sexual behaviour, while at the same time allow us to gather vital insights into the needs of young people to inform changes in the wider educational sector.

We worked hard to raise our profile to ensure those who need our help know about us: we were covered in 170 media articles across the UK, and we achieved an additional 291 pieces of coverage from our national campaign aiming to raise awareness of online offending. And our partnership campaign with Police Scotland to deter online grooming – #GetHelpOrGetCaught – won 'Campaign of the Year' at the 2021 Scottish Charity Awards.

In terms of research, 2021/22 has been a landmark year.

We secured funding for new and expanded research activities and have employed a head of research and evaluation and a practitioner-researcher. We launched our series of Faithfull Papers – publications that will explore various aspects of our work and will be issued at least four times a year. The first paper explored the first 12 months of live chat on the helpline.

I am truly grateful for all of those who believe in what we do and help us continue our work through making contributions. People like Rhys Jenkins and his wife Cerys who said they decided to fundraise for us as we were 'the only charity they could find attempting to stop sexual abuse before it happened'. I am in awe of Rhys, who took on the monumental challenge of running from John O'Groats to Land's End whilst summiting each of the three national peaks along the way. He completed this challenge in a world record-breaking 23 days, 7 hours and 19 minutes – and he raised over £8,000.

This kind of generosity, and the support of all our donors and supporters, delivers real benefit and helps us achieve all that we do. A very sincere thank you to all who support us and our work – and our incredible staff.

Deborah Denis

Our 2020-2025 strategic plan laid out our ambitions to be stronger, bolder and more innovative, and this year we achieved important new developments in this endeavour.

Deborah Denis, CEO



What we do

Everything we do protects children from sexual abuse. We keep children safe by:



Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children.

We help thousands of people each year who call, email or talk to us via live chat.



Helping people achieve positive change and offence-free living.

Our face-to-face services and online self-guided interventions help people make better choices and live a good life.



Creating safer environments in families, communities and online.

We work to prevent abuse from happening in the first place, or from happening again if it already has.



Equipping professionals with knowledge and tools to better protect children.

We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse.



Influencing social and political attitudes about how children can best be protected.

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse.

How we do it

What we do is vital, but how we do it is critical to our success. Our values guide us in acting in the best interests of children at all times.

Ambition

We embrace being leaders in the field of child sexual abuse prevention and strive for innovation to keep children safe from harm.

We are brave in our efforts, ambitious about our impact and committed to contributing to knowledge about how to safeguard children from harm.

Integrity

We are ethical, open and honest. We respect the confidentiality of colleagues, beneficiaries and stakeholders. We base our actions on evidence, commit to our actions and follow them through.

We act with professionalism, show respect and consideration to all, and do what is right.

Collaborate

We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.

We acknowledge the importance of collaboration and how working collectively enables the shared insights that achieve better outcomes for children.

Hope

We hope for a future free from sexual abuse for all children.

It is this belief in a positive future that inspires our work to protect children from sexual harm.

Excellence

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.

We are committed to providing a safe, supportive and learning environment for our staff that equips them for their role.

Our strategy: We said, we did

In our 2020-2025 strategic plan, we set out our key aims to achieve greater impact and protect more children from sexual harm, building on our achievements over nearly 30 years.

The plan sets out our areas of focus, and our key objectives which are centred around the three pillars of reach, research and advocacy.

This year, we made excellent progress against each of our strategic aims.

We worked directly with **12,846** people across our services.

Reach

Imagine... if all adults who pose a sexual risk to children get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm occurring in the first place and, crucially, can access confidential help when they need it.

Aim 1

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

- More than 1,040,107 users visited our websites
- We were covered in 170 media articles across the UK and achieved an additional 291 pieces of coverage from our national campaign aiming to raise awareness of online offending
- 7,658 people received advice and support from our Stop It Now! helpline
- Live chat is now a sustained feature of the helpline, allowing people to contact us in real time electronically, and we helped 526 people who opted to use this service
- A Welsh-speaking helpline advisor joined our team
- We completed 210 assessments for local authorities and others and delivered 65 pieces of intervention
- We worked with 301 men arrested for online offending to help prevent future offending and supported
- We supported 206 family members affected by the arrest of a loved one for online offending and a further 743 people engaged in online peer support
- 69 young people who had got into trouble online completed our Inform Young People programme and we had face-to-face sessions with another 17. We also worked with 39 parents and caregivers
- 1,642 professionals attended our training events
- We launched a new project to support schools dealing with harmful sexual behaviour issues and will support 30 schools over the next three years

Research

Imagine... if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.

Aim 2

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

- We secured funding for our research activities and employed a head of research and evaluation and a practitioner-researcher
- We launched our series of Faithfull Papers – these publications will explore various aspects of our work and will be issued 4-6 times a year
- We published a short paper on how COVID-19 had affected callers early in the pandemic
- An evaluation of our Friends and Family Forum was completed by academics from the Universities of Huddersfield and Leeds
- Analysis of 800 online offenders who self-referred to Stop It Now! Scotland was completed with assistance from OnlinePROTECT. Findings will be published in 2023
- Two staff co-authored chapters in the book Challenges in the Management of People Convicted of a Sexual Offence on the history of the Stop It Now! movement and sibling sexual abuse

I am determined to do all within my power to protect and safeguard children from child sexual abuse. That is why the government introduced a Tackling Child Sexual Abuse Strategy which includes work to stop abuse from occurring in the first place.

The Lucy Faithfull Foundation plays a vital role in stopping offending and reoffending, and by working together with such a dedicated and expert organisation, we can stop offending at source and reduce the impact of this abhorrent crime on victims and survivors.

Rachel Maclean, Safeguarding Minister

Advocacy

Imagine... if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at its core.

Aim 3

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

- We are on the Home Office Tackling Child Sexual Abuse Strategy Third Sector Stakeholder Group and are members of a Home Office working group looking at the provision of child sexual abuse perpetrator prevention programmes
- We worked with the WeProtect Global Alliance as they developed their Global Threat Assessment and sat on their steering committee. The publication included a case study of our deterrence work with MindGeek
- We are working with partners including the NWG Network and Tink Palmer, safeguarding consultant, through an Indirect Victims Group which is looking at ways to improve the response to and services for families affected by the arrest of a loved one for online offending behaviour
- We presented evidence at a two-day Scottish Child Abuse Inquiry roundtable event: Preventing Abuse of Children in Care: The Psychology of Offenders
- We presented at 'The Right to be Safe - Preventing and Responding to Child Sexual Abuse and Exploitation in Wales' conference
- We published 11 blog posts which had 70,099 combined pageviews

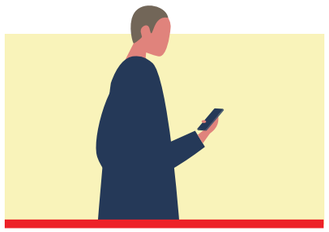
Achievements and performance



Anonymous advice and support: Stop It Now! UK and Ireland helpline

Our Stop It Now! helpline supports anyone with a concern about child sexual abuse. It has been helping people protect children for nearly 20 years. Predominantly for adults, callers can remain anonymous meaning they are able to talk openly and honestly about their concerns. As well as calling the helpline, people can email or or use our live chat.

We have six target groups



People concerned about their own sexual thoughts or behaviour towards children



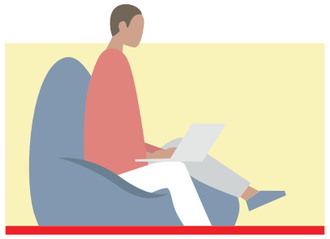
People concerned about another adult who may be a sexual risk to children



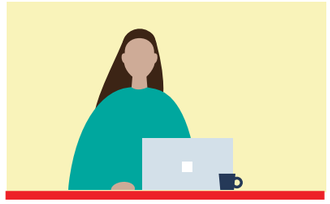
Parents, carers or others concerned about the sexual behaviour of a child or young person



Parents and carers concerned that their child has been sexually abused or is at risk



Survivors of child sexual abuse looking to make sense of what happened to them



Professionals seeking case advice and support

In 2020, in response to the pandemic, we moved the entire office-based helpline operation to our staff's homes. This arrangement has continued across 2021/22 and while it has brought challenges, particularly around technology and staff support, it has also reduced recruitment barriers as staff no longer need to be based in our office – for example, we now have two staff working from Wales, including one Welsh speaker.

The numbers

In 2021/22, we helped 7,658 people who made 15,435 contacts between them (calls, chats and emails/secure messages). This is an increase on callers (7,300) and contacts (14,197) in 2020/21.

We remain grateful to our core funders, the Home Office and the Ministry of Justice, for their ongoing support and, in particular, additional funding provided by the Home Office this year to help increase our capacity.

By the end of 2021/22:

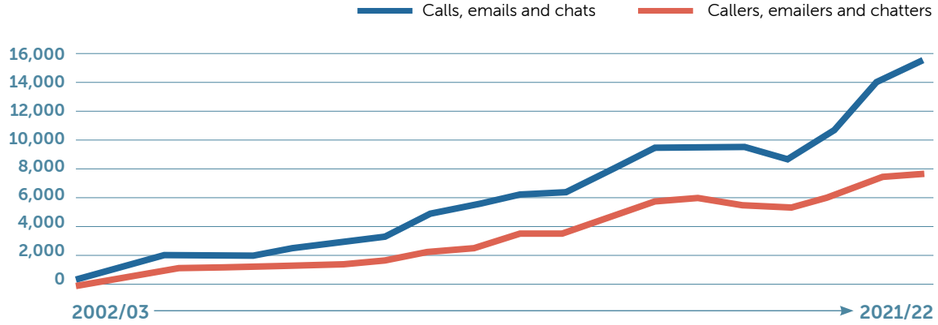
Our total helpline advisor hours had risen from 1,367 in April 2021 to 1,557 in March 2022.

Despite this increase we continued to see people having to call more than once in order to get through to us, showing ongoing demand for our help.

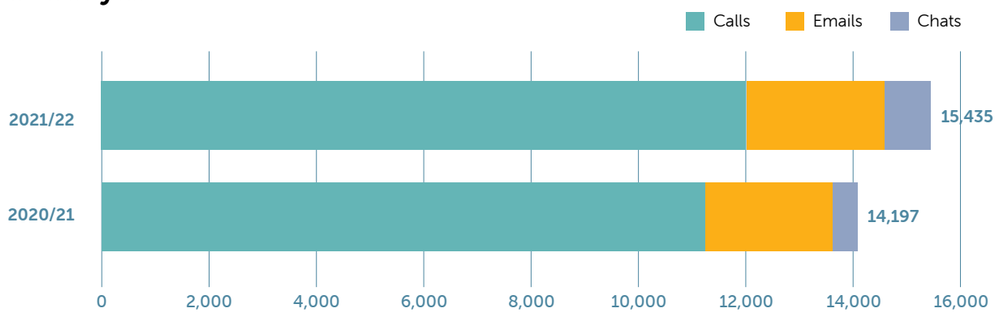
In 2021/22:

- Missed callers increased by 21% to 6,216 (from 5,133 in 2020/21)
- The proportion of missed callers eventually getting through on a subsequent attempt was 54% (3,384 out of 6,216) in 2021/22 compared to 59% (3,043 out of 5,133) in 2020/21.

Total calls/emails/chats and callers/emailers/chatters since 2002



Total proportion of calls, emails and chats compared to the previous financial year



7,658
people got help, support and advice from our helpline

Who called the helpline

When our advisors pick up the phone, they don't know what type of caller they might speak to. Each caller is different and our experienced and compassionate advisors handle every contact with care and professionalism.

- **51% - Adults and young people who have abused, are close to abusing or are worried about their sexual thoughts or behaviours**
- **25% - Adults and young people concerned about an adult's sexual thoughts or behaviour**
- **5% - People concerned about a child or young person's sexual behaviour**
- **2% - People concerned about a child or young person who is at risk/is showing signs of being sexually abused or being groomed online**
- **8% - Professionals calling for case advice**
- **2% - Victims and survivors of child sexual abuse**
- **7% - Other***

**callers outside target groups include those with general internet concerns, requests for general information and inappropriate callers*

Helping people take action

Some callers contact us only once. Others will contact us multiple times, sometimes over an extended period of time. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member's behaviour when around children will likely need more support and will therefore contact us more often than a professional calling for case advice.

We provide far more than just a listening service. We explore with each caller immediate child protection issues and agree safeguarding steps needed to minimise risk. We then provide information, discuss options to consider, give advice and agree actions the caller will take to respond to the concerns they have shared.

93%
of repeat callers tell us they had taken the actions they had previously agreed

98%

of people we helped agreed one or more actions to take to protect a child – reducing the likelihood of offending or reoffending

Preventing offending protects children

Our service is invaluable in the risk management (including by self-management) of adults who have already offended, including those arrested for sexual crimes against children, in order to prevent future harm. But a significant number of people who contact us with concerns about their sexual thoughts about or behaviour towards children have not yet harmed a child, but are concerned that they might. Others contact us because they have concerns about someone they know.

In 2021/22:

- **504 people contacted us saying they were concerned about their sexual thoughts about children and their risk of committing a contact offence. That's 13% of people concerned about themselves and 7% of total people contacting the helpline.**
- **331 people contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. That's 17% of people concerned about another adult and 4% of total contacts.**

By supporting and advising concerned people to take appropriate action before a child is harmed, we help prevent child sexual abuse.

More support

Through our ongoing support services and call-back service, callers can be connected with other Foundation staff for further in-depth or specialist support – for example, cases where young people have been displaying worrying sexual behaviour and they and their parents need expert targeted advice to support them in implementing changes needed to prevent harm in the short and longer terms.

In addition to call-backs, callers make good use of our range of online resources including:

'Get Help' online self-directed intervention: Self-help for people worried about their own or someone else's online sexual behaviour towards children

'Get Support' online self-directed intervention: Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet

Parents Protect: Information, support and advice for parents, carers and families looking to prevent child sexual abuse

Innovative use of technology to intervene online

Our helpline plays a key role in tackling the problem of online child sexual abuse though engaging with those with concerns, but also driving forward new interventions; we know that the scale of online offending is such that different and new solutions are needed to protect children.

This year we continued our project with the Internet Watch Foundation (IWF) to develop a chatbot targeting people trying to view sexual images of children on MindGeek-owned adult pornography websites. The automated bot attempts to engage users in a supportive conversation and then points them towards our services for help to change their behaviour. The chatbot project is a collaboration between the IWF and Stop It Now! and is funded by the Global Partnership to End Violence Against Children.

Expanding our reach

We are grateful to The Dulverton Trust for financial support that helped us promote the helpline to the wider public through our engagement with university students and the Church of England London Diocese.

This promotion also included the launch of a new project in Ireland. Supported by an advisory group chaired by Eileen Finnegan, consultant psychotherapist and chair of NOTA Ireland, the project will work to share information on keeping children safe, the potential warning signs of abuse and conversations to have with children and other protective adults to prevent abuse. People in Ireland can now call the helpline through an international number, as well as access new web pages with information, support and advice specific to the Ireland context and legal system. It is early days, but since the launch in June, the helpline has spoken to 21 callers from Ireland and our Ireland webpages have been viewed more than 2,275 times.

We are delighted to have expanded the reach of Stop It Now! to support those in Ireland concerned about child sexual abuse and its prevention. Together, we have worked tirelessly with the Irish Advisory Group to raise awareness of the confidential support and advice available through the international helpline. There is much work to do to achieve our dream of an Ireland where children are free from abuse, and over the next year, we will collaborate with child protection professionals, including the Garda and other statutory bodies, with survivors, policy makers, politicians and the media to help in changing the attitude of society to 'think prevention rather than intervention'.

Consultant psychotherapist, chair of NOTA Ireland, and chair of the Stop It Now! Ireland Advisory Council, Eileen Finnegan.

Case study: Josh's story

Josh, 32, had been viewing sexual images of children for two years at the time of calling the Stop It Now! helpline. He told us his wife had recently found illegal images on his computer after checking his internet history. After a frank and difficult conversation, his wife agreed to support him without involving the police, but only if he agreed to seek professional help.

Josh told us how he had been viewing pornography – initially his father's magazines – from seven years of age. Soon after he found his father's violent pornography videos which aroused him. He has continued to view pornography since, sometimes multiple times a day and often when at work. He told us he frequents sex worker websites and fantasises about contacting them, although he never has. He said he would never feel able to as he is anxious about his sexual performance. He explained that he thinks that is part of the reason why he seeks sexual gratification online.

Josh said he first saw sexual images of children when browsing a legal adult pornography website. He said it initially shocked him and he immediately stopped viewing. After a dream about the sexual images he saw, he developed a curiosity to search for it; and this has been part of his "pornography habit" ever since.



What we did

The helpline advisor told Josh he had done the right thing by reaching out for help and asked that he pass on our contact details to his wife. Having established that Josh and his wife do not have children, nor does he have contact with children through family, friends, work or recreation, the advisor explored a number of options for Josh to consider, including reporting himself to the police so he does not spend the rest of his life "looking over his shoulder". He was not prepared to take this step right now, but wanted to know what help we could offer and what difference it would make.

Having agreed immediate steps for Josh to take, with his wife's support, to ensure no further access to sexual images of children, the advisor agreed dates for a series of call-backs with a specialist Foundation practitioner to accompany and support him in engaging with the Get Help online self-help modules and to help him understand his behaviour and develop strategies to manage it into the longer term.

During his six call-backs with the practitioner, internal and external triggers, stress management, fantasy management and techniques including active distraction and urge surfing were explored. He was given practical advice around using the internet responsibly and was encouraged to read the books 'The Porn Trap' and 'In the Shadows of the Net.'

The outcome

Josh's relationship with his wife improved since demonstrating that he was taking steps to address his illegal behaviour. His wife also received support from the helpline and together they decided to engage in couples counselling. Josh has placed internet restrictions on his devices and has not viewed sexual images of children since seeking support.

Last year we said...

1. **We will embed live chat within helpline operations and expand its use by piloting the use of its translate function to enable better access for non-English speakers. We will also work to build partnerships with organisations and communities that could really benefit from the new service, including people who are deaf or hard of hearing.**
   Live chat is now a sustained feature of the helpline, dealing with 5% of all contacts across extended operating hours. We published a Faithfull Paper on its first 12 months operation (see research section). We have trialled the translate function and are focused on promoting this service to expand our reach into new communities.
2. **We will evolve our support for young people who are concerned about their own thoughts or behaviour, or the behaviour of someone they know and include this group as a key target audience for the helpline.**
   Helpline staff have completed training with the Foundation's young people's team to equip them to deal with the growing number of contacts from young people. We are working closely with this team as their offer to children and young people is developed, including the creation of new online resources (see the working with young people and families section).
3. **We will focus on research and share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support developments in child sexual abuse prevention, ensuring that what we know and learn benefits children far beyond our own reach.**
   We have shared all aspects of our helpline operations, including call handling guidelines, training programme and content, and performance and evaluation information with colleagues developing similar services in Australia and the Czech Republic. We collaborated in the writing of a published article in an international journal considering the impact of COVID-19 on help-seeking by people with a sexual interest in children. We delivered online seminars and conference presentations to audiences of child professional professionals and policy-makers in UK, Europe, the Philippines and others.

This year we will...

1. Publish a helpline 20-year report and host associated events to share what we have learnt with domestic and international policy-makers, professionals and partners and commission an external evaluation of the helpline, including its online resources.
2. Develop, promote and report on our engagement with non-English speaking communities through the use of Languageline, our live chat and secure email services.
3. Revise our working relationship with international Stop It Now! projects in light of the findings of the research by the Sexual Violence Prevention and Research Unit at the University of the Sunshine Coast into the history of Stop It Now! We will agree the means of sharing learning and resources between projects for our mutual benefit.

Professional services: assessments, interventions and case-specific consultancy

We are one of the largest UK providers of risk assessments, interventions and case-specific consultancies. These services are vital for local authorities including children's services and the family and criminal courts, as well as many others who are working with individuals or families where there are concerns about child sexual abuse.

We work in cases where adult men and women have been accused of, are suspected of, or are considered as posing a risk of, sexual abuse. We also work with children from the age of five, who have engaged in, or who are alleged to have engaged in, harmful or inappropriate sexual behaviour. And we deliver protective parenting assessments and interventions for non-offending partners and other family members, as well as impact and vulnerability assessments for victims of child sexual exploitation.

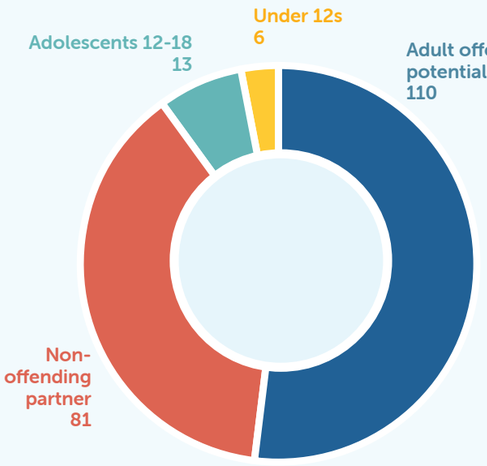
Each and every case is different, but we always help those working with families to create safer environments for children by guiding statutory and third sector organisations in safe child protection decision making. We can help caseworkers and their managers arrive at an overall strategy and equip them with a step by-step plan of action. We recommend the best way forward, underpinned by our guiding principle that the needs of children come first.

The numbers

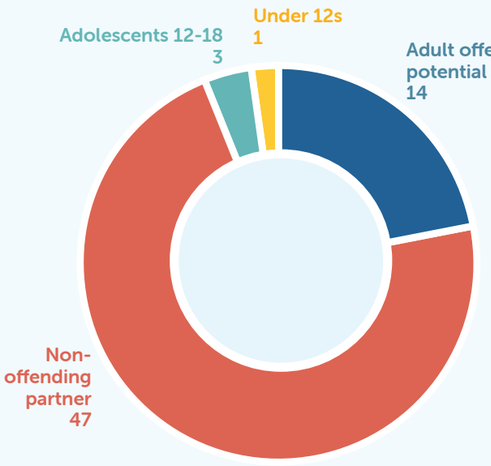
This year we delivered 210 risk assessments and five case consultancies (215 total), the same amount as 2020/21 (215). We also delivered 65 pieces of intervention and two intervention case consultancies (67 total), a decrease from 89 in 2020/21.

Income from the activities has increased - a result of working with increasingly complex and lengthy cases. We expect this trend to continue as our work with under 12s and adolescents increases.

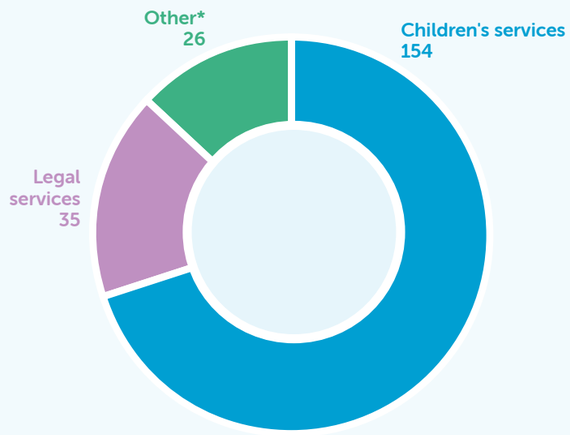
Type of assessments



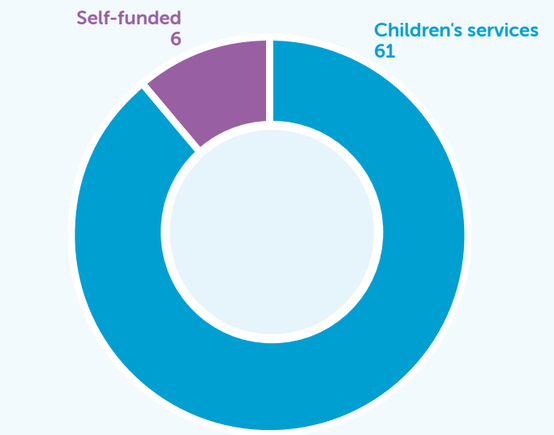
Type of interventions



Who commissioned assessments



Who commissioned interventions



**assessments 'other' includes those who have self-funded, faith and health-based organisations, and a sporting body.*

Delivery methods

During COVID-19 lockdowns, our expert practitioners were able to maintain a quality service by developing their skills in online delivery and we delivered a mix of online and face-to-face work throughout the year. In March 2022, two years following the onset of the pandemic, 57% of our work was conducted online.

Online delivery is appreciated by many of our service users, and one of the huge benefits is that it breaks down barriers posed by geography. However, it can also come with challenges – including those posed by technology and the intrusion of the practitioner into the subject's home. We anticipate a mixed economy of online delivery continuing into the year ahead with all our judgements about delivery methods being made with the best method for the case in hand in mind.

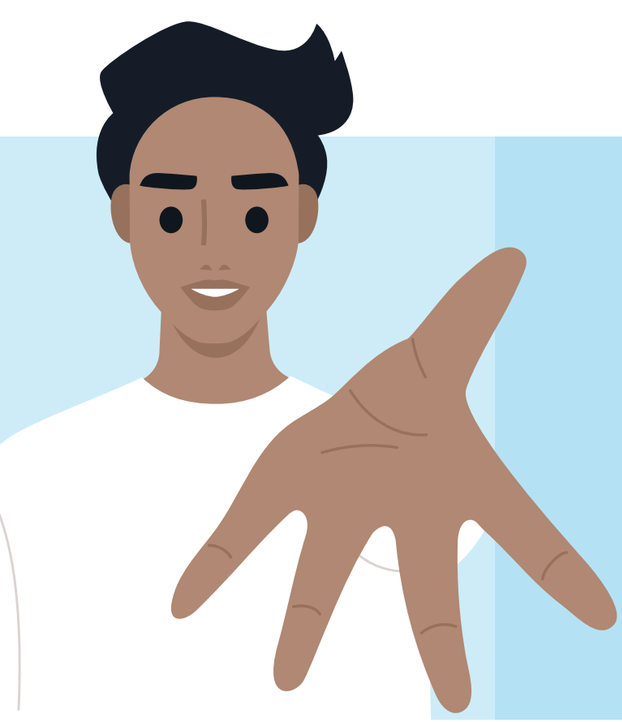
Case study: Billy's story

Billy, 11, was referred to us by his social worker due to concerns regarding his problematic sexual behaviour towards other children. Billy had been touching other children inappropriately, asking to see their private parts and trying to separate children to be on his own with them. The behaviour had been happening over four years, despite the safety plans put in place at home and in school by children's services. School staff felt under pressure and did not think they could manage his behaviour and keep him and other children safe.

Billy's behaviour, as well as the strict safety plans developed in response, had significant impacts on his relationships with peers, his ability to have normal, positive childhood experiences and on his development. He had many adverse experiences from his early years, including experiencing sexual abuse. His parents each has their own emotional and physical health difficulties.

What we did

One of our children's practitioners met with Billy and his parents to complete a specialist assessment. A variety of techniques were used to engage him and help him to manage his emotions throughout the sessions, including use of family trees, a timeline of his life, the use of strengths cards, games and sensory objects. Billy's needs were complex and the assessment identified the support that Billy, his family and his wider network needed to enable them to move forward constructively with their lives. This included a focus on developing his carers' parenting skills, including helping them to understand the impact of the trauma he had experienced and how to provide nurturing support to develop their connection with him. Further work for Billy was identified to help him understand his own experience of abuse and develop ways to manage his feelings and behaviour in the future. It was suggested how the current safety plan be revised to include more opportunities for him to develop positive social interactions with peers and further develop his skills and talents, as this would give him a sense of purpose and achievement, supporting his self-esteem.



The outcome

As a result of the assessment, the professional network reported that they had a better understanding of Billy's experiences and needs. School staff were able to understand and appreciate the link between his past experiences, the trauma he had experienced and his current behaviour. They said they understood how to respond more sensitively to his needs and to think about the resources that they might need to achieve this. Billy's social worker has since contacted us to commission a package of intervention to support Billy and help his family to move forward.

Last year we said...

1. **We will build on the progress made on our delivery of professional services to children, looking for opportunities to enhance and extend the services we offer and the outcomes that we achieve. This will include supporting our staff and clients in navigating through a mixed economy of online and in person delivery, guided by experience of the past year and maximising the impact we have.**
   We continue to deliver a mix of online and in person work, with all decisions on method of delivery being clinically driven.
2. **We pride ourselves on delivering an effective clinical service and this year will see us do more to embed quality and impact into the evaluation of our clinical practice.**
   We have implemented additional measures to ensure quality of our work including a greater emphasis on case consultations and a strengthened clinical management team.
3. **We will extend the reach of our assessments and interventions team, promote our vital child protection services and share our insights into the delivery of clinical services in these challenging times.**
   This year we expanded our coverage and delivered services across the UK from Fife, Newcastle and the Isle of Man down to Bournemouth, Torquay and Guernsey.

This year we will...

1. Expand the role of psychology within our assessment and intervention services and grow our work with under 12s. We will explore what additional support frontline staff need when working with this group and respond accordingly.
2. Publish a Faithfull Paper (see research section) exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched intervention.
3. Raise awareness of our assessments, interventions and case consultancy and their crucial role in equipping professionals in making effective child protection decisions which put the safety of the child at their core.

Tackling online child sexual abuse: services for those arrested and their families

Online offending is a growing, changing and complex problem. While undoubtably more needs to be done to prevent online offending in the first place (see section: advocacy, communications and campaigns), we make sure services are available for those affected by an arrest.

This includes people who have been arrested, cautioned or convicted for online offences involving sexual images of children or sexual communications with children, to help them stop their behaviour. And it includes their families, who struggle with the emotional and practical impact of the arrest of a loved one. We offer evidence-informed psycho-educational programmes as well as online support services for these groups.

Delivery methods

Since the pandemic began, the majority of our programmes have been delivered online and this year we collaborated with Goldsmiths University of London to evaluate this way of running courses.

The results were generally very positive and underlined the feasibility and demand for continued online delivery. Benefits identified included reduced travel time, reduced financial implications, increased accessibility and a sense of anonymity, all of which had a positive impact on individuals' engagement with the programme content and peers, alongside improved emotional wellbeing. However, feedback also highlighted barriers to online delivery, including lack of human contact, reduced ability to build empathetic relationships and technical difficulties, again impacting both engagement and emotional wellbeing. These findings will help us continue to improve our online delivery in the year ahead, as we continue to offer a remote service.

Inform Plus – to help prevent viewing sexual images of children

This programme is for men who are under investigation for, or have been arrested, cautioned or convicted of viewing sexual images of children online. It can be delivered as a group or individual programme of work and helps men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

The numbers

In 2021/22, 125 men from across England and Wales attended the group programme, 58 completed the course on an individual basis, and an additional 12 men had a face-to-face session. This is 195 men in total, an increase on 2020/21 (176).

97% of Inform Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.

I found the past 10 sessions really supportive, insightful and helpful. They have, thanks to the work and attitudes of [the practitioners] (along with my fellow group members) really made a difference to me, the way I view myself, how I am feeling and thinking and the progress I am making in recovery/avoiding relapse. I wish that these sorts of courses and sessions were more widely known and available because if I had accessed them earlier, I would likely have never offended to begin with.

Inform Plus participant

Updating our materials

This year we reviewed, refreshed and piloted a new programme manual to ensure our materials remain current and in response to participant feedback. Feedback was positive, with the increased focus upon self-care and managing shame being highlighted in particular. Final amendments are being made with a full roll-out expected in 2022/23.

Case study: Jack's story

Jack, 38, works in IT. He lives alone, has no contact with children, and was arrested for viewing sexual images of children. He called the Stop It Now! helpline the next day. While Jack admitted to viewing sexual images of children online, he was defensive about his behaviour throughout his initial call. Jack had told his mum and two older siblings that he had been arrested, and they were all supporting him.

Jack told us he watched adult pornography for extensive periods of time every day, which, he said, escalated to searching for images of under-18s. He was reluctant to accept that his pornography use had become problematic and, while he found it difficult to discuss his offending, he appeared not to want to minimise it and seemed eager to listen to our advice.

What we did

Jack was signposted to the Get Help modules on the Stop It Now! website, particularly to the 'Images are children' and 'Adult pornography' modules. He was asked to consider installing internet restrictions on his devices and he was recommended the book 'The Porn Trap' to help him reflect on his pornography use.

Jack kept in touch with the helpline, and told us that even though he found the modules difficult, they were a useful starting point to helping him understand his behaviour. He said he was keen to learn more about how he could best control his behaviour in the future.

The Inform Plus programme was discussed with Jack. It was explained that the programme provides a safe environment for people to develop a greater understanding of their offending and ways to manage it so it does not happen again. Jack went on to complete the group programme.



The outcome

Through the course, Jack developed an awareness of his triggers but also how to stay safe online. He said he found the Good Lives Model session the most impactful, as he was able to understand what 'need' he thought adult pornography and illegal sexual images were fulfilling.

He said he had a good understanding of how to work towards a positive, offence free future. Jack has kept in touch since completing the programme, has reduced his pornography use, and reports filling his time with safe replacement activities such as running and spending time with family. Jack received a police caution and with the support of the helpline advisors and programme facilitators, he says he feels able to move on with his life safely.

Engage Plus - to help prevent online sexual communication with children

This programme is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence.

After running as an individual programme since 2020, in January 2022 we piloted a groupwork programme. Like Inform Plus, the programme is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.



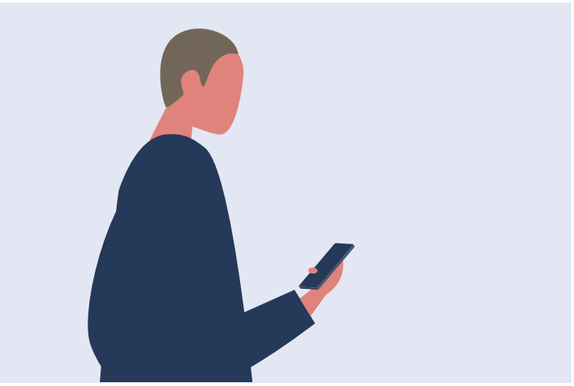
The numbers

In 2021/22, 25 men from across England and Wales completed the Engage Plus programme on an individual basis and six completed the new groupwork programme. This is 31 men in total, an increase on 2020/21 (28).

All Engage Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.

> [The practitioner] made the course material very clear, whilst certain areas were painful to cover she was understanding and didn't overload me with follow up work... I am very pleased to now have a well thought out written plan in place to make it practically impossible to offend online again as well as better insight into what I can do to improve my relationships with people I love.
>
> **Engage Plus participant**

Case study: Tom's story



Tom, 23, a business analyst, was arrested for online sexual communication with children. Since his arrest, Tom had been dismissed from his job and moved back to his parents. He made a number of calls to the helpline. During these, Tom expressed awareness that having sexual conversations with under-16s online is illegal, but said he had not thought about that when he was engaged in chats. Tom told us he used social media to talk to women and girls and often approached people he found attractive without paying attention to their age. He had also contacted teenagers on Kik, a messaging app, where he had sent explicit images of himself to girls.

What we did

Helpline advisors talked to Tom about what needs he was seeking to meet by talking to people online. He told us that he finds interactions with women his own age challenging, particularly in person, and he identified loneliness and boredom as triggers to going online to speak with strangers.

Tom was signposted to the Get Help modules on the Stop It Now! website to aid his understanding of his online behaviour, particularly to the 'Online world' and 'Sexual communication with children online' modules. The advisors explored with him safe replacement activities to distract him from online conversations, and also the need to build relationships with people offline. Tom took the advice and joined a walking group. He also took up reading and baking as safe replacement activities and started spending more time with his parents, rather than being alone in his room.

Tom found the helpline advice useful, but was keen to do more to understand his online behaviour. Engage Plus was discussed with Tom and he went on to complete the group programme.

The outcome

At the end of the programme, Tom said he had found the sessions insightful and productive, especially in recognising his triggers and how to prevent the cycle of offending. He found the 'Impact of online offending' session especially helpful, as it helped him to understand how his empathy may have been 'switched off' at the time of his offending.

Through the programme, Tom developed understanding of how he 'took advantage' of the vulnerability of the children he engaged with. He also came to recognise how he had justified his behaviour to himself by deflecting responsibility on to the victims. He said he now understood what he had been doing was wrong and that it caused harm.

Alongside this, Tom said he had gained a better understanding of the wider impact of his behaviour and Tom pinpointed that recognising the short- and long-term effects of online offending for both himself and the victim was useful when constructing his relapse prevention plan. Tom had deleted social media apps from his phone and had not engaged in any sexual conversations online since his arrest. Following the programme, Tom continued to call the helpline for ongoing support.

Inform

Inform is for partners, adult family members or friends of people who have been arrested for online offending – who are often in crisis. It provides a much-needed safe space for people to talk about what they are going through and gain support from others. It can be delivered as a group or individual programme of work.

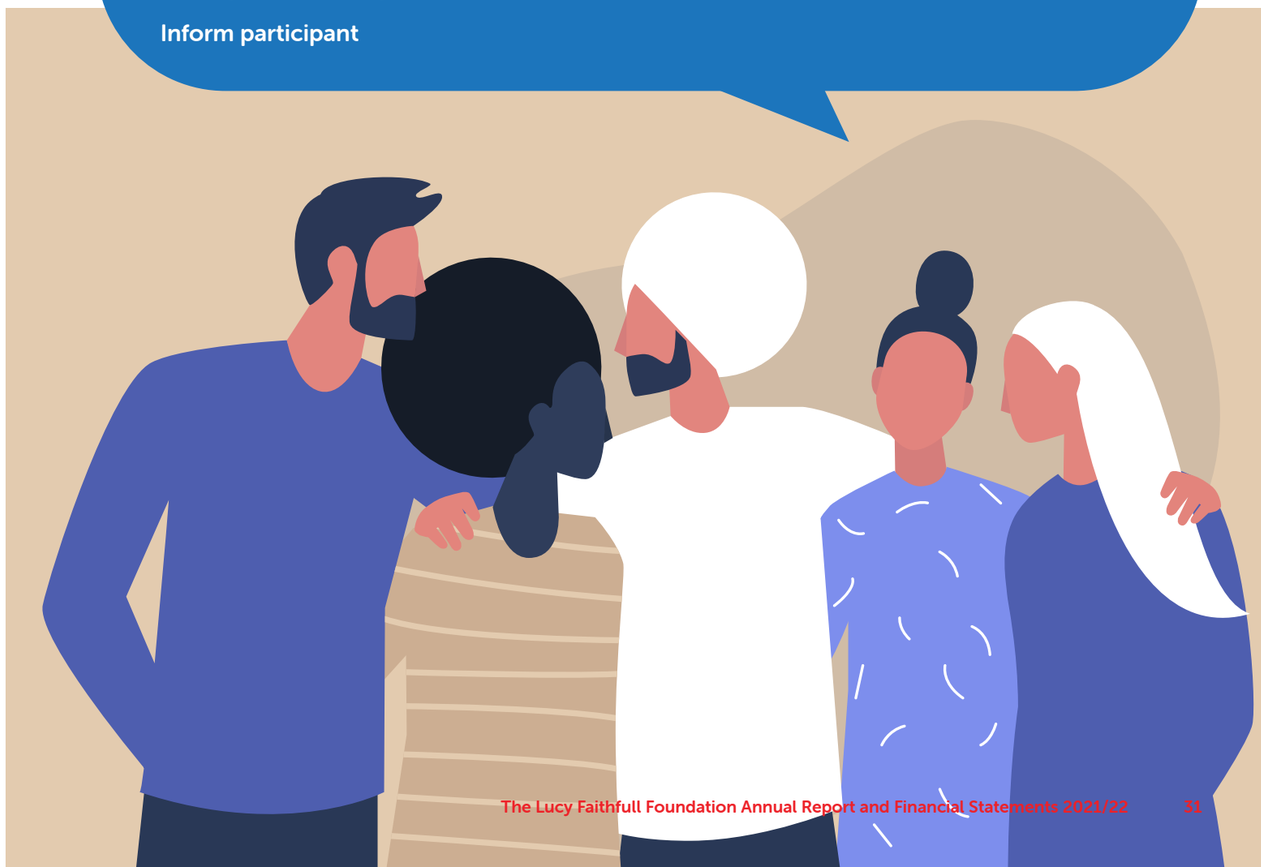
The numbers

This year we worked with 203 family members or friends from across England, Scotland and Wales either via video link or telephone, an increase on 2021/22 (170).

92% of Inform participants who completed evaluations said they felt less isolated after the programme.

It was reassuring to get some support for me. The impact on wives and families is huge and the offence is one that cannot be openly talked about with family and friends. Having others to talk to and the support of the facilitators was invaluable. I'm sad that it's over, although we have managed to stay in contact just a little.

Inform participant



Case study: Rachel's story

Rachel, 33, called the helpline after searching online for help. She told us that two years ago, while pregnant with their first child, she had caught her husband viewing a naked image of a female child who appeared to be around 10-years-old. He had said that it was a one-off and she had believed him. She told us that that this week she had checked his internet history and had found that he had been searching for sexual images of under-18s. They now have two children, aged two years and three months old.



What we did

Rachel was reassured that she had come to the right place and it was stressed that she needed to look after herself and her children first and foremost. She was advised to consider reporting her husband to the police, and the advisor talked through what would likely happen if she were to do this. She was signposted to the Parents Protect website to create a family safety plan to safeguard her children and the advisor talked her through how to do this.

Following the call, Rachel reported her husband to the police and he was arrested. She kept in touch with the helpline and told us how she was feeling very alone and struggling to talk to anyone about her feelings. She said she wanted to understand more about online offending and how what her husband had done would impact her family. The Inform programme was discussed with her and she attended the group programme.

The outcome

After completing the course, Rachel said she felt much less isolated. She said the course had answered many of the questions she had had. In addition, she said she was reassured to meet other women who wanted to support their partners, while at the same time being protective mothers.

She was grateful for the support given to her from the helpline calls and throughout completion of the course. Rachel was encouraged to use the helpline and our Family and Friends Forum in the future at any time.

> We were all strangers that found ourselves here a group, that no one wants to be in but yet we have all formed a special bond, to offer advice, to be supportive but most of all non-judgemental.
>
> **Forum user**

> I know that this forum is going to be a big part of me getting through the day - even if I don't post, just knowing I'm not alone is amazing.
>
> **Forum user**

Family and Friends Forum

With thanks to The Emmanuel Kaye Foundation, our online forum for families who are dealing with the after-effects of a loved one being arrested continued to offer support and help throughout 2021/22. We also received the findings of an evaluation of this work and starting making improvements to the forum based on the report.

The numbers

This year, 11,280 posts were made by 743 active users across 1,243 new topics. The forum was viewed by 39,137 users, who completed 188,167 sessions, a 39% increase in average monthly sessions since last year (15,681 vs 11,293), showing that many people value reading the forum, even if they do not post on it themselves. Support offered by peers on the forum is a lifeline for many and provides support they can't find anywhere else.

Research and evaluation

This year we received the results of an external evaluation of the forum led by Professor Rachel Armitage (University of Huddersfield). The evaluation assessed the effectiveness and impact of the forum as well as identified areas for improvement.

The research team asked users to complete an online survey and be interviewed – 126 people completed the online survey and 20 completed in-depth interviews. Feedback for the forum was positive. Of the survey respondents, as a result of using the forum:

- **69% felt less judged**
- **60% less alone**
- **58% felt more listened to**

A number of recommendations for improving the forum were made spanning various areas including technical changes, moderation, messaging and signposting. We have prioritised these and are working through implementing them.

This research proved so insightful that the final report will be published in two papers. The first will look at the impact of 'the knock' (the arrest) on family members, and the second will detail the evaluation of the forum. We will publish a Faithfull Paper on the first (see research section), which shows that 70% of the respondents reported symptom levels indicative that a diagnosis of PTSD was likely warranted.

It's vital that more support is available for families and friends affected by the arrest of a loved one – and we hope this research will help make this case.

Last year we said...

1. **The feedback we have received from participants and facilitators show that online delivery is both responsive and engaging. We want to complete our research into this mode of delivery to guide our next steps in how we reach more beneficiaries with programmes that have impact.**
   Research by a Goldsmiths master's student has identified the benefits and pitfalls of online delivery – this is informing how we run our services.
2. **Building on the successful implementation of our Engage Plus programme, we will refresh our delivery manual and develop the programme as a group delivered intervention. This programme provides us with rich information on an individual's journey to having sexual conversations with children online. We will capture that through the production of an insight paper looking at Engage Plus participants, and share this with the sector.**
   We have piloted Engage Plus as a group programme and will be rolling this out in the year ahead. Our plans for an insight paper have been delayed, and we hope to complete this in the future.
3. **We will work with our academic colleagues on the completion of the Family and Friends Forum evaluation and the implementation of its recommendations.**
   The evaluation has been completed and recommendations are being implemented.

This year we will...

1. Finalise and roll-out our new Inform Plus and Engage Plus programme manuals and review our Inform manual.
2. Publish a Faithfull Paper (see research section) on the impact that arrests for online offending have on family and friends.
3. Bolster our team by employing a new project worker to support these services.



Working with young people and families: preventing harmful sexual behaviour

With around a third of sexual offences against children and young people being carried out by other children and young people it's vital that we do all we can to address the issue. By March 2022, we grew our children and young people leadership team to drive activity on our new project based in schools, head up delivery of work with under-12s and champion our interventions delivery and professionals' training.

This year, we continued our Esmée Fairbairn Foundation-funded work into a fourth year. We are incredibly grateful for their support which has not only helped us create a strategy for preventing harmful sexual behaviour, but has supported the development of all our work with young people and families – including much of the work outlined below.

Resources for young people concerned about their own thoughts or behaviour

This year we continued work to develop a website for young people concerned about their own or a friend's sexual thoughts or behaviour. Using research with young people, parents and professionals, we drafted website content and developed the brand and concept. The brand, 'Shore', has been created to ensure that when young people visit the site they will know they have reached a safe place.

We had hoped to launch these resources in late 2021, and while it is disappointing that they are not yet available (and there is nothing else like them in the UK), it is vital we get them right and focus on quality and research. We are grateful to the Charles Hayward Foundation for supporting this work.

Preventing harmful sexual behaviour in schools

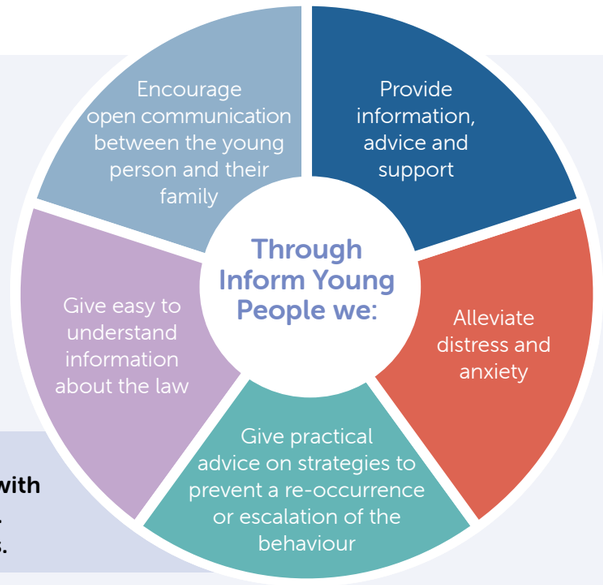
In October 2021, we started a new project to help address harmful sexual behaviour in schools following the Everyone's Invited movement. With funding support from KPMG Foundation, we employed a dedicated schools project manager and will work with 30 schools over three years.

We will help guide and develop each school's response to harmful sexual behaviour by providing consultancy advice to restore a sense of safety in schools; support decision-making amongst school leaders; delivering training and consultation for staff; providing direct support and educational input for pupils and parents, and engaging with local safeguarding partners and networks.

The project will be evaluated by Dr Emily Setty (Senior Lecturer in Criminology at the University of Surrey) and, throughout, we will share what we learn to help inform the wider educational sector to not only improve the response to harmful sexual behaviour, but to help prevent it from happening in the first place.

Inform Young People

Our Inform Young People programme is for under-21s (or 25 where the programme is deemed suitable) who have displayed illegal, harmful or concerning sexual behaviour online.



The numbers

This year, 69 young people completed the programme and we had face-to-face sessions with another 17 – which is on par with 2020/21 (85). We also worked with 39 parents and caregivers.

The course overall was very informative... It really helped provide context and information about what could happen in the future, and give plenty of examples of how to change your behaviour in a positive light, and help control your emotions and feelings. This course helps improve relationships with family as it helps them as well as yourself. Thanks.

Young person

As a parent, there are many things that you would never want your kids to get involved in such as drugs and crime. Underage porn was totally off our radar, and to many degrees, we are glad that he was caught, because we would never have known until perhaps it was too late. We can see that now, but at the time it was horrific, and we are so very, very grateful LFF was there to help.... We know we are far from over this mess, but we certainly know that our son has a future and that nothing like this will ever happen again.

Parent

All young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future. All parents and carers who provided feedback could name three ways of helping their child to keep safe online in the future.

Helping others help young people

This year we started our project to equip other agencies to work with young people who have exhibited harmful sexual behaviour online. With 800 arrests a month for viewing sexual images of children online, and a proportion of these being young people, we know we cannot reach all those who need help on our own. That's why Paul Hamlyn Foundation is funding us to train others in our Inform Young People programme.

In 2021/22, we trained 71 people from 10 organisations including charities, local authorities and schools.

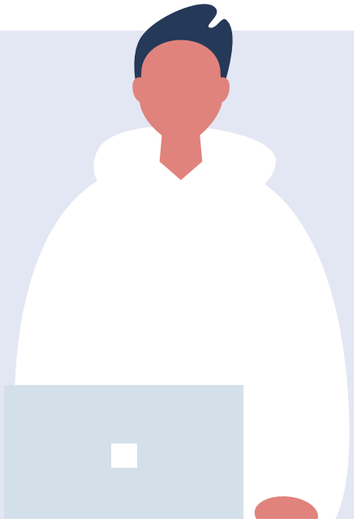
Case study: Luke's story

Luke had just turned 15 when he was arrested for viewing sexual images of children. His mum, Katie, contacted our helpline to seek support for him. Katie told us that during the first COVID-19 lockdown, Luke had spent a lot of time online chatting with adults he did not know and that they introduced him to pornography. This quickly led to them sending him sexual images of children on Instagram which he shared with other strangers. After exploring his situation, it was agreed that Luke would benefit from working with a practitioner through our Inform Young People programme.

What we did

Luke was open and honest at his initial session. He told the practitioner that he would regularly watch pornography online and that he was sexually aroused by the illegal images he had received. A series of five sessions were planned, tailored to his needs.

Over the following weeks, the practitioner and Luke discussed the abuse he had suffered at the hands of those he had met online. They also discussed the impact watching pornography can have on people, and in particular, young people. His emotional and situational triggers were explored and Luke was encouraged to identify other safe, legal activities he could engage in which would meet the needs he was seeking to meet through viewing pornography. We explored with him the Good Lives Model; the cycle of offending; the law regarding images and the criminal justice process relating to his arrest; perspectives, with a focus on victims; building happy relationships, and coping with problems.



The outcome

Luke became noticeably empowered to make healthy decisions for himself and to keep lines of communication open with his parents. Internet safety, open communication and the cycle of his behaviour were discussed with his parents. At the end of the programme, Luke's parents thanked us for the support they had received during a very difficult time in their lives. Luke has not returned to online chatrooms since his arrest and is feeling positive about his future.

Last year we said...

1. **We will complete development of and launch resources for young people concerned about their own online sexual behaviour or that of someone they know, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.**
   Sadly, this was delayed but we will be launching these in 2022/23 alongside a live chat facility.
2. **With funding secured, we will extend the reach of our Inform Young People programme by training relevant frontline workers to deliver interventions for young people who have got into trouble for their online sexual behaviours.**
   This year we reached 71 people from 10 organisations.
3. **We will grow our work with children under the age of 12, working therapeutically to support more families, aiding recovery and preventing future harm.**
   This year we hired a senior practitioner to lead our work with under-12s.

This year we will...

1. Pilot live chat on our website for young people concerned about their own online sexual behaviour or that of someone they know, so they can get anonymous help in real time.
2. Share insights from the first year of our schools project, to ensure the sector benefits from what we learn.
3. Advocate for a better response to young people with harmful sexual behaviour and using what we know works for young people, shape our response to families who fall through the gap in support and service provision.

Advocacy, communications and campaigns: influencing policy and public debate, driving awareness

Children are best kept safe from sexual abuse when the people around them act in their interests - it can't be left to children to protect themselves. Everyone has a part to play and everyone can benefit from support and information about how best to do that. The aim of our advocacy, communications and campaigns work is to get the right child protection information to the right people at the right time.

Advocacy

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse. We bring our understanding of what works to protect children to the widest possible audience – to policy-makers, journalists, and partner organisations in the UK and overseas. While drafting a new advocacy strategy this year, we have continued to work with partners to encourage a preventative approach to child sexual abuse.

We have engaged with the Home Office as part of a commissioned report into the provision of child sexual abuse perpetrator prevention programmes and submitted details of our programmes as well as taken part in interviews. We are a member of the Tackling Child Sexual Abuse Strategy Third Sector Stakeholder Group and work with partners in government and law enforcement on the Child Sexual Abuse Prevent Board.

We worked with WeProtect Global Alliance as they developed their Global Threat Assessment and sat on their steering committee. The publication included a case study of our deterrence work with MindGeek and we supported promotion on social media.

With NWG Network and Tink Palmer, safeguarding consultant, we created the Indirect Victims Group which is looking at ways to improve the response to and services for families affected by the arrest of a loved one for online offending behaviour, and are encouraging the creation of a directory of resources for those in this position.

We were one of more than 50 organisations to sign an open letter to Facebook calling for more transparency on how they plan to make the platform safer for children. The letter was coordinated by NSPCC. We also signed a letter coordinated by ECPAT International in support of Apple's proposed (then withdrawn) changes to its security and signposting, aimed at protecting children.

Communications

There is no one-size-fits-all approach to preventing child sexual abuse and we work with multiple groups who have very specific needs. This has meant that our services and programmes, including our websites and brands, have expanded over the years. To make sure the people who need our help can find what they need when they need it, we have commissioned a review into how best to present our identity, which we expect to complete next year.

Press

Working with the press helps us reach new and wide audiences and share information about our services, explain our work and raise awareness of the help and support we offer.

As part of this year's annual deterrence campaign (see below), despite a challenging media landscape, we achieved 291 pieces of media coverage including Sky News, The Guardian, Mail Online, The Independent, The Telegraph and STV – a record amount over the seven years the campaign has been running.


INDEPENDENT

Child abuse images helpline sees number of calls double


sky news

Home UK World Politics US Climate Science & Tech Business Ents & Arts Travel Offbeat

Child sex abuse: Offender says he felt he 'wasn't the abuser' as record numbers seek help with addiction

Tens of thousands of people in the UK are viewing sexual images of children online and they don't conform to stereotypes, say campaigners. It comes as the number of people seeking help to stop viewing sexual images of under-18s more than doubled during 2021.

Outside of that campaign, we work with journalists across news, features and documentaries to provide quotes and expert context on a range of topics around child sexual abuse, offering us an opportunity to expand our reach. Over the last year, we have been covered in around 170 articles across the UK. Highlights include:

- we supported the launch of the Centre of expertise on child sexual abuse report: The scale and nature of child sexual abuse: Review of evidence 2021, and our CEO, Deborah Denis, was quoted in the press release and ITV coverage
- we were involved in a Guardian article about the impact of 'the knock' on families, which quoted Principal Practitioner, Michael Sheath, and included a link to our website, as well as information from Professor Rachel Armitage about her research using our Family and Friends Forum
- Michael Sheath was also interviewed on BBC News about an IICSA report on child sexual exploitation by organised networks
- we commented for The Sun's Dear Deidre segment for a reader who was concerned about the sexual behaviour of a family member. The article directs anyone with concerns to contact our confidential helpline for advice and support.

Marketing

Marketing is a vital way to reach a wide range of people including in schools, professionals and supporters with information about how best to prevent child sexual abuse and also about our training and other services.

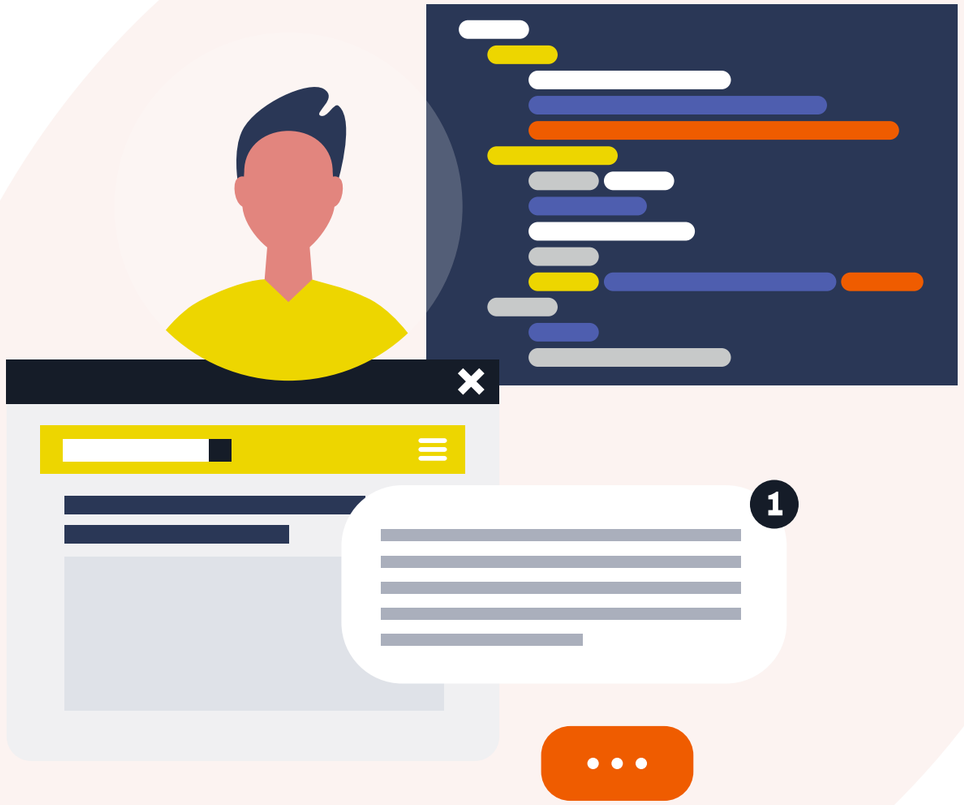
In 2020/21, we rapidly increased our marketing output to offer support to all those who needed it during COVID-19 lockdowns.

Though 2021/22 has seen our work reduce from that peak, we sent emails more than 439,000 times to people signed up to receive information and advice from us – still 42% higher than 2019/20 but 33% lower than 2020/21. Engagement with our emails continues to be high, and people clicked on the information in our emails at more than double the industry average (9.2% versus 4.1%, and up from 8.5% in 2020/21).

Websites

Our websites give help and support to different groups and make sure the public and professionals anywhere in the world can get the information they need when they need it. Combined, these websites had more than 1,040,000 users from across the world, with high engagement.

Our Stop It Now! website had over 622,000 users from across the world, including over 312,000 to Get Help and over 71,000 to Get Support. This is a large increase on last year and due to several factors including campaigning, digital advertising and improvements to organic search.



Get Support

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children.

Over 71,000 users (71% increase)
Over 3,900 sessions of more than 10 minutes (59% increase)

Get Help

Self-help for people worried about their own or someone else's online sexual behaviour towards children.

Over 312,000 users (282% increase)
Over 9,500 sessions of more than 10 minutes (88% increase)

Family and Friends Forum

Peer support for people affected by a loved one's online sexual offending against children.

Over 39,000 users (13% increase)
Over 46,600 sessions of more than 10 minutes (47% increase)

Parents Protect

Advice, support and information for parents and carers.

Over 276,000 users (8% decrease)
Over 7,900 sessions of more than 10 minutes (6% increase)

Blog posts

We continue to use our blog posts as a way to communicate charity news, updates and our work with our website users, supporters and followers, and support our advocacy work.

Over the last year, we published 11 blog posts across our websites. These posts included information on our latest online child sexual abuse deterrence campaign, our first Faithfull Paper on the subject of live chat, and raising awareness of our new Wales resources.

Our blog posts had 70,099 combined pageviews, up 116% from the previous year (32,458 pageviews).

116% up
on Blog post page views from the previous year

Campaigns

Preventing online child sexual abuse through deterrence messaging

This year saw the seventh phase of our campaign to deter people from viewing sexual images of children and having online sexual conversations with children. Online offending is a huge and growing problem and this deterrence approach is supported by law enforcement and governments.

Each phase is independently evaluated, which contributes to the strategic planning of the next phase. Using analysis of helpline call records and online surveys, evaluation of phase 6 (which finished in June 2021) found:

- **The campaign drives users to our resources to help stop offending.** The majority of unarrested offenders reported positive changes in their attitudes or behaviour – including stopping offending – since seeing or engaging with our campaign or resources, and increased awareness of the personal and legal consequences of their actions.
- **There was a good level of repeated engagement, and intention to continue engaging, with Stop It Now! services among offenders.** Similarly, intention to make, or keep making, changes was high among unarrested offenders.
- **Unarrested offenders reported high levels of confidence in their ability to change, and many attributed this to Stop It Now! and the resources available to them.** Among repeat callers to the helpline, confidence was higher than for first-time callers, showing the value of repeated engagement, which was strongly supported by helpline operators.
- **The Get Help modules also had clear value,** with all offenders who completed the post-module surveys reporting that they felt the module had helped their understanding of their thoughts and behaviour.

Running between February – May 2022, phase 7 aimed to build on these results. To the end of March 2022:

- **We achieved 291 pieces of coverage from our press release publicising a doubling in contact to our helpline and self-help resources about online offending.** The press release included a quote from DCC Ian Critchley, the National Police Chiefs' Council lead for child protection
- **We worked with partners across the UK to extend our reach, including with NSPCC's Together for Childhood project in Plymouth and Stoke and Staffordshire, and police forces including in the North West, South Wales, Surrey, West Mercia and West Midlands.** These partnerships included workshops with professionals, press engagement and digital advertising, and each brought an increase in traffic to our online resources from each area.
- **We created a new module for people worried about their own online sexual behaviour, about adult pornography.** This is much needed because many of the men we work with tell us that a heavy legal pornography habit preceded their offending. We began a review and refresh of our resources for families and friends concerned about a loved one's online behaviour following research with people with lived experience.

In 2020 we began a collaboration with MindGeek, owner of adult pornography websites including Pornhub. People who search for illegal content on their website now receive a clear message about the illegality of sexual images of under 18s; the harm done to victims; and about the help available to stop through our confidential helpline and Get Help self-help resources.

Between 1 April 2021 and 31 March 2022, over 136,000 users from around the world, including 2,100 from the UK, clicked through to our website after seeing a deterrence message.



Reaching parents and carers

In summer 2021, with funding support from The Dulverton Trust, we ran a campaign to provide parents, carers and families with information and support to help keep children safe during the holidays.

We used a range of platforms including Facebook, Instagram, Twitter, YouTube and LinkedIn, and sent marketing emails to our supporters and schools across the UK. We published a blog post, which included information, support and advice, and tips to begin difficult conversations. Based on what we learnt, we ran a similar campaign during the following Christmas school holidays, but on a smaller scale.

Across the campaigns:

- **Digital adverts were seen over 3,700,000 times**
- **Over 10,000 people visited our blog**
- **Over 3,600 people clicked on the information in our marketing emails**
- **Our harmful sexual behaviour prevention toolkit had over 11,700 users visit the page**

Over 3,700,000
digital adverts were seen

External campaigns

We supported the Cabinet Office in their production of a website and campaign to help parents, carers and professionals know what they can do to prevent child sexual abuse. Our Parents Protect website and Stop It Now! helpline are both signposted to by the campaign.

Along with Barnardo's, the Marie Collins Foundation and others, we have been working on a campaign to call for social media companies to put child sexual abuse prevention at the heart of their plans for end-to-end encryption. The campaign was featured in the BBC and Guardian, amongst other outlets.

Last year we said...

1. **We will continue to develop and expand our online child sexual abuse deterrence campaign, looking to provide help and support to families of people who have offended or who might.**
   We worked with partners to generate more press coverage during our most recent campaign than in any of the previous six phases.
2. **We will streamline our websites to make sure everyone who needs us can find the help they need when they want it.**
   We made modest changes to our websites while we await the outcome of a review into our identities which will inform a new digital strategy.
3. **We will create and implement a strategy to advocate for prevention and deterrence initiatives in the UK and globally.**
   Our new strategy has been drafted and is ready for implementation.

This year we will...

1. Continue to deliver our deterrence campaign, learning from previous evidence and research to best engage offenders and those at risk of offending.
2. Launch our advocacy strategy, which will underpin our work to promote a preventative approach to tackling child sexual abuse.
3. Deliver two 30th anniversary year projects – 1) complete the review of our identity, brands and services to increase reach, and 2) begin a refresh of our digital assets.

Protecting children in Scotland: Stop It Now! Scotland

Stop It Now! Scotland is the only organisation focused exclusively on the prevention of child sexual abuse in Scotland. The team works across multiple strands of work and with partner agencies, government departments and law enforcement agencies to keep children safe.

Tackling technology assisted harmful sexual behaviour

A recently published study looking at the experience of children aged 13 to 17 across three Scottish high schools found that two-thirds of girls experienced some form of sexual harassment or abuse from peers over the previous three months (Sweeting, et. al. 2022). A considerable proportion of this harm involves harassment and exploitation on social media and online platforms. In a year when media coverage of Everyone's Invited revealed the endemic levels of peer-initiated sexual harm in our schools, we completed our evaluation of a three-year project focusing on preventing of technology assisted harmful sexual behaviour in young people.

The numbers

The Reducing Online Sexual Abuse Project (ROSA) was funded by the RS MacDonald Trust, and worked with 67 young people over three years who were referred by social work and schools because of technology-assisted harmful sexual behaviour.

We then took what we learnt and collaborated with young people in Shawlands Academy, a busy high school in the Southside of Glasgow, to develop initiatives that prevent sexual abuse before it happens. These included changes to the relationship and sexual health curriculum for all years in the school, parent workshops and a portal to allow young people to get anonymous advice from Stop It Now! Scotland staff.

An independent evaluation of the project was completed by the Children and Young People's Centre for Justice at the University of Strathclyde, which concluded that:

"**The style and content of the ROSA programme was valued by the young people and parents, and efforts were made to adapt this to individual needs and preferences wherever possible... Short-term outcomes were very positive, with young people and parents/carers articulating positive benefits for their own personal development as well as online knowledge, skills and confidence... The whole school capacity building work was the most affected by the COVID-19 pandemic, but also showed the potential for significant reach, and appears promising in both preventing and responding to technology assisted harmful sexual behaviour**".

Lessons from the project about how to tackle and prevent technology-assisted harmful sexual behaviour in schools have now been included in a training programme for teachers that has started to be rolled out by Education Scotland to all high schools.

> This programme was very helpful and has helped me make the changes in my life to deal with past trauma and improve my relationships in the future.
>
> **Breaking the Links participant**

Direct work to protect children

Work with adults who present a risk of harm to children is at the heart of our work, and this year more people attended our groups than ever before.

The numbers

We ran six Inform Plus groups with 65 people attending. For those who completed evaluations, there was an average of a 71% increase in mental health and wellbeing scores, a 29% improvement in being able to manage problematic behaviour and a 58% improvement in being able to see a positive future.

A further 10 people attended Breaking the Links, our adapted version of Inform Plus for adults who have themselves experienced trauma. Those who attended described an average of a 40% reduction in suicidal thoughts and feelings during the group.

We also provided eight clients with a regular counselling service from our psychologist, and six other clients with cognitive behavioural therapy-based sessions from our post graduate student on placement. This counselling has been accessed by individuals who have offended, as well as their partners.

> The course has really helped me focus and identify why I started to go online and act in the manner I did. It also made me aware that there were victims of my offending which I did not appreciate. The group enabled me to realise that I am not alone and I have been able to share experiences and the situations that arose without any prejudgement.
>
> **Inform Plus participant**

Case study: Raymond's story

Raymond, 41, a senior manager in the private sector, contacted us after being arrested for viewing sexual images of children online. He was suicidal and could not explain why he had offended. Raymond had been with his wife for many years, but felt insecure within the relationship and described feeling lonely when staying away from home on business trips.

What we did

Raymond attended the Breaking the Links programme. We helped him to understand the criminal justice system and what would likely happen next. We encouraged him to access mental health support and over a number of weeks he became more stable and more able to consider what may have contributed to his offending behaviour.

We explored how his offending had resulted from a complex combination of factors, including his past experiences of being sexually abused as a young boy by an older teenager that had never previously been disclosed, explored or processed.

The outcome

By participating in the programme, Raymond was able to see how trauma can impact on development and adult ways of coping. He started to identify that some of his traits or ways of relating, for example anger or aggression, were linked to his unresolved experiences. The shame he had felt about that experience, at a significant stage at the very start of adolescence, had impacted in ways he had not acknowledged before. Understanding this helped Raymond to make sense of his ways of coping, his emotional management and his relationships.

Raymond still experiences difficulties with his mental health, uncertainty about his sentencing and the future of his relationship, but he has consistently been confident that he will never offend again. His participation in Breaking the Links helped him understand why he offended and significantly improved his ability to manage his emotions whilst gaining significant personal insight.

I cannot speak more highly of Stop It Now. I would say that if it was not for the involvement, I would not be here. The ongoing support and guidance to myself and my family has been second to none. I genuinely wish I was not needing the support, but it has been invaluable.

Raymond, Breaking the Links participant

Family work

This year, we worked with 81 family members of people arrested for online offending. 16 attended two Inform groups and others were offered individual programmes of work and support, involving 385 Zoom sessions.

At the darkest time of my life, when I was in shock after finding out what my husband had done, Stop It Now! offered us hope - hope that we could get through this as a couple. Then, when my world ended, and I was left alone, and the darkness was overwhelming, Stop It Now! offered me hope again, that I could carry on. I had to, for my children.

Inform participant

We also started to work directly with children who have been affected by the arrest of a family member for an online offence, as well as provide dedicated support to non-offending parents. We worked with nine families and directly with two young people.

Advocacy and policy

One of the main barriers to tackling child sexual abuse is that statutory services typically focus on abuse after it has been identified. This year we redoubled our efforts to ensure that practitioners and policy-makers understand that child sexual abuse is a preventable public health issue. Influencing and advocacy is increasingly becoming a central part of our work.

Key highlights include:

- **Our partnership campaign with Police Scotland to deter online grooming – #GetHelpOrGetCaught** – winning 'Campaign of the Year' at the 2021 Scottish Charity Awards.
- **Presenting evidence at a Scottish Child Abuse Inquiry roundtable event:** Preventing Abuse of Children in Care: The Psychology of Offenders.
- **Presenting evidence on online harm at a ministerial workshop** on the Online Safety Bill hosted by the Minister for Children and Young People.
- **Consultative support to North Ayrshire Council** in developing the first local authority strategy for tackling child sexual abuse.
- **Training to social work students at Glasgow Caledonian and Napier Universities** on preventing child sexual abuse.
- **Training to Fife Ecology Centre, Edinburgh College, and Befriend a Child Charity** in Aberdeen on situational prevention of child sexual abuse.
- **Establishing a Child Sexual Abuse Prevention Network** to encourage greater sharing of learning about better protection of children from sexual harm. Members include Police Scotland, SOLD Network and Survivors Voices.
- **Chairing the Scottish Government's assessment and intervention workstream** in relation to adolescent harmful sexual behaviour.

Last year we said...

1. **We hope to take the learning from our ROSA project and use that to drive good practice in responding to and preventing adolescent online harmful sexual behaviour across Scotland.**
   We've shared lessons through multiple networks including through chairing the Scottish Government's assessment and intervention workstream in relation to adolescent harmful sexual behaviour. In 2022 we will hold a major online conference on this subject for up to 1,000 attendees.
2. **We plan to offer a wider range of training courses in the year ahead to help build professional confidence in preventing and responding to child sexual abuse across Scotland.**
   Training courses have been delivered to a variety of organisations including statutory agencies, charities and within education settings.
3. **Our lease ended in 2020/21 and we are settling into new offices in Edinburgh. Ensuring our work is sustainable and delivered in a safe manner are priorities for the year ahead.**
   Despite challenges of COVID-19 lockdowns, we have settled well into our new offices which are larger and more appropriate than previous premises.

This year we will...

1. Develop a strategy for our work with children and young people in relation to harmful sexual behaviour over the next three years.
2. Publish an analysis of 800 online offenders that we have worked with over the last 10 years.
3. Produce a report on our training to child facing organisations about prevention of child sexual abuse, sharing ideas that organisations have implemented to better protect children from harm as a result of this training.

Tackling child sexual abuse in Wales: Stop It Now! Wales

Stop It Now! Wales works across the country to increase the protection of children from sexual abuse. Since 2008 the team have worked with the government, charities, frontline services and the general public to make sure everyone is doing what they can to prevent child sexual abuse from happening.

Keeping children safe from sexual abuse

This year was the second year of our government-funded 'keeping children safe from sexual abuse' project, aiming to prevent child sexual abuse and reduce adverse childhood experiences.

The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to protect children from sexual harm. We do this by:



The numbers

This year we:

- delivered 93 public education sessions to 249 parents and 740 professionals
- delivered eight train-the-trainer sessions to 47 people who work with children and families so they can run their own awareness sessions
- delivered nine webinars for professionals to 504 participants, covering 'preventing child sexual abuse and the Stop It Now! helpline' and 'technology assisted harmful sexual behaviour by young people'
- conducted eight consultation sessions with parents and sixteen consultation sessions with professionals to help feed into development of a resource toolkit and published the toolkit for practitioners which shares information and resources
- published specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBTQ+ children, all which were developed in collaboration with partner organisations
- conducted social media campaigns across Twitter, Facebook and You Tube to raise awareness and share information and resources, resulting in increasing traffic to our website, and issued four Stop It Now! Wales newsletters reaching more than 1,000 people
- published a partner pack so other organisations can easily share prevention information

Everyone who attended a public education session and provided feedback said they felt supported to protect the people that matter to them.

> The great list of websites that were provided and the different types will be very useful to share with families I support. I was unaware of a lot of these websites and had no idea about the child friendly search engines so thank you for sharing these.
>
> **Prevention session attendee**

Early intervention for vulnerable or at-risk families

This year was the second year of our government-funded project providing educational intervention for families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse.

The numbers

In 2021/22, we completed interventions with 56 families, which often involved working with multiple family members, including kinship carers and foster carers.

The interventions are tailored to participants' needs, giving them the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. By the end of each intervention, each family co-produces a family safety plan to help protect children in the future.

Complex cases

This year, the families we worked with presented with many complex needs including issues relating to domestic abuse, mental health and other health related needs as well as children with additional needs. We have found that working closely with the referral agencies, as well as any other agencies involved with the family, is vital. This often involves feeding into the wider work being done with families and sometimes attending case conferences.

> Learning more about how perpetrators work was really helpful. I have learnt where to get help and support if I was concerned, like the Stop It Now! helpline. I have found it useful to start conversations with the family around this issue.
>
> **Early intervention participant**

> Excellent piece of work, thank you, the client has been provided with a safe, confidential space to develop insight and learn strategies to manage the identified risks. Thank you very much.
>
> **Early intervention referral agency**

Case study: Alex's story

Alex, 45, was referred to the early intervention service by Children's Services. A single father to four children (two girls aged 13 and 10 and two boys aged 8 and 5), his 13-year-old daughter, Lucy, had been identified as at risk of harm.

Alex had contacted the police after finding out his daughter had travelled 40 miles on her own to meet with someone she had met online. After talking to her, he discovered she had also shared sexual images of herself with this person.

Children's Services were keen that Lucy received support, and that Alex received some educational work about the risk of harm. Alex himself was keen to learn how he could help protect Lucy in the future.



What we did

We conducted a series of sessions with Alex and, rather than become another service supporting Lucy, we worked with her existing youth support worker to provide advice and information and to ensure the messages for Alex and Lucy were complementary.

We conducted seven sessions with Alex, giving him space to talk about what had happened, discuss his current concerns and his worries for the future. He was concerned about the trauma his children had suffered through the death of their mother a few years ago. He was worried that without her he was letting them down; he said he had little knowledge of the internet and that he struggled to talk to his children about personal matters such as sex and relationships.

We worked with Alex to help him understand the internet and where the risks lie. We talked about how to recognise the signs in children that something might be wrong, and also what to look out for in adults that may pose a risk. A lot of time was spent discussing the grooming process – and what increases a child and family's vulnerabilities. We also helped Alex think through how he could talk to all his children about sex and relationships.

The outcome

At the end of the sessions, Alex co-produced a robust family safety plan to keep his children safe. This included using of a range of resources and books with his children, such as: 'Respect, Consent, Boundaries and Being in Charge of You' and 'Real Talk About Sex and Consent: What Every Teen Needs to Know'.

Alex said he felt he had the tools and skills to start having age appropriate conversations with his children about keeping safe. He was able to reflect that at times he had been too busy to put his children first. However, he said he now felt that he has started to have good open conversations with his children, especially Lucy. He said he is able to be more vigilant around her internet use and talk to her about who she is talking to and what she is doing online. He is also making himself more available to discuss any worries or concerns she has.

The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs. This year we delivered 22 sessions, reaching 220 people.

We also provided the five family centres in Conwy with child sexual abuse prevention books to complement our work with the centres.

Staff from Conwy Social Services joined a one-day professionals' training event on understanding and assessing the protective carer in the context of child sexual abuse.

> I don't have experience of child sexual exploitation, however, I feel confident I can now recognise the signs and know better how to proceed.
>
> **Session participant**

Advocacy and policy

We continued to act as joint secretariat of the National Assembly for Wales Cross Party Group on Preventing Child Sexual Abuse (Saving Futures) and supported the National Action Plan: Preventing and Responding to Child Sexual Abuse.

We also continued partnership work through the Stop It Now! Wales Action Group. Members are: NSPCC Cymru, Barnardo's, All Wales Schools Police Liaison Core Programme, Police Regional Child Sexual Abuse/ Exploitation Coordinator, Cardiff and Vale College and Gwent College, Children's Society, Cardiff University, WISEKIDS, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST).

We presented at 'The Right to be Safe - Preventing and Responding to Child Sexual Abuse and Exploitation in Wales' conference and learning event held as part of National Safeguarding Week in November 2021. We reached 400 who attended.

Last year we said...

1. **We will continue delivery of our government-funded project 'Keeping children safe from sexual abuse'. We will launch our bilingual toolkit for professionals, making resources and information accessible to those who work with children and families, and we will publish specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBT+ children, all developed in partnership with partner organisations.**
   All of the above has been achieved and will continue in the year ahead.
2. **We will support more families through our early intervention project for vulnerable or at-risk families.**
   We supported 56 families across Wales – each resulting in the implementation of a family safety plan.
3. **We will continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and we will be inviting new members to join the Stop It Now! Wales Action Group.**
   We fully supported the Cross-Party Group throughout the year.

This year we will...

1. Continue our government-funded project 'Keeping children safe from sexual abuse' project. We will digitise our bilingual toolkit for professionals, making resources and information accessible online for those who work with children and families, and we will work with with British Sign Language experts to make our resources more accessible.
2. Support more families through our early intervention project for vulnerable or at-risk families.
3. Continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention, and engage in a roundtable to help plan for the future, as the National Action Plan for Preventing and Responding to Child Sexual Abuse is scheduled to come to an end.

Supporting professionals: training and consultancy

Child sexual abuse is complex, often happens in secret, and the signs can be hard to identify. People who work with children and families face challenges on a daily basis when it comes to identifying, responding to and tackling child sexual abuse. That's why we work to ensure those working with children and families develop skills and knowledge in order to better safeguard children and young people.

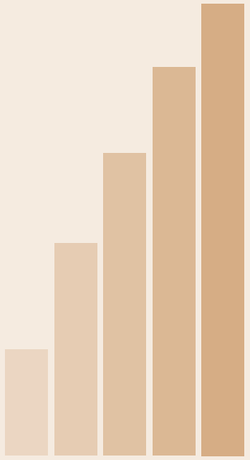
This year we worked with various agencies to deliver training that met their needs. Before the pandemic, almost all our training was delivered face-to-face; during 2021/22 almost all our training was delivered online. Our courses are delivered by experienced, skilled, clinical staff who share their practice-based insights. Our materials are continually refreshed and updated to reflect the latest developments, research and evidence.



The numbers

This year we provided 93 training events to 1,642 professionals, an increase on 2020/21 (59 events to 801 people), reflecting the demand for our vital services and our ability to deliver more efficiently when delivering online.

Our training programmes help organisations, professionals, frontline workers, volunteers and others working with children and families further their understanding of sexual abuse and sexual offending.



Who we delivered training to:

- 29% Local authority
- 20% Open courses for any sector
- 14% Education
- 12% Police
- 12% Miscellaneous
- 4% NHS
- 4% Safeguarding Children's Board
- 2% Residential home
- 1% Charity sector
- 1% Foster Care
- 1% MOD

What we delivered (number of events)

20	Promoting positive pathways for young people who have exhibited harmful sexual behaviour
19	Understanding men who sexually abuse children
14	Understanding and preventing online child sexual abuse
12	Safer Recruitment Train the Trainer
8	Assessing the protective skills of mothers, partners and adult carers (NOP)
7	Webinars
5	Safer Recruitment in education
3	Parents sessions (school based)
2	Therapeutic parenting
2	Bespoke
1	Understanding sexual exploitation

Feedback from participants is consistently excellent and demonstrates the knowledge and expertise of our trainers and the relevance of the training we offer.

76%
of participants said our training will make a great deal or a lot of difference to the way they do their job

90%
said their knowledge of the topic improved

99%
said their skills had improved

86%
said their confidence had improved

96%
would recommend our training to colleagues

> Very well presented, very engaging and not too much jargon used.
>
> **'Understanding men who sexually abuse children' course participant**

> I thought this training was very informative and current to our roles. I think it was useful to consider the difference between problematic sexualised behaviour and harmful sexualised behaviour.
>
> **Promoting positive pathways for young people who have exhibited harmful sexual behaviour course participant**

> Material content is very useful; the sessions were fully interactive and going in to break out rooms enabled you to talk with and learn from each other as well as from the trainer.
>
> **Safer Recruitment participant**

> This training offers an insight not only into safer recruitment but into developing a whole-organisation approach to safeguarding.
>
> **Safer Recruitment participant**

Case study: Training

We were commissioned by a local authority to provide specialist training to its practitioners, focused on undertaking assessments of people alleged or convicted of a sexual offence as well as other protective adults.

We prepared two training events, the first for 25 staff, offering a model to understand risk and risk assessment; up-to-date theoretical information; the relevance of denial; a framework for constructing a thorough assessment report; and the importance of balanced, critical analysis.

The first training event was principally centred on learning-by-doing practice opportunities. Participants received and gave feedback, the key aim being to build their confidence in actually applying the models (connecting theory to practice). The trainers also modelled interviewing techniques using a hypothetical case example.

The event was delivered over five days in two blocks, and all the key elements were achieved, enabling participants to feel confident about undertaking and writing assessments. Questionnaires confirmed a significant rise in participants' confidence in all areas and feedback was extremely positive.

The second event was a two-day course for Family Centre managers – the staff who would supervise the course participants. The second event reiterated the key themes and ideas. It aimed to increased supervisors' confidence and knowledge about the model staff had learned. Feedback confirmed participants found the training highly valuable and effective.

Last year we said...

1. **Feedback tells us that our training delivery enhances the practice of other professionals and we want to further embed quality and impact measures into our training evaluation.**
   Direct observation and feedback systems are in place for our trainers as well as development sessions and our training manager conducts regular reviews of evaluation themes.
2. **We will promote our consultancy work and provide our expertise to support other organisations in their delivery of effective child sexual abuse prevention.**
   Work has started on defining and publicising our consultancy offer for organisations though this remains a work in progress.
3. **We will explore partnerships with other providers to enhance our delivery and reach more people, and we will offer a mixed economy of online and in-person training with an approach driven by offering quality delivery to a wide range of professionals.**
   We have partnered with organisations to share our expertise and have responded to commissioner demand and preferences in terms of online or in-person training, having a particular focus on developing our online training skills.

This year we will...

1. Develop new training packages and review our current packages to ensure we continue to meet the needs of those we train. For example, we will start to offer two packages in relation to harmful sexual behaviour in pre-pubescent and teenage children.
2. Support existing and new staff in the delivery of training and webinars through internal reviews of our training, observation and analysis of evaluation data regarding the impact of our training.
3. Review our marketing and promotional strategy for training, organisational consultancy and webinars.

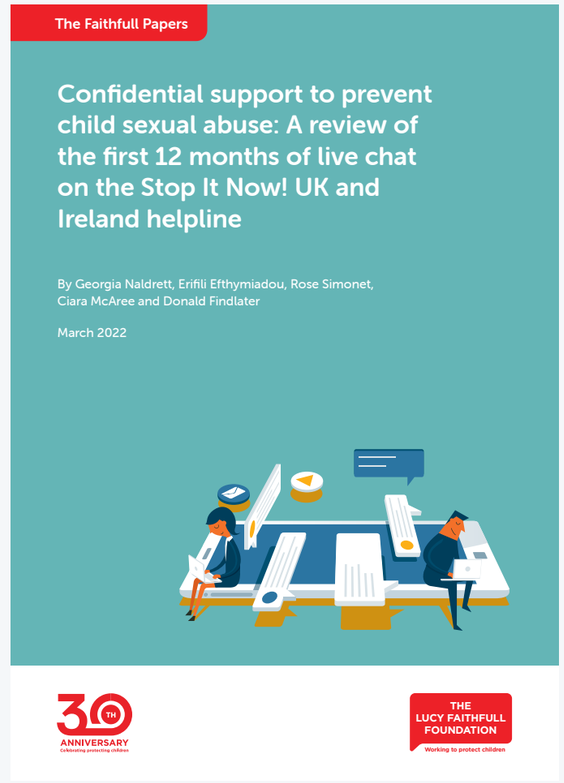
Research and international work

We research and evaluate our work to make sure what we do protects children, and we share the evidence with professionals and the public. We want to make best use of our expertise, our data and our insights, independently and in partnerships, to develop new strategies and interventions that help keep children safe. With 30 years of experience, it's vital we do all that we can to share what we know and learn.

Research and publications

This has been a landmark year for our research and development activities. We published the first of a series of reports titled the Faithfull Papers. These showcase our understanding of what works to protect children to the widest possible audience - to policy makers, to journalists, to researchers, and partner organisations in the UK and overseas. We plan to produce at least four reports a year.

Our first paper looked at findings from the pilot phase and first year of live chat as part of our Stop It Now! helpline. The report confirmed that the chat function seemed to have great utility in enabling younger callers and un-arrested offenders to contact us.



We received generous funding from Porticus UK and Oak Foundation that allowed us to appoint our first Head of Research and Evaluation who is focusing on ensuring that our programmes are robustly evaluated and measuring impact effectively.

Our research committee continued to meet regularly and a research policy – covering our internal research ethics process – and strategy was signed off by the committee.

Chair of Trustees, Mike Harris, Director of the Stop It Now! helpline, Donald Findlater, and Director of Stop It Now! Scotland, Stuart Allardyce, published an article *'Child sexual abuse and COVID-19: Side effects of changed societies and positive lessons for prevention'* in the journal Criminal, Behaviour and Mental Health.

Donald and Stuart co-authored chapters in the book '*Challenges in the Management of People Convicted of a Sexual Offence*' on the history of the Stop It Now! movement and sibling sexual abuse respectively.

An independent evaluation of our Eradicating Child Sexual Abuse test site work was completed by Professor Lorraine Radford of University of Central Lancashire. Professors Rachel Armitage and Nadia Wager of Universities of Huddersfield and Leeds respectively completed an evaluation of our Family and Friends Forum.

An analysis of 800 offenders who self-referred to Stop It Now! Scotland was completed with assistance from OnlinePROTECT and supported by a grant from NOTA. Findings will be published in 2023.

We continued to present at and attend workshops and conferences though these were typically online rather than in person because of COVID-19 restrictions.

Stuart presented at International Safeguarding Conference run by the Vatican on prevention of child sexual abuse in faith and belief communities and the Rape Crises online conference on sibling sexual abuse. Donald spoke at a number of national and international conferences including the P-Word international conference organised by UK charity Naked Truth, tackling pornography use by those attending church. In addition, he spoke alongside David Finkelhor describing approaches to preventing child sexual abuse for professionals and policy-makers in Poland, organised by the Empowering Children Foundation; as well as a conference for child protection professionals on working with men and boys to prevent child sexual abuse in the Philippines organised by Center for the Prevention and Treatment of Child Sexual Abuse. Principal Practitioner, Mike Sheath, spoke at West Mercia Police 'Partners' Conference and the Stone King Law Conference.

Last year we said...

1. **We will produce a research strategy which outlines our priorities around research over the next three years and recruit a Head of Research and Evaluation to help us deliver our ambitions.**
   Our strategy is in place and our head of research and evaluation started with us in December 2021.
2. **We will launch a series of insight papers, publishing 'The Faithfull Papers' alongside associated webinars to make what we know and learn available to others. These publications will synthesise learning and we will make it accessible for practitioners and policymakers across the world.**
   We published our first paper on 12 months of operating live chat on our helpline.
3. **We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.**
   We were unable to host this event in 2021/22 and have plans to deliver our first conference in 2022/23.

This year we will...

1. Produce and disseminate at least four Faithfull Papers
2. Progress evaluation of our helpline, live chat and online self-help resources (Get Help and Get Support)
3. Complete and evaluation review of our programmes and initiate changes to how we measure outcomes in this area of our work.



International work

Our international work has been reshaped this year, as we focus on delivering two of our strategic aims.

1) **Sharing our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support child sexual abuse prevention across the world, to ensure what we know and learn benefits children far beyond our own reach**

2) **Sharing our insights with partner organisations and collaborate with them to develop further effective responses to child sexual abuse prevention, both domestically and internationally**

This year, we supported the development of Stop It Now! Ireland (see helpline section) and are working more closely with international Stop It Now! projects in the US, Netherlands and Belgium; as well as with similar perpetration prevention initiatives in other parts of the world. We are currently supporting colleagues in Australia to launch a Stop It Now! project in 2022/23.

The Eradicating Child Sexual Abuse (ECSA) project

In 2020/21, Oak Foundation and Neo-Philanthropy approved funding that enabled us to commission two reports central to our international work.

In the first, we recruited an external consultant to collect stakeholder views about on the ECSA website and advise us on its potential future direction and opportunities. Amy Crocker conducted the review and in May 2021 her final report presented analysis of data from desk review; interviews with 23 key participants from around the world including academics, policymakers, clinicians; and three LFF staff members.

The report concluded:

- **Overall, feedback from interviewees was very positive. ECSA meets a clear need and has practical relevance for a range of stakeholders in different settings. It presents a large and diverse range of interventions with basic evaluation ratings. Despite the challenge of meeting diverse needs, ECSA's language and technical level is well pitched. That said, ECSA's greatest strength – its flexibility to meet the needs of different stakeholder groups – may also be its weakest link. The diversity of content that it offers means that ongoing updates are needed to keep it relevant, accurate and dynamic.**
- **The design and functionality were considered sufficient for the purpose and audience of the resource, although a more contemporary design with improved features and a more multimedia content such as videos and graphics were highly recommended. Language provision was presented as a potential and/or real obstacle to the broader dissemination of ECSA. In part, this was because the AI translation tool is not well signposted, but also because this does not extend to PDFs.**

Priority recommendations on accessibility related to language provision, creating a network of trusted updaters, and adding more multimedia content to the website. On audience and positioning, recommendations related to a more assertive and targeted outreach strategy, including in languages other than English. And on governance, the Foundation has scope to explore one or a combination of three overarching governance models for the future of ECSA. These include:

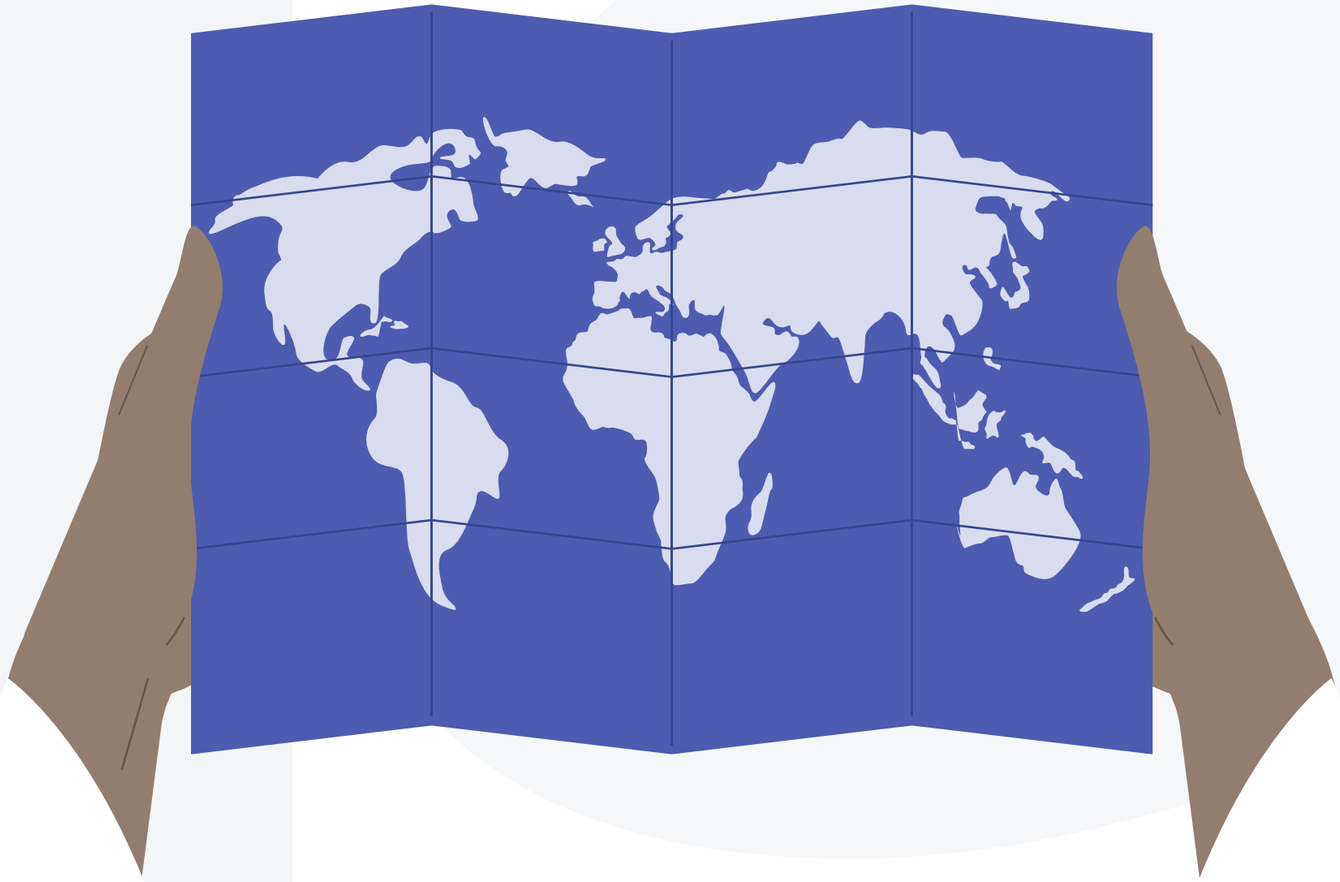
1) Keeping ECSA in-house while working with external partners to update and develop the resource;

2) Entering into a collaboration or consortium structure with organisations offering similar resources; and

3) Transferring ECSA to another organisation with the resources and expertise to operate it long term in a more sustainable way.

These possibilities are currently being assessed.

The second piece of work, undertaken jointly with Stop It Now! USA, saw us commission colleagues at the Sexual Violence Research and Prevention Unit at University of Sunshine Coast in Australia, to catalogue the development of Stop It Now! projects in in the USA, UK and Ireland, Belgium and The Netherlands, and to explore areas of potential future collaboration. This report will be published later in 2022.



Last year we said...

1. **We will share lessons from the evaluation of our international test site work so that other organisations and agencies can learn from both the successes and challenges in this work.**
   The evaluation of this work has been shared online, and is being included on the ECSA website.
2. **We will develop a strategy, using the work of our external consultant, for the future development of ECSA website as well as for additional international work including continued support for our test sites in Brazil and Bulgaria.**
   We are currently assessing the options for the ECSA website. COVID-19 impacted our work on the ground in Brazil, but an analysis of online risks to children in Recife, Pernambuco and wider Brazil, undertaken by NGO colleagues and academics in Recife, is in final draft state along with a review of responses to these risks. In light of COVID-19 interfering with our on the ground delivery in Bulgaria for the last two years, colleagues from the NGO Demetra in Bulgaria have asked that we resume our consultancy and training in the year ahead.
3. **We will publish a report looking at areas of strategic collaboration between different Stop It Now! helplines and campaigns internationally.**
   This report is almost complete and will be published in autumn 2022.

This year we will...

1. Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.
2. Share our insights with partner organisations internationally and collaborate with them to develop further effective responses to child sexual abuse prevention, including supporting the launch of Stop It Now! Australia.
3. Develop a strategy, using the work of our external consultant, to secure the future development and utility of the ECSA website.

Fundraising

Our work to protect children from harm would be impossible without the generosity of our supporters. Every gift, no matter the size, has a big impact on us and our work, and we truly value the support we receive from people who share our vision.



A massive thank you to Southern Housing Group for choosing us as one of their charities of the year. Thank you to all their colleagues for raising an incredible £15,000 through different fundraising activities throughout 2021-22; we are incredibly grateful.

And a big thank you to two anonymous donors who donated £10,000 each again this year – your ongoing support is greatly appreciated.

Many thanks go to Rhys Jenkins, who took on the monumental challenge of running from John O'Groats to Land's End whilst summiting each of the three national peaks. Not only was Rhys able to complete this incredible run in a world record-breaking 23 days, 7 hours and 19 minutes but he also raised over £8,000 to support our work. We would also like to give a special thanks to Cerys, Rhys' wife, without whom this would not have been possible. We are extremely grateful for both of your support.

As a child, my wife, Cerys, was abused by a family member and as a couple we want to help in the fight to prevent child abuse. It is something that lives and thrives in the dark and if we can bring it forward into the light, talk about it more and make it less of a taboo subject then surely that will help to prevent harm and protect more children. As a survivor, Cerys researched a number of child sexual abuse charities, and Stop It Now! was the only one attempting to stop child abuse before it happened. It's a cause we both believe in and wanted to help.

Rhys Jenkins



Thank you to Gill Jones who ran the London Marathon. This was Gill's first ever marathon and she finished in an amazing six hours and raised over £1,200.

We are also hugely grateful to all the runners who took part in the virtual London Marathon across the UK for us. Between them they raised over £3,800, which is incredible, thank you.

My everyday work and passion is helping keep children safe from sexual abuse. So, when a crazy opportunity to run the London marathon presented itself I knew this was the challenge for me! My regular running distance was six miles so doubling that and a bit more was quite a leap! Plus, I'd never really wanted to run a marathon. Despite four seasons in one day I was thrilled to complete the distance and raise over £1,200 towards the Foundation's work.

Gill Jones

Finally, a big thank you to all of our fundraisers, who took on a variety of activities to support our work; from sky diving to half marathons; from a village fete to a company Christmas jumper day; and from 100 cartwheels to a dog doing 100 spins on her back legs for the Captain Tom 100 challenge. We are incredibly grateful for all your support in helping use raise over £20,000 – thank you.

Friends of The Foundation

We value all those who support our work to protect children from harm and our regular donors are a vital part of The Lucy Faithfull Foundation. We created the Friends of the Foundation scheme to show those who support our work regularly how much we appreciate them. Now in its third year we have more and more people signing up to be a friend. All those joining the scheme receive regular communications including our newsletters, a lapel pin, a pen and a copy of our annual report.

Comments from friends who have joined us this year:

"It is such a pleasure to contribute monthly to the good work of The Lucy Faithfull Foundation."

"I will continue to donate and support The Lucy Faithfull Foundation, and I would be honoured to become a friend as I am a great believer that we can all make a difference and we all have a duty of care."

Donations and grants

We remain grateful to the UK, Scottish and Welsh governments for their continued support of our work. We would also like to thank all of the charitable trusts and partners who have supported us throughout the year to develop and deliver our services.

We continue to be incredibly grateful for the support offered by Google through the donation of advertising credits and also the valuable provision of expert time to enable us to maximise this resource. We are also grateful for the credits received from Meta, to run targeted social media advertising campaigns across its platforms (Facebook, Instagram). Thank you to Bing for granting us advertising vouchers which we are very grateful for. This support allowed us to reach more people and brought in almost 130,000 users across our Stop It Now! and Parents Protect websites.

Without the vital support of our partners, funders and private donors, including service users, it would not have been possible to deliver our services to protect children from harm. Thank you, we are extremely grateful for your support.

Fundraising standards

We voluntarily subscribe to the Fundraising Regulator and follow its Code of Fundraising Practice. We regularly review the way we engage with our supporters and the public.

We work hard to ensure that we manage our money and other assets responsibly and do all we can to maintain our good reputation by being transparent and trustworthy. We pride ourselves on a high standard of ethical fundraising including adopting an opt-in only communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers. We have not received any complaints regarding fundraising. We are also registered with the Fundraising Preference Service.

Our senior management team and board of trustees monitor our fundraising activity including through our fundraising sub-committee. We continuously strive to improve and to ensure we address the latest challenges and effectively adopt updated regulations.

The contribution that fundraising makes to us is vital and we acknowledge the need to increase charitable giving and public donations to support our sustainability. We are committed to ensuring that those who support us understand our work, our impact, and how their money is spent. We have rigorous financial controls in place to ensure that donated funds are spent on the right activities, at the right time. We remain committed to maintaining our high standards and continue to promote good practice throughout our fundraising activities.

Protecting the vulnerable

We are committed to making sure our supporters are themselves fully supported in the true sense of the word. We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse, and we ensure that our engagement with those who may be considered vulnerable is sensitive and appropriate.

Our commitment to this is demonstrated through our opt-in-only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to regulation. The trustees are satisfied that we adhere to appropriate fundraising standards. We are registered with the Fundraising Regulator and follow its Code of Fundraising Practice.

Supporter data

We are committed to being compliant with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

Responsible use of personal data remains at the heart of our fundraising practice, meaning that we will contact only supporters who have given unambiguous and explicit permission for the charity to contact them for marketing activity, including fundraising support. Transparency is key, and we strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the heart of fundraising communications, we hope this will achieve a greater level of engagement, loyalty and value in the long term.

Looking ahead 2022/23

This year we received our highest income from charitable donations with a major increase in those raising funds for us through fundraising events.

This unrestricted funding is instrumental in advancing our work and delivering our strategic plan. We have reviewed our fundraising strategy and will focus on diversifying our income in the year ahead while building on the successes of this year. We will also launch a legacy giving programme and deliver fundraising activities as part of our 30th anniversary celebrations. We will continue to develop the incredible relationships we have with our funders and seek opportunities to create new ones.

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation ("the charity" or "The Foundation") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008, the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

Our 2020-2025 strategic plan outlines our key areas of focus. The strategy centres around three pillars – reach, research and advocacy. Here are our ambitions:

- **Reach: to ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.**
- **Research: to make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.**
- **Advocacy: to drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.**

A range of delivery plans sit beneath our organisational pillars to turn our ambitions into outcomes. Our strategy is reviewed annually to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Throughout the years, our website will feature updates and key achievements, making sure that our supporters, partners, funders and other interested parties can follow our progress, and be inspired by our work.

Management

The board of trustees, listed on page 121, is responsible for governance, overseeing our performance and providing strategic direction. The board ensures that all activities are undertaken to further our charitable purposes. The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the OSCR.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The annual report highlights the significant activities undertaken to carry out our aims for the public benefit.

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board. During 2020/21, board and committee meetings started to take place by video conference due to pandemic restrictions.

Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the governance, finance and general purposes committee and recommendation for their appointment is put forward to the full trustee board, which makes the final decision on appointments. The balance of trustees is kept under review regarding skills and diversity. The board places particular emphasis on appointing individuals who bring specific identified skills, and an induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of the Foundation.

Some trustees have been given specific areas for responsibility including diversity, safeguarding and fundraising. There are currently nine male trustees and five female trustees.

The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the Foundation. This has included an independent review of our safeguarding policy and practice which completed this year.

The board of trustees is responsible for setting the strategic direction of the Foundation. The board approves our strategic plans, budgets and reserves policies, and monitors and evaluates our progress against planned objectives and financial targets.

The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 125. As a team they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensure we remain sustainable as an organisation, and able to respond to changing trends and external factors.

Risk management

The board of trustees has responsibility for ensuring that there are adequate and effective risk management protocols and systems of internal controls in place to manage the Foundation's major risks and support the achievement of our strategic objectives. The board reviews and assesses the risks facing the charity on an ongoing basis. A risk register is maintained and updated by executive management. It is a working document which is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment.

Projects are regularly reviewed with particular attention to risk management, and a project review process ensures ongoing oversight. Quarterly reports are provided to trustees showing the progress of longer-term contract, grant funded projects, grant applications in process and short-term contract activity.

Awareness of the possible impact of risks on the charity enables the trustees to take all reasonable steps to minimise or remove risk and have appropriate controls in place. Each risk identified and the potential impact and likelihood is rated along with the mitigation strategies in place to manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults.

Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction.

Among the principal risks facing the charity include the longer-term impact of COVID-19 on local authority budgets (see section 'Reserves policy reflecting principal risks' on page 92).

Staffing changes

This year we had no staffing changes within the executive team. We did, however, increase our staff numbers by a net 14 full time equivalent staff. This included bolstering our practitioner team, with a particular focus on recruiting staff able to work with younger age ranges.

In December 2021, we recruited a head of research and evaluation to support our strategic pillar of research, and in January 2022 we appointed a schools lead to head up our new three-year project tackling harmful sexual behaviour in schools.

HR, pay and remuneration

The board of trustees has overall responsibility for our pay policy and the salaries of executive directors. This is exercised through the general finance and general purposes committee. The committee reviews terms and conditions of employment annually and recommendations are made to the board. The committee benchmarks executive pay against similar roles in the sector and approves pay and any annual pay awards in line with appropriate best practice standards.

We had planned to strengthen our pay processes in 2020/21, with support from external remuneration experts, however, this has been delayed and we plan to complete this work in the year ahead. This year, we continued to receive HR support from Croner, HR consultants, who provide advice and guidance on policy development and implementation and includes a support and advice helpline. This year we also started to implement HR software, Bright HR. This will be rolled out fully in the year ahead.

Information security

The importance of defending our IT systems from malicious attacks and protecting the personal data we hold from unauthorised access and misuse is fully recognised by the Foundation.

Security measures are in place to protect unauthorised access to IT systems and to carry out ongoing tests for potential vulnerabilities on the IT network. Policies and procedures are established for protecting data within the working environment. Our staff are operating from home and office and so we have updated our guidance to ensure personal data is not compromised. We have strengthened our response and resilience in the face of cyber security threats and will be working towards full cyber essentials accreditation in the coming year.

General Data Protection Regulation (GDPR)

This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee met monthly to implement a data protection action plan, developed with our expert data protection consultants. By the end of the year, many of our actions had been implemented and we moved to bi-monthly meetings. We operate a centralised data breach process and subject data request system, issue regular staff GDPR updates to all staff, and data protection is included as part of mandatory training and induction for all employees, with compliance monitored.

GDPR remains a trustee and senior management team priority. We have begun the process of documenting all our data assets, and how that data flows through our organisation with clarity about our lawful bases and retention policies. In 2022/23 we will complete that piece of work as well as migrate our data onto cloud-based storage to manage and share content safely and efficiently.

We had 17 reported breaches but only one needed to be escalated to the ICO and that was closed without a need for further action.

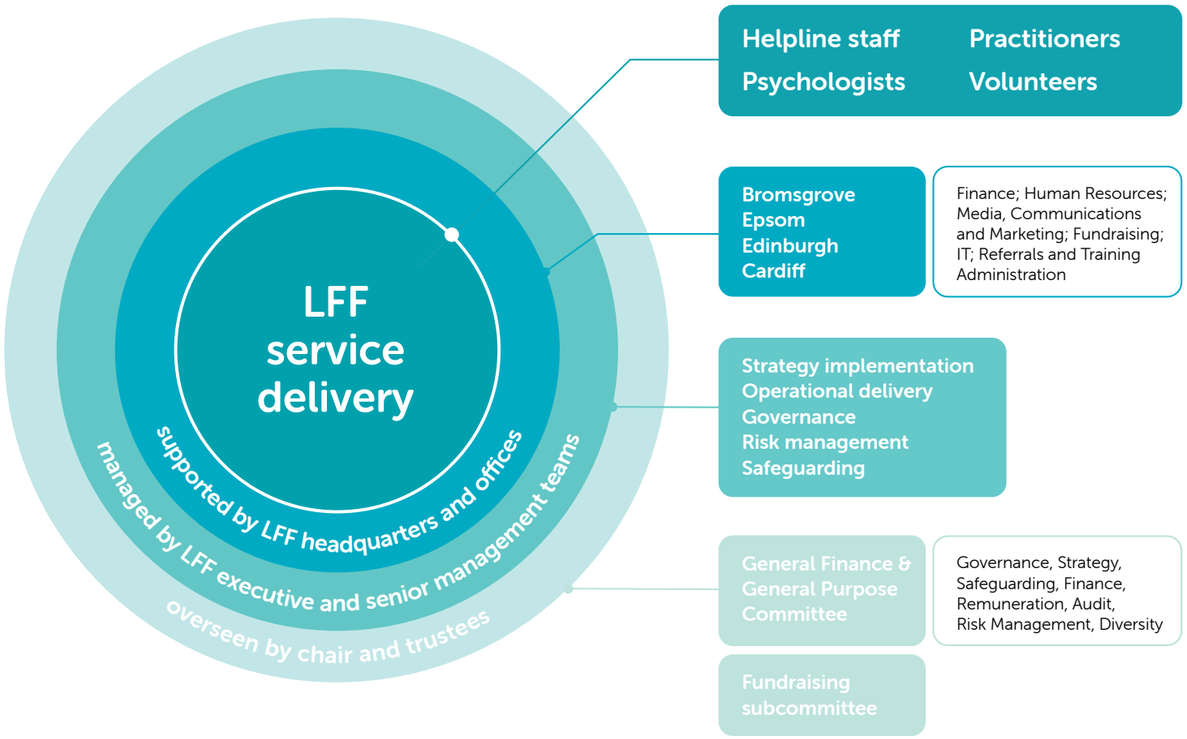
Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse and that the last two years in particular threw additional challenges at our teams. We have an Employee Assistance Programme (EAP) programme in place with Health Assured to provide staff with a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of the Foundation and throughout 2021/22 we held a bi-monthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff ensuring all have access to regular and responsive supervision. Our wellbeing policy was refreshed this year and is now accompanied by an action plan. These actions will be completed in the year ahead.

LFF governance and management structure



Financial review



Overview

We had set a cautious 2022 budget to achieve £50,000 unrestricted surplus, anticipating staff absences as a continuing impact of the COVID-19 pandemic. We also had concerns that local authorities would find it harder to support family court work and we expected a return to more face-to-face contact, which reduces our staff capacity for service delivery.



Although these underlying issues remain, the financial impact has been more than offset by other factors and we ended the year with an unrestricted surplus of £315,720 (2021: £18,754).

The strategic plan has set us on a course for growth to extend the Foundation's reach, and we have been able to increase staff capacity through recruitment as well as diversifying our activities with new projects and new funders, growing our income – as well as our reach.

During the pandemic and throughout government lockdowns, our practitioners became skilled in online delivery while maintaining a quality approach. Working remotely also broke down geographical barriers enabling us to be more accessible to beneficiaries.

Although face-to-face contact did resume in 2022, remote delivery still dominated and reduced travel time has kept productivity levels high, enabling us to maintain higher margins on our fee-earning professional services (assessments, interventions, training and consultancy). We rely on these to ensure overheads are fully covered and replenish unrestricted reserves.

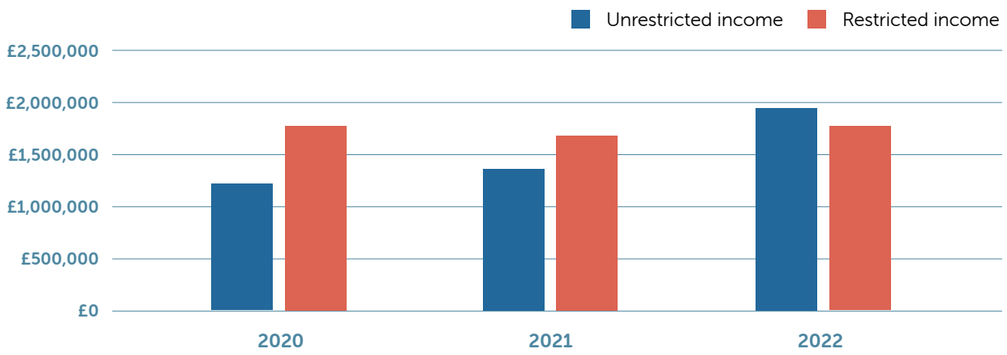
In 2022, we increased unrestricted reserves to £833,043 (2021: £517,323). After designating funds for specific projects, the free reserves amounted to £680,076, equivalent to just under 2.5 months of expenditure and moving us closer to our three-to-six months' goal. However, with plans for growth comes an increase in the level of reserves required each year and balancing the mix of our work will be crucial if we are to achieve this key financial objective.

Whilst the strategy urges us to be bolder and more innovative, we are mindful of the need to ensure we have sufficient staff resource to grow our fee-earning professional services so that it can continue to support reserves and provide us with the financial security we need to underpin sustainable growth.

Income growth

In 2022 total income grew by 23% to £3,701,103 (2021: £3,015,615). Over the last three years, whilst restricted income has stayed relatively steady, unrestricted income has increased by 56%. Most of this increase occurred in 2021/22 with a year-on-year increase of £620,924 taking unrestricted income to £1,958,893 (2021: £1,337,969).

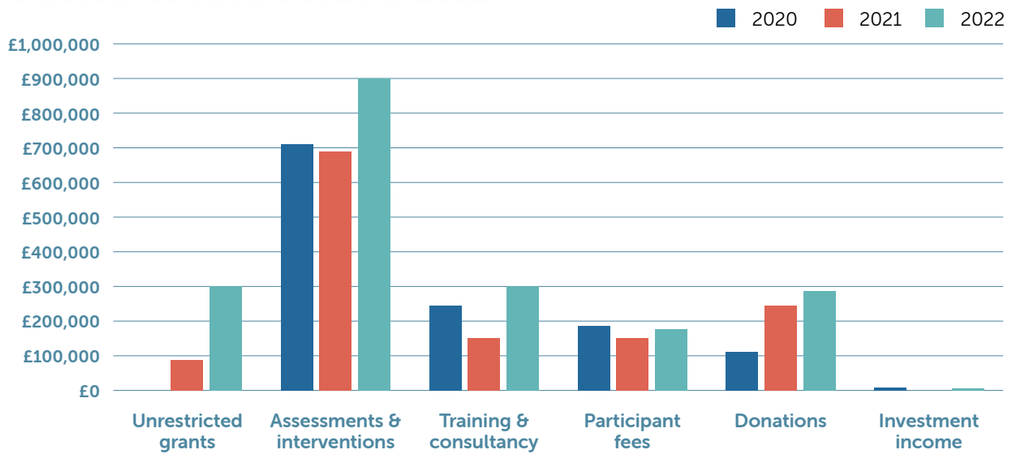
Restricted and unrestricted income growth 2020 to 2022



Unrestricted income

Looking at the income streams that make up unrestricted income, we have year-on-year growth across the board with the largest portion, assessments and intervention work, growing by 29% up to £901,492 (2021: £699,344).

Unrestricted income 2020 to 2022



Unrestricted grant income from charitable trusts

We received unrestricted grant income of £300,000 in 2022 (2021: £86,657). Last year was the first year we have benefited from this type of funding and it has been transformative, enabling us to develop and implement our strategic plan. This funding stream takes us beyond the short-term goals that project-based restricted funding supports so well, into much more long-term planning for expanded reach, advocacy and all-important research and evaluation work which has often been limited in the past due to lack of funding.

Assessments and interventions

Although the numbers of assessments we have completed are in line with the prior year and intervention cases are down 25%, we have total assessment and intervention income growth of 29%. This is due to referrals being increasingly dominated by more complex cases including referrals of children and young people – work that has been made possible by the specialist practitioners we have recruited over the last two years.

Training and consultancy

We are glad to see our training and consultancy work recover after the difficulties in 2021 with the impact of COVID-19. Fee income has doubled in 2022 with safer recruitment events making a significant contribution to the overall income increase of £151,161. Fees from this work amounted to £302,068 (2021: £151,907) which is also well ahead of the pre-COVID-19 income level of £238,774 in 2019/20.

Participant fees

Participant fees have increased by £19,628 to £169,420 (2021: £149,792) but this was off a low base and we are 4% down on 2019/20. Inform Plus attendees make up 90% of this funding and providing free or subsidised places to those who need them is an important aspect of our work, therefore growth in this income area is not necessarily desirable.

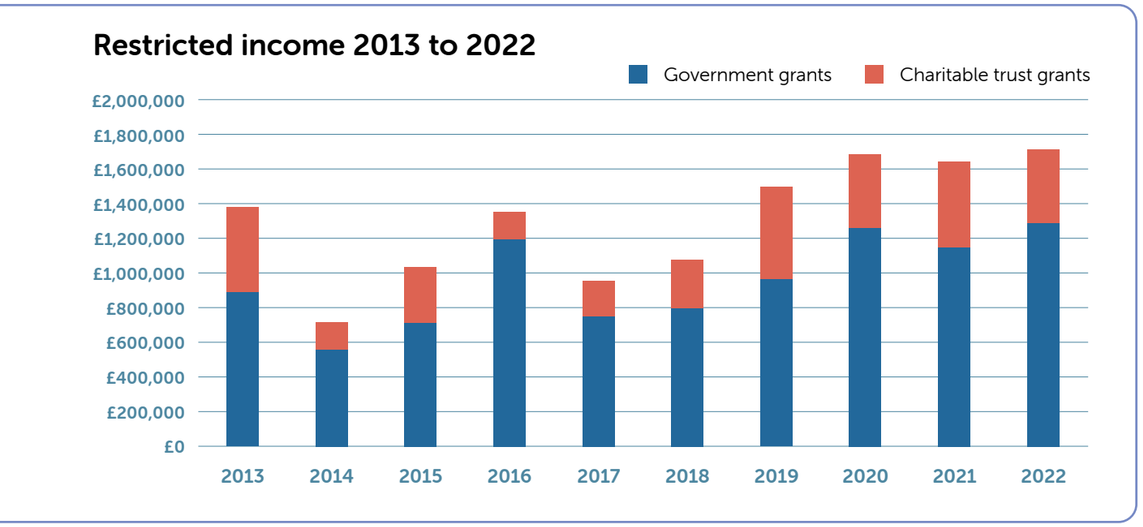
Donations

Donation income continues to grow, up £33,839 to £285,854 (2021: £252,015). We are pleased to see an increasing number of fundraising events which raised £20,161 in 2022 and the gift-in-kind free advertising from Google, Meta and Microsoft continues to increase, up 22% on last year.

Restricted income

Restricted income amounted to £1,742,210 in 2022 (2021: £1,677,646), and is split 75% government grants and 25% charitable trusts grants.

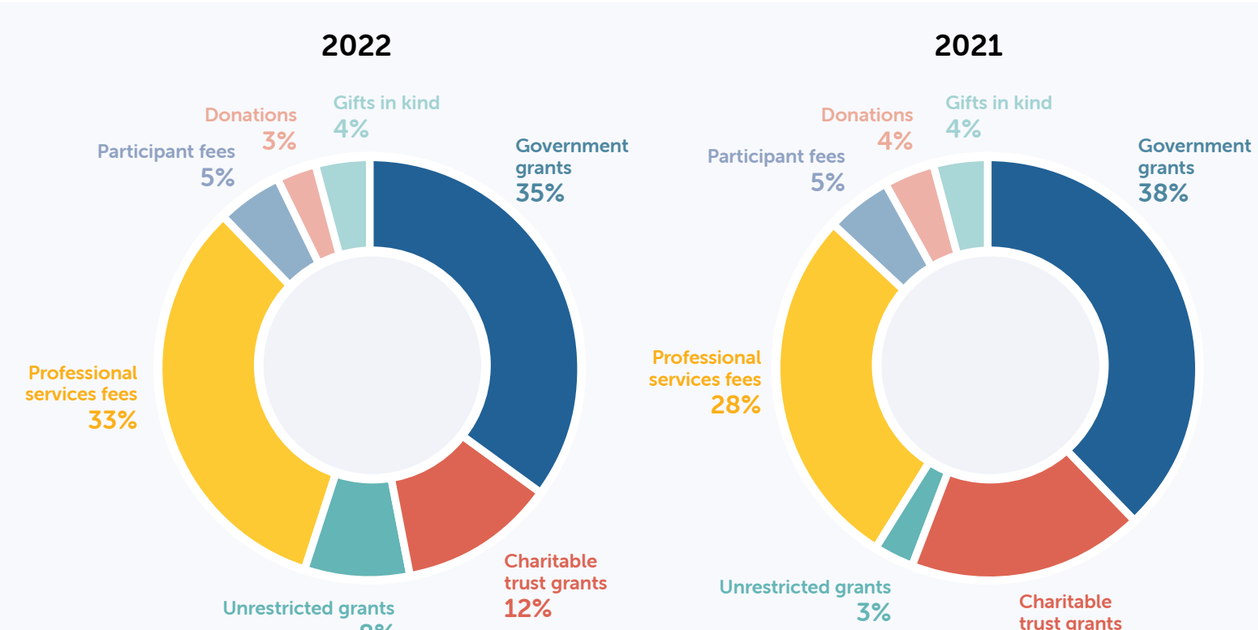
In the last 10 years, government grants have dipped as low as £580,417 in 2014 but are currently at £1,309,142 for 2022, up 14% on the prior year. This growth is mainly attributable to the Home Office commitment to our Stop It Now! helpline expansion.



Charitable trust income from restricted grants reduced in 2022 by 18% to £433,068 (2021: £528,943). Whilst government grants tend to run in line with our financial year the charitable trust funding does not and consequently the fluctuation in income levels in any one year is affected by the timing of the grant agreements and payment schedules, rather than simply a reflection of increasing or declining support levels.

Analysis of income sources

Looking at the split across the various income sources it is good to see that professional fees now accounts for a third of the Foundation's income (2021: 28%).



Reliance on government grants in percentage terms has dropped to 35% from 38% in 2021 and 43% in 2020.

Unrestricted grants from charitable trusts have more than tripled in 2022, so that combined with restricted charitable grants, make up a significant 20% of the Foundation's income (2021: 21%).

The unrestricted participant fees, donations and gifts in kind make up the remaining 12% of the Foundation's income in 2022 (2021: 13%).

Raising funds

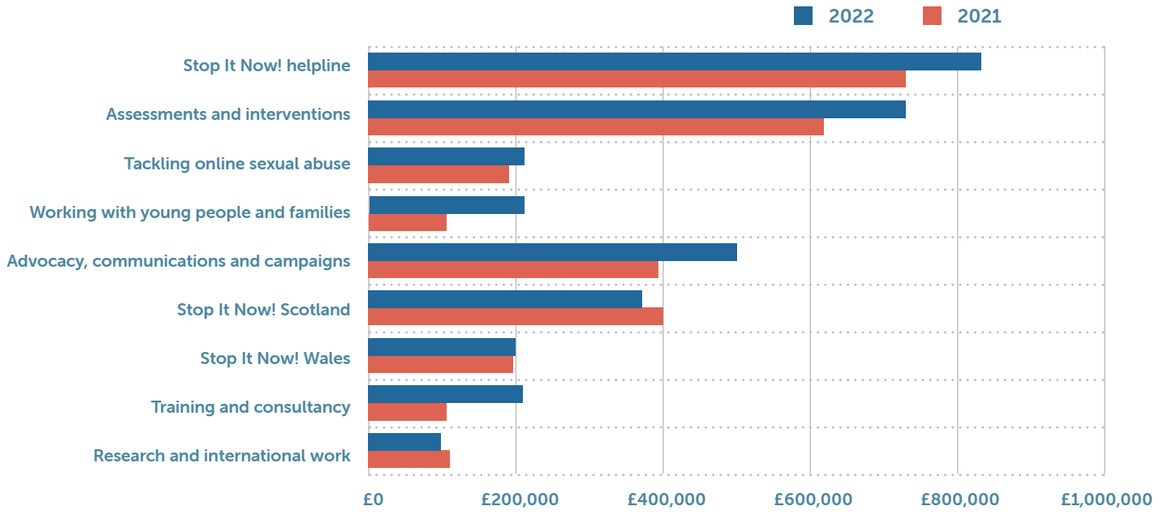
Fundraising costs reduced by 25% to £81,796 (2021: £108,615). This mainly reflects the change in staffing that occurred mid-way through the prior year rather than any recent change in the Foundation's commitment to develop and expand our fundraising efforts. The grant funds secured for the forthcoming year are substantial and outlined in detail in the section, 'Looking ahead 2023', on page 88-92. These reflect well on the fundraising approach and the team's success rate with funding bids.

Expenditure on charitable activities

During 2022 charitable activity expenditure amounted to £3,402,924, a significant 17% increase on the prior year (2021: £2,900,363).

The April 2021 staff salary increase amounted to only 2% so the growth in expenditure is primarily the impact of a net 14 FTE additional staff and reflects an increase in activity levels and service delivery that we see reflected in the increase in income earned and grant funding utilised in the year.

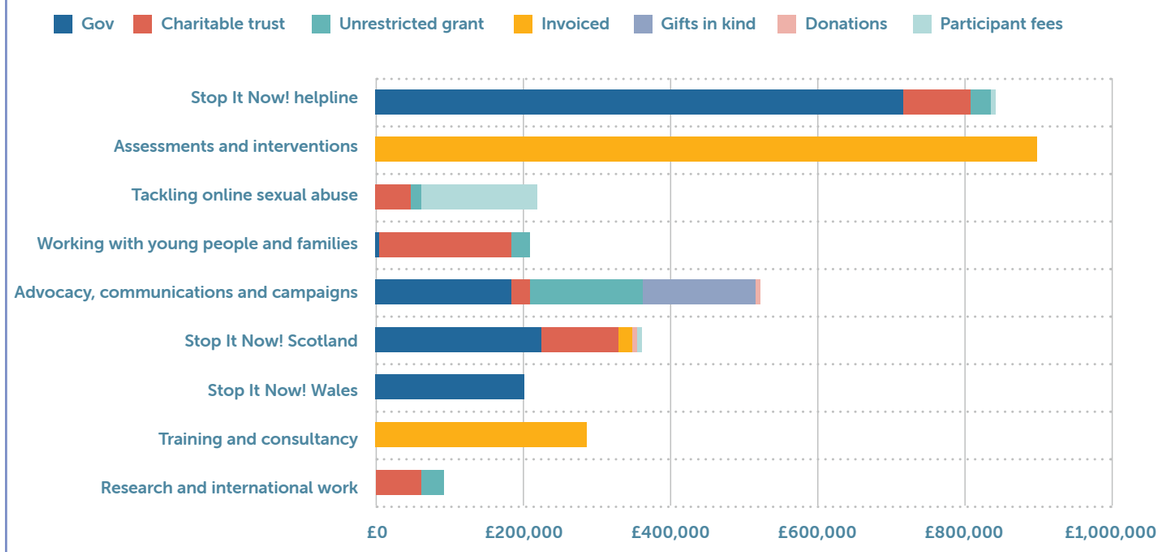
Growth in services 2022 vs 2021



Expenditure covered by mixed funding approach

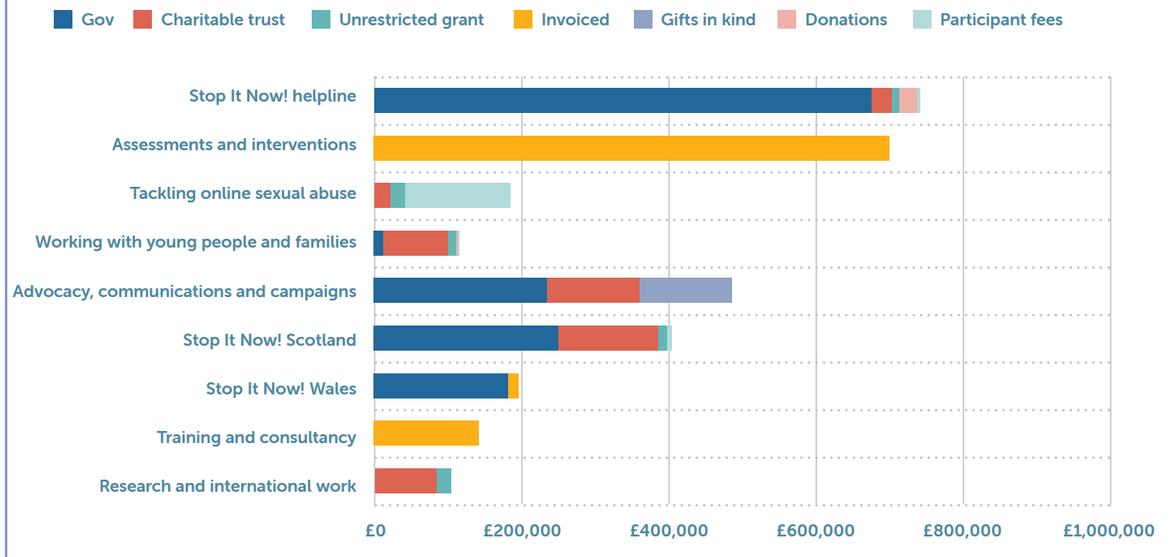
Over the years, we have been keen to develop mixed funding models for our projects and services to ensure activities are not too reliant on one source, and most areas of our work benefit from a mix of funding including grant support, participant contributions, donations, gifts in kind and some invoiced fees – though the helpline in particular is heavily reliant on government support. Other areas which have lower levels of mixed approaches include Stop It Now! Wales, where work is currently fully funded by the Welsh Government, and assessments and interventions which, while used by a wide variety of organisations and referrers, carry a dependence on local authorities as a whole.

Charitable activity expenditure and funding sources 2022



The exact balance between the various types of funding varies year-on-year but the principle of diversified funding remains. Due to grant funding issues in 2022, Stop It Now! Scotland income became far more diversified compared to 2021.

Charitable activity expenditure and funding sources 2021



The Stop It Now! helpline

Our helpline remains at the core of the Foundation's activity. It currently accounts for 25% of our expenditure and expansion plans are underway. Whilst there is a large contingent of part-time staff who are dedicated solely to helpline service delivery, the organisation structure is geared towards enabling all our clinical and other staff to contribute their expertise on a day-to-day basis as it is needed.

Helpline costs rose by 13% in 2022 as we extended our reach and accessibility through:

- new operator staff being recruited and trained,
- promotional activity being delivered with funding from The Dulverton Trust,
- the development of our live chat service appealing to younger users,
- and The Global Partnership to End Violence Against Children End Violence Against Children funded work on the Chatbot project (in partnership with IWF).

Increased staff resources on the helpline has enabled us to increase answered calls by 9% and callers helped by 5% in 2022. Continuing infrastructure changes will provide a platform for growth that will enable us to extend the service further in the years ahead whilst ensuring that quality standards are maintained.

Assessments and interventions

Although our assessment and intervention fee income rose by 29%, we managed to contain costs at only a 20% increase. We recognise that this is not sustainable and we have already taken steps to increase the levels of management oversight, clinical supervision and administrative support to keep up with the growth in practitioner staff numbers and the volume of referrals coming through.

Tackling online sexual abuse

This area of our work includes the Inform Plus and Engage Plus courses we run for people who have offended online. In 2022, we increased our reach and beneficiary numbers by 11%. However, the cost for these services has only increased by 1% as we delivered far more group work in 2022 with 131 group participants (2021: 78 group participants) which has kept expenditure relatively low.

Overall however, the expenditure for our 'Tackling online sexual abuse' work has increased by 19% due to the Inform courses and the Family and Friends Forum. Inform courses for partners of people who have offended online saw an increase in participant numbers of 33%. Training new staff to deliver the courses together with an increase in clinical supervision and oversight of the programs resulted in costs increasing by 49% this year off a relatively low base last year.

Included in this section for the first time is the Friends and Family Forum, which provides an invaluable service to families affected by online child sexual abuse. Previously the development costs for the forum were part of research and development expenditure and have remained steady at £16,435 in 2022 (2021: £16,226).

Working with young people and their families

We are pleased to see momentum is back, driving forward developments and services. Last year, due to some key staff absences, costs of our work on young people's services had reduced by 19% from £144,567 in 2020 to £116,630 in 2021. Now in 2022, costs are £210,246, 45% up on the higher 2020 level.

A new funder, The Forrester Family Trust, has contributed £20,000 to support the expansion of the Inform Young People programme which benefitted 86 young people and 39 parents (2021: 85 young people and 36 parents).

The reach of the Inform Young People programme is being further extended by our staff training other organisations to deliver the materials. This is a three-year, £90,000, project, supported by Paul Hamlyn Foundation. During 2022, training courses were designed and delivered to 71 professionals at a cost of £16,437.

Work also started on the technical development of a website for young people. Funded by Charles Hayward Foundation, £14,634 of the two-year £42,500 grant was used in 2022 for IT costs.

Overseeing and driving the development of services for young people and families within the Foundation has been a four-year project supported by grant funding awarded by Esmée Fairbairn Foundation in 2018. £88,529 was spent during 2022 and the remaining £30,537 will be spent in quarter one of 2023. This will complete what has been a truly transformational endeavour which has not only brought about significant improvements to the services we provide for young people displaying harmful sexual behaviour – but also for sector as a whole which is seeking to prevent and tackle such behaviour.

Advocacy, communications and campaigns

We have increased spending in this area of our work by 27% from £392,928 (2021) to £500,808 (2022).

The online child sexual abuse deterrence campaign expenditure relating to the Home Office grants for 2020/21 and 2021/22 amounted to a combined total of £167,369 - an increase of 8% on the prior year (2021: £155,005 combined total of 2019/20 and 2020/21 grants).

Free advertising provided by Google, Facebook and Microsoft was valued at £155,261 for the year, up 17% (2021: £128,319).

In line with our strategic plan, we invested substantially more in media and communications activities using unrestricted grants to support this work resulting in a 66% increase in expenditure to £142,251 (2021: £106,513)

The unrestricted grants also facilitated a tenfold increase in our advocacy activity, a key area of our five-year strategy, which went up by £32,826 from a low £3,091 in 2021 to £35,927.

Stop It Now! Scotland

It has been a challenging year for our team in Scotland where delays in government grant funding being approved resulted in temporary cut backs on service delivery. Consequently, this is one area in the Foundation where our expenditure on charitable activity reduced year-on-year to £363,192 (2021: £404,106).

We are very grateful to an anonymous donor who stood behind us throughout with unwavering support, and their assurance of funding enabled us to avoid any redundancies. We are grateful to the Scottish Government who sought ways to continue their commitment to our work and for their efforts on our behalf.

Stop It Now! Wales

Stop It Now! Wales expenditure in 2022 relates to three grant funded projects.

The two Welsh government grants are in year two of five and amounted to £97,529 expenditure on the early intervention project and £94,946 expenditure on the keeping children safe project.

The two extra staff recruited during 2021 made the Stop It Now! Wales staff team up to four for the full year and expenditure switched to more direct delivery of services resulting in a 61% increase in beneficiary numbers with participants numbering 1,596 (2021: 991).

Conwy County Borough Council continued to fund work with families and carers in Conwy and £10,000 was allocated to those services which benefited 220 participants, an increase of 93%. (2021: 114).

Training and consultancy

Training and consultancy expenditure increased by 86% to £212,336 (2021: £113,891).

Fee income increased ahead of this (101% up year-on-year), but costs have been contained with face-to-face delivery slow to resume as commissioners gained confidence in the effectiveness of remote delivery and the efficiency and convenience it offers to participants.

Research and international work

Spending on international work reduced by 50% to £35,842 (2021: £72,312) as the Oak-funded ECSA project ended last year. However, Porticus UK funding enabled us to continue to maintain the ECSA toolkit during 2022 and thanks to NEO Philanthropy funding, it has also been evaluated by an independent consultant.

In contrast, research and development work has increased by 78%.

The Family and Friends Forum project that was in development for several years with £16,226 of R&D costs in 2021 is now included with our Inform programme as part of our services for the families of those affected by online child sexual abuse. In spite of this expenditure moving out of R&D costs, our expenditure on R&D increased to £60,335 (2021: £17,604 excluding forum costs).

Expenditure on R&D in 2022 includes the new head of research and evaluation post appointed in December 2021, which is funded by Porticus UK, who have committed to fund this work for three years.

In line with the strategic plan, there is substantially more research and evaluation activity across the organisation including the development of the Faithfull Papers which is being funded by the unrestricted charitable trust grants

Looking ahead to 2022/23

Budget 2022/23

Our budget for 2022/23 expects expenditure of £4.2 million, a substantial 21% increase on the 2022 expenditure of £3.5 million.

To fund this work, modest increases are budgeted for investment income, donations, gifts in kind and participant contributions.

The bulk of the increase in activity is expected to be funded by grant income which we plan to increase by 20%.

We also expect to grow our professional services (assessments, intervention, training and consultancy) fee income by 14% and generate an unrestricted surplus of £100,000.

	% Increase	Restricted Funds 2023	**Total Funds 2022**
Income			
Donations, gifts in kind, participant fees & investment income	3%	£470,100	£455,333
Grant funding	20%	£2,458,800	£2,042,210
Professional services	14%	£1,371,100	£1,203,560
Total income	**16%**	**£4,300,000**	**£3,701,103**
Expenditure			
Raising funds	20%	£98,300	£81,796
Branding, digital development and anniversary projects funded from designated reserves	+	£100,000	
Depreciation funded from designated reserves	29%	£14,900	£11,508
Charitable activities - other costs	18%	£3,986,800	£3,391,416
Total expenditure	**21%**	**£4,200,000**	**£3,484,720**
Net unrestricted income		**£100,000**	**£315,720**
Net increase (decrease) in restricted reserves		**£0**	**(£99,337)**
Net income		**£100,000**	**£216,383**
Balance of free reserves at the beginning of the year – Refer Note 20		£680,076	£500,254
Add net unrestricted income for the year		**£100,000**	**£315,720**
Less allocated to designated reserves		£0	(£147,406)
Add designated reserves released for projects in 22/23		£100,000	
Add designated reserves released for depreciation		£14,900	£11,508
Balance of free reserves at the end of the end of the year		**£894,976**	**£680,076**

After adjustments to designated funds for project and depreciation costs incurred in 2022/23, general unrestricted and undesignated free reserves are expected to increase by £214,900 to £894,976, and this brings those reserves to a position to cover 2.6 months of expenditure which is 85% of our minimum three months' reserves target.

Donations

Donations achieved in 2022 were higher than expected and the increase required in this budget is only 3%. This is a low uplift target but we need to concentrate our fundraising resources on grant applications to charitable trusts and statutory bodies this year. We also anticipate a considerable amount of resource will be concentrated on the anniversary events with a view on longer-term support gains.

Gifts in kind

The increase budgeted for gifts in kind is under 3% which looks very cautious in the light of the 20% increase in 2022 advertising, compared to 2021. We are mindful that this contribution is not within our control and even though they have proved to be temporary, policy changes and cuts have been implemented in the past.

Participant fees

While the volume of court reports in Scotland is increasing again and we have a new income stream in the helpline with a modest charge being made for contact letters, we have only built in 4% growth to participant fees. The bulk of the fees come from Inform Plus and Engage Plus participants, and although the services are growing, we are mindful of the need to sustain accessibility and, ideally, we will raise sufficient charitable trust funding to offer more subsidised and free places in the year ahead.

Investment income

Interest earned on monies held has been minimal in the last few years, a nominal £500 is budgeted.

Professional services

Professional services work will continue to be prioritised in the Foundation. Having built up momentum with referrers, it is important that we dedicate sufficient staffing to meet their demand within reasonable timeframes. Additional practitioners are being recruited during 2023 and the staff who joined mid-way through 2022 also add to our capacity for year-on-year growth. Given the current level of enquiries and the fee increase of 5% for assessments and interventions, an uplift of 14% for our professional services in 2023 is an achievable target.

Unrestricted grant income – secured funding

Unrestricted grants are particularly important for our reach, research and advocacy plans and we have £200,000 secured for 2023 and a further £175,000 for 2024 is set out below.

The third year of a three-year commitment by an anonymous charitable trust for our core costs and core activities of £25,000 will come through in 2023.

In addition, we have two further years of the unrestricted grant commitment from Oak Foundation for £125,000 a year and a further £50,000 a year for two more years agreed with The Samworth Foundation.

Restricted grant income – secured funding

At the end of March 22, we held £547,603 of restricted grant funding to support our activities in 2023.

In addition to this, we have £1,903,019 secured for 2023 and a further £1,616,125. committed for 2024 and £191,764 for 2025. Details are set out below.

£170,000 grant funding for the online child sexual abuse deterrence campaign has been agreed with the Home Office together with funding totalling £816,727 for the helpline. £216,727 of this funding being the contribution from the MOJ and all elements of this funding are agreed for two years.

Our work in partnership with the Internet Watch Foundation for an online deterrence Chatbot is funded by The Global Partnership to End Violence Against Children and year two of the grant totalling £101,607 is expected.

The Scottish Government has committed £100,000 for Stop It Now! Scotland Core activities, £125,000 for the EIPSAS programme (Early Intervention to Prevent Sexual Abuse in Scotland) and £19,950 for prevention campaign work in 2023 with a final fourth year of funding for the EIPSAS programme of £125,000 agreed for 2024.

Charitable trust funding has also been secured for work in Scotland. £16,000 is secured from The Robertson Trust and £15,000 from The Volant Trust for family work in 2023, with a further commitment of £15,000 from the Volant Trust for 2024. In addition, a new anonymous donor has approved a grant of £10,000 for Stop It Now! Scotland activity in 2023.

Baillie Gifford has committed to support the fundraiser post for Scotland. The year one grant of £30,000 is included in the restricted grant funding carried forward from 2022 and a further £30,000 is secured for 2024 with the promise of a review and potential to extend into a third year.

The Welsh Government support for our early intervention project and the keeping children safe project goes into its third year with a total of £185,117 committed for 2023. In addition, the grants have both been extended for two more years with £191,764 secured for 2024 and the same again for 2025.

We are also pleased to report that Conwy Borough Council still places great value on our work with families in North Wales and a grant of £10,000 has been awarded again for 2023.

Our Inform suite of programmes has secured a new grant funder and a £50,000 award is coming through for 2023 from The Dawes Trust.

Emmanuel Kaye Foundation is supporting Inform as well as a new dedicated project worker post to work across Inform Plus, Engage Plus and Inform and the Friends and Family Forum. This new grant is for £50,000 a year for two years.

The project to extend the reach of Inform Young People by training other organisations to deliver the work continues into its second year. It is supported by grant funding from Paul Hamlyn Foundation, and £30,000 is secured for 2023, with a final year three grant of £30,000 expected for 2024.

Work on our website for young people concerned about themselves or someone they know is underway and the year two grant of £17,500 is due in from Charles Hayward Foundation to complete the technical set up during 2023.

Porticus UK funding for research and evaluation goes into year two in 2023 with a grant of £86,118 and a further amount of £87,634 is agreed for 2024.

We have a three-year grant agreement with KPMG Foundation for our Education project. This goes into its second-year mid-way through 2023 and a payment of £100,000 is due with the same again expected during 2024.

Funding gaps

Although secured grant funding for 2023, including the carry forward, is £2,650,622 and ahead of the budget of £2,458,800, not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2024.

Consequently, the budget does still have some funding gaps amounting to £150,000 for the year ahead. Further development of our young people services and our Inform Young People programme requires additional funding, as does the rest of the Inform suite. We also have a small gap remaining on our Scotland budget.

R S Macdonald have agreed £50,000 over three years to fund a continuation of the ROSA project work in schools in Scotland. This is subject to match funding being secured. Once this is achieved, we expect the Scotland budget to balance.

Applications are in process to charitable trusts to close these gaps and we do not anticipate any problems in securing the funding we need to implement the plans for 2023.

Staff capacity

We continue to expand our staff capacity and our success in recruiting over the last 18 months gives us confidence that the new practitioners, project and support workers required to successfully implement our expansion plans for 2023 will be found and appointed.

More challenging however is the recruitment of the Scotland fundraiser, hence the delay in the utilisation of the Baillie Gifford grant that came through in 2022.

Ongoing review

All our services are subject to ongoing reviews, aiming to improve service delivery and identify cost efficiencies. We continue to encourage participant contributions and donations where appropriate and the level of fees and the availability of services are regularly reviewed and scaled back or increased depending on the funding mix we can secure.

The aim is to ensure that each service and project has sufficient funding to achieve full cost recovery within a reasonable timeframe.

New business system

To better support the organisation's growth, we are implementing a new cloud-based system that will provide a faster and more tailored reporting capability as well as streamlining accounting processes to speed up data entry and authorisations. Some disruption to the flow of monthly management accounting is expected in the short term but the new system benefits should start to come through by the end of the calendar year. £45,000 is set aside in designated reserves to cover the contracted costs.

Reserves

Restricted reserves

Restricted reserves at the end of March 2022 totalled £547,603, 15% less than prior year (2021: £646,940).

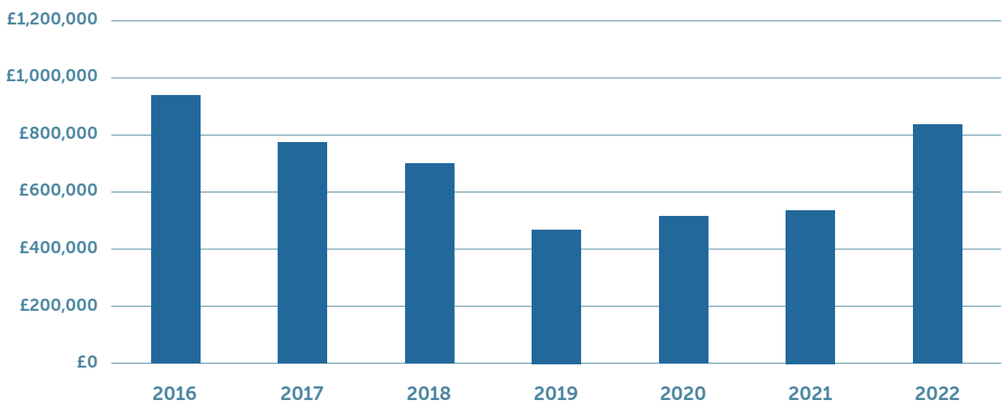
With 75% of our grant income coming from government grants which run in line with the financial year, this dip in the level of funding at the year-end does not raise any concerns and mainly reflects fluctuations in the timing of charitable trust grants being received.

Unrestricted reserves

One of the key financial objectives in recent years has been to replenish reserves which had dropped from a high of £955,725 in March 2016 to a low of £456,554 by March 2019.

During 2020 and 2021 we generated modest surpluses which increased reserves to £517,323 by March 2021.

Unrestricted reserves



A number of factors came together in 2022 that enabled us to add £315,720 to the unrestricted reserves, taking the balance up to £833,043 by the end of March 2022.

Generating the surplus

Our professional services are the one area of our work where we charge fees in line with the market and generate a surplus. In 2022, the margins have been more favourable than normal with staff able to deliver additional work in the time that has been spent on travel in the past.

Unlike 2021, when COVID-19 interrupted the flow of work for the first two months, demand for assessments and interventions has remained high all year with our specialist children workers expanding the scope of work we were able to undertake.

Although face-to-face training has remained fairly limited, the demand for remote training has replaced it and we are now back delivering our training courses including safer recruitment ahead of the pre-pandemic levels in 2020.

Overhead recovery gap

A combination of the growth in activities across the Foundation providing a wider base for the recovery of overheads and unrestricted grant funding contributing to core costs has resulted in the overhead recovery gap reducing. This in turn has reduced the amount of professional services surplus that is needed to cover the gap.

Funding core activities

The new funding stream of unrestricted grants has enabled us to both grow and fully fund our advocacy, reach and research activities.

Designated reserves

On an annual basis, the net book value of the Foundation's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2022 this amounted to £7,967 (2021: £17,069)

The trustees have also designated funds totalling £100,000 to cover the commitment to complete the following media and communications projects, described in more detail on page 40.

- Branding recognition project to increase reach (£25,000)
- Digital development to increase engagement (£40,000)
- Anniversary year campaigning (£35,000)

A further £45,000 is designated for the new business system that the 2022/23 budget currently assumes will be capitalised and depreciated in part in 2023.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three to six months of total expenditure (excluding gifts in kind). This equates to £831,615 to £1,663,230 in monetary terms (2021: £719,790 to £1,439,580).

This reserves policy results from the trustees' review of risk in light of the following issues.

- **Working capital required for growth**
  Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
  Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
  We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The longer-term impact of COVID-19 on local authority budgets**
  Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of timing of renewal**
  It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. In addition, there can be a significant time lag between projects starting and the funding being finalised and received, so we need to be able to fund our work in the interim period.
- **Grant payment cash flow**
  We have to be able to fund the costs of grant-funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

Consideration of the adequacy of current reserve levels

Refer Note 18 to the financial statements.

At the end of March 2022, unrestricted, undesignated, free reserves were £680,076, equivalent to 2.5 months expenditure (2021: £500,254 – 2.1 months) creating a gap of £151,539 to achieve the minimum target of three months expenditure (2021: £219,636 gap).

In considering the adequacy of the current free reserves level, the trustees have also taken account of the fact that restricted funding made up 53% to 58% of the Foundation's annual income over the last four years, and therefore the level of restricted reserves and secured income for the forthcoming year is a mitigating factor in assessing whether our unrestricted reserves are at an acceptable level.

Total reserves, excluding balances held in fixed assets and designated for specific projects in 2022, amount to £1,227,679 (2021: £1,146,424), equivalent to 4.4 months expenditure (2021: 4.8 months expenditure). The trustees are satisfied that the total reserves meet the Foundation's medium term needs and that they are sufficient to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

Longer-term reliance on restricted funding support may be more tenuous, and therefore the unrestricted reserves target of three to six months remains in place and the commitment to rebuild the unrestricted reserves in line with this policy continues to be a priority for the Board and the executive team.

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when the Foundation is growing as the monetary amount required keeps increasing annually. However, two factors make it reasonable to conclude that the target is achievable within a reasonable time frame of five years.

- The unrestricted grant funding already secured for the next two years provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and development, advocacy and awareness raising that have previously relied on surplus income generated by the professional fees.
- There is strong demand for our higher margin professional services and we will be able to use a growing percentage of the surplus from this work to replenish reserves.

The budget for 2023 assumes we will increase unrestricted free reserves by £200,000 and we plan to increase this further in future years.

Going concern

The trustees have reviewed the Foundation's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future and therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the executive team and the Board, with mitigation steps put in place and monitored on an ongoing basis.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the governance, finance and general purposes committee.

Related party transactions

There was one related party transactions in the year ended 31 March 2022. Details are set out in note 24 to the financial statements on page 123.

Statement of trustees' responsibilities

The trustees (who are also directors of The Lucy Faithfull Foundation 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 Generally Accepted Accounting Practice (United Kingdom Accounting Standards).

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 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 Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards 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 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, 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. 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.

Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make themself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor
Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The Trustees' Report was approved by the Board of Trustees on 16th September 2022 and signed on its behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych.

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion
We have audited the financial statements The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources 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 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion
We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
In auditing the financial statements, we have concluded that the trustees› use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company›s ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information
The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements

themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In light of the knowledge and understanding of the charitable company and the environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 94, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements
We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: **www.frc.org.uk/auditorsresponsibilities**. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

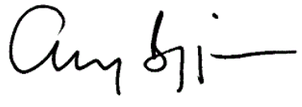
In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be with the completeness and timing of grant income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Finance, and the General-Purpose Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, Scottish Charity Regulator, designing audit procedures over the completeness and timing of grant income, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report
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, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 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 charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Guy Biggin
Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor

4th Floor , St James House , St James' Square
Cheltenham , Gl50 3PR

20 September 2022

Statement of financial activities

		Unrestricted Funds 2022 £	Restricted Funds 2022 £	**Total Funds 2022 £**	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Income from:							
Donations and legacies	2	285,854		**285,854**	252,015		252,015
Charitable activities	5	1,672,980	1,742,210	**3,415,190**	1,085,954	1,677,646	2,763,600
Investments	3	59	-	**59**	-	-	-
Total Income		**1,958,893**	**1,742,210**	**3,701,103**	1,337,969	1,677,646	3,015,615
Expenditure on:							
Raising funds	4	81,796	-	**81,796**	108,615	-	108,615
Charitable activities	6	1,561,377	1,841,547	**3,402,924**	1,210,600	1,689,763	2,900,363
Total Expenditure		**1,643,173**	**1,841,547**	**3,484,720**	1,319,215	1,689,763	3,008,978
Net income (expenditure) and movement in funds		315,720	(99,337)	**216,383**	18,754	(12,117)	6,637
Reconciliation of funds							
Total funds brought forward		517,323	646,940	**1,164,263**	498,569	659,057	1,157,626
Total funds carried forward	18, 19	**833,043**	**547,603**	**1,380,646**	517,323	646,940	1,164,263

The notes on pages 101 to 119 form part of these financial statements.

Balance sheet

as on 31 March 2022
Registered number: 02729957

	Note	**2022 £**	2021 £
Fixed assets			
Intangible assets	11	**-**	-
Tangible assets	12	**7,967**	17,739
Investments	13	**100**	100
		8,067	17,839
Current assets			
Debtors	15	**327,882**	542,644
Cash at bank and in hand		**1,521,700**	1,013,901
		1,849,582	1,556,545
Creditors			
Amounts falling due within one year	16	**(477,003)**	(410,121)
Net current assets		**1,372,579**	1,146,424
Net assets		**1,380,646**	1,164,263
Funds			
Unrestricted funds	18	**833,043**	517,323
Restricted funds	19	**547,603**	646,940
Total funds	18, 19	**1,380,646**	1,164,263

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 16th September 2022 and signed on their behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych
Chair

Statement of cash flows

for the year ended 31 March 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash provided by operating activities	25	**514,403**	245,699
Cash flows from investing activities			
Interest received	3	**(59)**	-
Purchase of tangible fixed assets	12	**(6,545)**	-
Net cash used in investing activities		**(6,604)**	-
Change in cash and cash equivalents in the reporting period		**507,799**	245,699
Cash and cash equivalents at the beginning of the reporting period		**1,013,901**	768,202
Cash and cash equivalents at the end of the reporting period		**1,521,700**	1,013,901

The notes on pages 101 to 119 form part of these financial statements.

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning is sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis.

The cash balance at the year end was £1,521,700 of which £999,657 was unrestricted (2021: £629,894)

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently we are confident that the budgeted surplus of £100,000 for 2022/23 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors.

Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from grants (including government grants), where related to performance and specific deliverables, is accounted for as the Charity earns the right to consideration by its performance.

Donations are recognised on a receipt basis.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Where material, donated facilities and services or gifts in kind are recognised in the Statement of Financial Activities at market value.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accruals basis.

(g) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Dilapidation provision – the Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company.

Redundancy and termination payments are made in line with the terms of settlement agreements and accrued for at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the Charity recognises the value of donated services as income in Gifts in Kind (refer to note 2) and records the expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the Charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary assets (in excess of £1,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films	33.33% straight line

Amortisation is included within charitable activities.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment	20% - 33.33% straight line
Furniture and fittings	20% - 25% straight line

The Charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the year-end.

Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year for future events post year end where the terms and conditions imposed on this income have not been met. Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

(p) Taxation

The company is a registered Charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

(q) Volunteers

Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We benefit from seven volunteers who supplement our staffing resource with specialist clinical skills or administrative support.

(r) Pensions

With effect from May 2014 the Charity automatically enrols all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities. The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

(s) Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	**Total Funds 2022 £**	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Donations	105,693	-	**105,693**	109,330	-	109,330
Gifts in kind	158,261	-	**158,261**	129,819	-	129,819
Service users' donations	1,739	-	**1,739**	2,096	-	2,096
Fundraising events	20,161	-	**20,161**	2,075	-	2,075
Coronavirus job retention scheme grant	-	-	**-**	8,695	-	8,695
Total income from donations and legacies	**285,854**	**-**	**285,854**	252,015	-	252,015

Gifts in kind includes the value of Google, Meta, and Microsoft advertising, which was £155,261 (2021: £128,319). The balance of £3,000 in 2022 is made up of £1,500 being the value of legal work provided by Mills & Reeve, £1,000 being GDPR advice from associates at Data Protection & Identity Access Management (IAM) and £500 being work done pro bono for us on pornography law by Rhiannon Sadler. (2021: balance of £1,500 relates to the value of the work provided by law firm Cameron Mc Kenna Nabarro Olswana LLP to assist us with new lease arrangements for the Edinburgh office.)

3. Income from investments

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	**Total Funds 2022 £**	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Bank interest from monies on deposit	**59**	**-**	**59**	-	-	-

4. Expenditure on raising funds

	Staff Costs 2022 £	Support Costs 2022 £	**Total Costs 2022 £**	Staff Costs 2021 £	Support Costs 2021 £	Total Costs 2021 £
Fundraising costs	**66,284**	**15,512**	**81,796**	92,387	16,228	108,615

5. Income from charitable activities

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	**Total Funds 2022 £**	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Government funding for:						
Stop It Now! helpline	-	716,727	**716,727**	-	648,748	648,748
Inform Young People	-	4,737	**4,737**	-	5,000	5,000
Online CSA deterrence campaign	-	170,000	**170,000**	-	167,428	167,428
CSA Prevention during COVID-19	-	-	**-**	-	70,000	70,000
Stop It Now! Scotland	-	219,578	**219,578**	-	253,736	253,736
Stop It Now! Wales	-	198,100	**198,100**	7,284	3,791	11,075
	-	**1,309,142**	**1,309,142**	7,284	1,148,703	1,155,987
Charitable trust grant funding for:						
Stop It Now! helpline	25,963	-	**25,963**	10,000	19,956	29,956
Tackling online child sexual abuse	7,124	36,174	**43,298**	16,000	22,449	38,449
Young people services including Inform	25,385	157,354	**182,739**	15,000	183,286	198,286
Advocacy, communications and campaigns	152,002	-	**152,002**	-	123,900	123,900
Stop It Now! Scotland	-	147,758	**147,758**	10,000	137,123	147,123
Stop It Now! Wales	-	-	**-**	-	-	-
Research and evaluation	30,003	84,578	**114,581**	-	23,782	23,782
Stop It Now! international work	-	-	**-**	-	14,247	14,247
Strategic development & core activities	59,523	7,204	**66,727**	28,373	4,200	32,573
	300,000	**433,068**	**733,068**	79,373	528,943	608,316
Other income generated from:						
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	901,492	-	**901,492**	699,344	-	699,344
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	169,420	-	**169,420**	149,792	-	149,792
Training and consultancy activities for local authorities, statutory agencies and other organisations	302,068	-	**302,068**	150,161	-	150,161
	1,372,980	**-**	**1,372,980**	999,297	-	999,297
Total income from charitable activities	**1,672,980**	**1,742,210**	**3,415,190**	1,085,954	1,677,646	2,763,600

6. Expenditure on charitable activities 2021/22

	Unrestricted Expenditure 2021/22			Restricted Expenditure 2021/22			Total Expenditure 2021/22		
	Staff Costs £	Other Costs £	**Total Costs £**	Staff Costs £	Other Costs £	**Total Costs £**	**Staff Costs £**	**Other Costs £**	**Total Costs £**
Stop It Now! helpline	**24,110**	**6,703**	**30,813**	**616,639**	**190,113**	**806,752**	**640,749**	**196,816**	**837,565**
Assessments and interventions	**624,822**	**129,068**	**753,890**	**-**	**-**	**-**	**624,822**	**129,068**	**753,890**
Tackling online sexual abuse	**138,231**	**29,377**	**167,608**	**44,259**	**7,164**	**51,423**	**182,490**	**36,541**	**219,031**
Working with young people and families	**21,174**	**4,211**	**25,385**	**133,350**	**51,511**	**184,861**	**154,524**	**55,722**	**210,246**
Advocacy, communications and campaigns	**106,437**	**205,541**	**311,978**	**136,001**	**52,829**	**188,830**	**242,438**	**258,370**	**500,808**
Stop It Now! Scotland	**23,236**	**6,128**	**29,364**	**264,159**	**69,669**	**333,828**	**287,395**	**75,797**	**363,192**
Stop It Now! Wales	**-**	**-**	**-**	**144,780**	**57,695**	**202,475**	**144,780**	**57,695**	**202,475**
Training and consultancy	**140,642**	**71,694**	**212,336**	**-**	**-**	**-**	**140,642**	**71,694**	**212,336**
Research and international work	**20,764**	**9,239**	**30,003**	**33,770**	**32,404**	**66,174**	**54,534**	**41,643**	**96,177**
Equipment to facilitate home working	**-**	**-**	**-**	**-**	**7,204**	**7,204**	**-**	**7,204**	**7,204**
	1,099,416	**461,961**	**1,561,377**	**1,372,958**	**468,589**	**1,841,547**	**2,472,374**	**930,550**	**3,402,924**

6. Expenditure on charitable activities 2020/21

	Unrestricted Expenditure 2020/21			Restricted Expenditure 2020/21			Total Expenditure 2020/21		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	**Staff Costs £**	**Other Costs £**	Total Costs £
Stop It Now! helpline	39,985	11,294	51,279	540,355	152,635	692,990	580,340	163,929	744,269
Assessments and interventions	509,435	112,211	621,646	4,359	952	5,311	513,794	113,163	626,957
Tackling online sexual abuse	127,971	35,774	163,745	16,714	3,987	20,701	144,685	39,761	184,446
Working with young people and families	14,791	2,960	17,751	75,472	23,407	98,879	90,263	26,367	116,630
Advocacy, communications and campaigns	29,379	152,683	182,062	133,671	77,195	210,866	163,050	229,878	392,928
Stop It Now! Scotland	24,916	7,057	31,973	304,272	67,861	372,133	329,188	74,918	404,106
Stop It Now! Wales	6,594	4,584	11,178	107,739	74,902	182,641	114,333	79,486	193,819
Training and consultancy	77,387	35,284	112,671	964	256	1,220	78,351	35,540	113,891
Research and international work	6,018	12,277	18,295	44,151	43,696	87,847	50,169	55,973	106,142
Equipment to facilitate home working	-	-	-	11,747	5,428	17,175	11,747	5,428	17,175
	836,476	374,124	1,210,600	1,239,444	450,319	1,689,763	2,075,920	824,443	2,900,363

7. Support costs 2021/22

	Finance 2022 £	IT 2022 £	HR 2022 £	**Total 2022 £**
Stop It Now! helpline	29,800	15,864	8,974	**54,638**
Assessments & Intervention	71,319	37,965	21,477	**130,761**
Tackling online sexual abuse	7,174	3,819	2,160	**13,153**
Working with young people and families	6,887	3,666	2,074	**12,627**
Advocacy, communications and campaigns	26,358	14,031	7,937	**48,326**
Stop It Now! Scotland	11,896	6,333	3,582	**21,811**
Stop It Now Wales	7,566	4,028	2,279	**13,873**
Training & Consultancy	29,407	15,654	8,855	**53,916**
Research and international work	3,150	1,677	949	**5,776**
Fundraising	2,679	1,426	807	**4,912**
	196,236	**104,463**	**59,094**	**359,792**

7. Support costs 2020/21

	Finance 2021 £	IT 2021 £	HR 2021 £	Total 2021 £
Stop It Now! helpline	27,991	13,749	6,705	48,445
Assessments & Intervention	72,326	35,524	17,325	125,175
Tackling online sexual abuse	6,937	3,407	1,662	12,006
Working with young people and families	6,072	2,982	1,454	10,508
Advocacy, communications and campaigns	27,709	13,611	6,638	47,958
Stop It Now! Scotland	15,198	7,465	3,641	26,304
Stop It Now Wales	8,622	4,234	2,065	14,921
Training & Consultancy	14,687	7,214	3,518	25,419
Research and international work	3,992	1,961	956	6,909
Fundraising	4,085	2,006	979	7,070
	187,619	92,153	44,943	324,715

8. Net income is stated after charging

	Staff costs £	Support costs £	**2022 Total £**	2021 Total £
Governance costs:				
Auditor's remuneration:				
Fees payable to the auditor for the audit of the annual financial statements	-	19,580	**19,580**	23,556
Fees payable to the auditor in respect of advisory services	-	-	**-**	4,540
Fees payable to the auditor in respect of assurance services	-	-	**-**	1,500
Trustees' training & DBS checks	-	516	**516**	-
Company secretarial	6,507	39	**6,546**	6,450
Apportionment of management time	21,680	2,533	**24,213**	23,229
	28,187	**22,668**	**50,855**	59,275
Depreciation costs			**16,317**	17,974
Operating lease payments			**101,595**	102,611

9. Staff

	2022 Full time equivalent no.	2021 Full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	**75**	61
Governance	**1**	1
	76	62

The average headcount for 2022 is 119 (2021: 110).

	2022 £	2021 £
Staff costs for the group comprised:		
Wages and salaries	2,276,815	1,945,179
Social security costs	205,286	173,523
Healthcare	8,426	5,748
Pension costs	48,131	43,857
Total staff costs	**2,538,658**	**2,168,307**

In 2022, one employee earned between £60,000 and £70,000 (2021: one employee earned between £60,000 and £70,000).
The total employee benefits of the key management personnel of the Charity were £330,924 (2021: £324,844).
There were no termination or ex gratia costs in the year (2021: £NIL).

10. Trustees

There were no reimbursed expenses incurred in the year on behalf of trustees (2021:£NIL).

No trustees received renumeration during either accounting period.

11. Intangible fixed assets

	Internally developed website & films £
At 1 April 2021	269,340
At 31 March 2022	**269,340**
Amortisation	
At 1 April 2021	269,340
Charge for the year	-
At 31 March 2022	**269,340**
Net book value	
At 31 March 2021	-
At 31 March 2022	**-**

12. Tangible fixed assets

	Computer & Equipment £	Furniture & Fittings £	**Total £**
At 1 April 2021	80,849	65,740	**146,589**
Additions	6,545	-	**6,545**
Disposals	-	(3,575)	**(3,575)**
At 31 March 2022	**87,394**	**62,165**	**149,559**
Depreciation			
At 1 April 2021	74,602	54,248	**128,850**
Charge for the year	7,970	8,347	**16,317**
Depreciation on disposals	-	(3,575)	**(3,575)**
At 31 March 2022	**82,572**	**59,020**	**141,592**
Net book values			
At 31 March 2021	6,247	11,492	**17,739**
At 31 March 2022	**4,822**	**3,145**	**7,967**

13. Investments

	2022 Total £	2021 Total £
Unlisted investment in dormant subsidiaries	**100**	100
	100	100

The charity holds unlisted investments at a net book value of £100 (original cost of £100) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Principal activity	Class of shares	% of share capital held
Stop It Now! UK & Ireland Limited: Company No: 4197678	England	Dormant	Ordinary £1	100%
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant	Ordinary £1	100%

14. Taxation

The company is a registered charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2022 £	2021 £
Trade debtors	**169,250**	182,252
Prepayments	**84,303**	56,960
Accrued income from charitable activities	**48,769**	40,499
Accrued grants income	**25,560**	262,933
	327,882	**542,644**

16. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	**171,553**	112,347
Amount due to group undertakings	**100**	100
Taxation and social security	**87,781**	71,377
Accruals	**147,693**	147,623
Deferred income	**69,876**	78,674
	477,003	**410,121**
Deferred income is made up as follows:		
Deferred income at 1 April 2021	**78,674**	44,388
Resources deferred in the year	**69,876**	77,414
Amounts released from previous years	**(78,674)**	(43,128)
Deferred income as at 31 March 2022	**69,876**	78,674

As on 31 March 2022 the Charity was holding funds received in advance for work that will be undertaken in 2022/23.

17. Financial instruments

Financial assets that are debt instruments measured amortised cost.

	2022 £	2021 £
Trade debtors	**187,310**	200,312
Accrued income from charitable activities	**48,769**	40,499
Accrued grant income	**7,500**	244,873
Cash at bank and in hand	**1,521,700**	1,013,901
	1,765,279	1,499,585

The impairment to trade debtors during the year was £558 (2021: £NIL).

Financial liabilities at settlement value.

	2022 £	2021 £
Trade creditors	**171,553**	112,347
Amount due to group undertakings	**100**	100
Accruals	**147,693**	147,623
	319,346	260,070

18. Funds 2022

	1 April 2021 £	Income £	Expenditure £	**31 March 2022 £**
Unrestricted				
General funds	500,254	1,511,487	1,331,665	**680,076**
Charitable trust grants				
Oak Foundation	-	125,000	125,000	**-**
The Samworth Foundation	-	50,000	50,000	**-**
The Indigo Trust	-	100,000	100,000	**-**
Anonymous donor	-	25,000	25,000	**-**
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	-	25,000	-	**25,000**
Digital development to increase engagement	-	40,000	-	**40,000**
New business system	-	45,000	-	**45,000**
Anniversary year campaigning	-	35,000	-	**35,000**
Future years depreciation				
Helpline office changes	6,474	-	3,649	**2,825**
New head office set up	10,595	-	7,819	**2,776**
Scotland alarm system		2,406	40	**2,366**
Total unrestricted funds	517,323	1,958,893	1,643,173	**833,043**
Total restricted funds (refer Note 19)	646,940	1,742,210	1,841,547	**547,603**
Total funds	**1,164,263**	**3,701,103**	**3,484,720**	**1,380,646**

18. Funds 2021

	1 April 2020 £	Income £	Expenditure £	**31 March 2021 £**
Unrestricted				
General funds	466,341	1,249,901	1,215,988	500,254
Grants				
Charitable trusts				
Esmée Fairbairn	-	54,373	54,373	-
Anonymous Trust	-	25,000	25,000	-
Government				
Job retention scheme	-	8,695	8,695	-
Designated funds				
Helpline office changes	10,338	-	3,864	6,474
New head office set up	21,890	-	11,295	10,595
Total unrestricted funds	498,569	1,337,969	1,319,215	517,323
Total restricted funds (refer Note 19)	659,057	1,677,646	1,689,763	646,940
Total funds	1,157,626	3,015,615	3,008,978	1,164,263

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds but the trustees have specifically set aside £145,000 for special projects underway in 2023 plus a total of £7,967 to cover the future years cost of depreciation relating to the refurbishments of the Epsom/helpline office, the setup of the new head office at Birch House and the alarm system in Scotland.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objects of the Charity. These grants support the Charity's work in relation to practitioner-led tasks, offering clinical and other support on offence prevention programmes, assessment, intervention and consultancy related to adults and young people who abuse children. A breakdown of these is included in Note 19.

19. Restricted funds 2022

	1 April 2021 £	Transfer between funds	Incoming resources £	Resources expended £	**31 March 2022 £**
Government Funding					
Ministry of Justice					
for Stop It Now! Helpline - MOJ	-	-	216,727	216,727	**-**
Home Office					
for Stop it Now! Helpline	-	-	500,000	500,000	**-**
for IIOC Deterrence Campaign	70,925	-	170,000	167,878	**73,047**
NHS					
for tackling child sexual exploitation - NHS	4,959	-	-	-	**4,959**
Greater Manchester Police and Crime Commissioner					
for developing prevention approaches	82,229	-	-	-	**82,229**
The Scottish Government					
for Stop It Now! Scotland activities	11,970	-	219,578	228,248	**3,300**
The Welsh Government					
for Stop it Now! Wales early intervention	4,634	-	94,237	97,529	**1,342**
for Stop it Now! Wales primary prevention	6,388	-	93,863	94,946	**5,305**
Conwy County Borough Council					
for Stop It Now! Wales Parents Protect	-	-	10,000	10,000	**-**
Surrey Police and Crime Commissioner					
for Inform Young People	1,000	-	4,737	5,737	**-**
Total Government funds	**182,105**	**-**	**1,309,142**	**1,321,065**	**170,182**
Charitable Trust Funding					
Porticus UK					
for Inform, Inform Plus & Inform for young people	14,279	-	50,000	34,331	29,948
for International activity	31,420	-	-	21,595	9,825
for head of research & evaluation	-	-	84,578	30,332	54,246
Dulverton Trust					
for Stop it Now! prevention activity	22,948	-1,486	-	21,462	-
for Stop it Now! Helpline awareness raising	19,956	1,486	-	21,442	-
The Samworth Foundation					
for IT equipment to facilitate hybrid working	-	-	7,204	7,204	-
29th May Charitable Trust					
for Inform, Inform Plus & Inform for young people	4,000	-	4,000	8,000	-
The Forrester Family Trust					
for Inform Young People	20,000	-	-	20,000	-
Paul Hamlyn Foundation					
for Inform Young People partner training	-	-	30,000	13,563	16,437
Esmee Fairbairn Foundation					
for young people services	119,066	-	-	88,529	30,537
Charles Hayward					
for young people online resources	25,000	-	-	14,634	10,366
NEO Philanthropy					
for international development research	14,247	-	-	14,247	-

19. Restricted funds 2022 (cont.)

	1 April 2021 £	Transfer between funds	Incoming resources £	Resources expended £	**31 March 2022 £**
Emmanuel Kaye Foundation					
for Inform	14,000	-	-	14,000	-
for online peer support services for families	12,917	-	-	12,917	-
Global Partnership to End Violence Against Children					
for on line deterrence Chatbot	99,469	-	-	68,074	31,395
KPMG Foundation					
for work in Schools	-	-	109,528	24,572	84,956
Anonymous Trust					
for Stop It Now! Scotland prevention activity	11,768	-	52,000	32,737	31,031
The Christina Mary Hendrie Trust					
for Stop It Now! Scotland prevention activity	5,000	-	-	5,000	-
The R S Macdonald Charitable Trust					
for Stop It Now! Scotland prevention activity	38,065	-	14,758	44,143	8,680
Hugh Fraser Foundation					
for Stop It Now! Scotland prevention activity	-	-	-	-	-
Baillie Gifford					
for Stop It Now! Scotland fundraiser	-	-	30,000	-	30,000
AB Charitable Trust					
for Stop It Now! Scotland prevention activity	-	-	20,000	-	20,000
The Robertson Trust					
for Stop It Now! Scotland prevention activity	6,000	-	16,000	12,000	10,000
The Volant Trust					
for Stop It Now! Scotland prevention activity	6,700	-	15,000	11,700	10,000
Total charitable trust funds	**464,835**	**-**	**433,068**	**520,482**	**377,421**
Total restricted funds	**646,940**	**-**	**1,742,210**	**1,841,547**	**547,603**

19. Restricted funds 2021

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Government Funding				
Ministry of Justice				
for Stop It Now! Helpline	-	216,727	216,727	**-**
Home Office				
for Stop It Now! helpline	-	432,021	432,021	**-**
for online offending deterrence campaign	58,213	167,428	154,716	**70,925**
emergency grant for IT costs related to COVID-19 response	4,470	-	4,470	**-**
Grant to support CSA prevention during COVID-19	-	70,000	70,000	**-**
NHS				
for tackling child sexual exploitation	4,959	-	-	**4,959**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	-	**82,229**
The Scottish Government				
for Stop It Now! Scotland activities	3,920	237,236	229,186	**11,970**
Education Scotland				
for Stop It Now! Scotland activity	-	16,500	16,500	**-**
The Welsh Government				
for Stop It Now! Wales early intervention	95,986	(13,709)	77,643	**4,634**
for Stop It Now! Wales primary prevention	88,738	-	82,350	**6,388**
for Stop It Now! Wales digital leaflets	-	7,500	7,500	**-**
Conwy County Borough Council				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	**-**
Dyfed-Powys Police and Crime Commissioner				
for Stop It Now! Wales prevention activity	2,826	-	2,826	**-**
Surrey Police and Crime Commissioner				
for Inform Young People	-	5,000	4,000	**1,000**
Total Government funds	**341,341**	**1,148,703**	**1,307,939**	**182,105**
Charitable trust funding				
Porticus UK				
for Inform, Inform Plus & Inform Young People	9,053	50,000	44,774	**14,279**
for international situational prevention	44,079	-	12,659	**31,420**
The Dulverton Trust				
for Stop It Now! prevention activity	22,866	16,775	16,693	**22,948**
for Stop It Now! helpline awareness raising	-	19,956	-	**19,956**
29th May Charitable Trust				
for Inform, Inform Plus, Engage Plus and Inform Young People	-	4,000	-	**4,000**
Gwyneth Forrester Trust				
for Inform Young People	-	20,000	-	**20,000**
Esmée Fairbairn Foundation				
for young people services	63,202	100,517	44,653	**119,066**
for consultancy on strategy development	-	4,200	4,200	**-**
Charles Haywood Foundation				
for young people website	-	25,000	-	**25,000**

19. Restricted funds 2021 (cont.)

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Oak Foundation				
for ECSA toolkit and prevention strategies	58,919	-	58,919	**-**
Neo Philanthropy				
for international development research	-	14,247	-	**14,247**
Tides Foundation				
emergency grant for COVID-19 crisis response	40,919	-	40,919	**-**
The Emmanuel Kaye Foundation				
for Inform work with families of online offenders	20,512	6,218	12,730	**14,000**
for paedophile self-help materials and online self-directed interventions	1,893	(1,893)	-	**-**
for online mutual support service for families	3,289	25,675	16,047	**12,917**
Global Partnership to End Violence Against Children (EVAC)				
for online deterrence chatbot	-	107,125	7,656	**99,469**
Anonymous Trust				
for Stop It Now! Scotland prevention activity	8,655	33,335	30,222	**11,768**
Christina Mary Hendrie Trust				
for Stop It Now! Scotland prevention activity	-	5,000	-	**5,000**
The RS Macdonald Charitable Trust				
for Stop It Now! Scotland prevention activity	17,462	62,788	42,185	**38,065**
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	-	10,000	10,000	**-**
Nota Scotland				
for Stop It Now! Scotland research	2,667	-	2,667	**-**
A B Charitable Trust				
for Stop It Now! Scotland prevention activity	15,000	-	15,000	**-**
The Robertson Trust				
for Stop It Now! Scotland prevention activity	-	16,000	10,000	**6,000**
Ryvoan Trust				
for Stop It Now! Scotland prevention activity	2,500	-	2,500	**-**
The Volant Trust				
for Stop It Now! Scotland prevention activity	6,700	10,000	10,000	**6,700**
Total Charitable Trust funds	**317,716**	**528,943**	**381,824**	**464,835**
Total Restricted funds	**659,057**	**1,677,646**	**1,689,763**	**646,940**

20. Analysis of net assets between funds for the year ended March 2022

	Fixed Assets £	Net Current Assets £	**Fund Balances £**
Unrestricted funds	7,967	825,076	**833,043**
Restricted funds	-	547,603	**547,603**
Total funds	**7,967**	**1,372,679**	**1,380,646**

20. Analysis of net assets between funds for the year ended March 2021

	Fixed Assets £	Net Current Assets £	**Fund Balances £**
Unrestricted funds	17,169	500,154	517,323
Restricted funds	670	646,270	646,940
Total funds	17,839	1,146,424	1,164,263

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2022 (2021: 14).

22. Commitments under operating leases

At 31 March 2022 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & Buildings 2022 £	**Other 2022 £**	Land & Buildings 2021 £	Other 2021 £
Not later than one year	**104,300**	**-**	111,517	2,366
One to five years	**50,649**	**-**	202,134	-
	154,949	**-**	313,651	2,366

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2021: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2021: £3,300).

23. Capital Commitment

The Charity has committed to the implementation of a new business system. Costs of £45,000 are expected based on the contract signed in march 2022. Funds have been designated by the Trustees to cover this cost.

24. Related party transactions

During the year we received pro bono legal advice from Mills & Reeve valued at £1,500 in 2022. The entity was deemed to be a related party as Jill Mason is a trustee of The Lucy Faithfull Foundation and a partner with Mills & Reeve LLP.

There were no related party transactions during the prior year.

24. Reconciliation of net income to net cash flow from operating activities

	Notes	**2022 £**	2021 £
Net income/(loss) for the reporting period		**216,383**	6,637
Depreciation charges	8, 12	**16,317**	17,974
Interest received	3	**59**	-
Decrease in debtors	15	**214,762**	161,653
Increase in creditors	17	**66,882**	59,435
Net cash provided by/(used in) operating activities		**514,403**	245,699

25. Analysis of changes in net debt

	1 April 2021 £	Cashflow £	**31 March 22 £**
Cash at bank	1,013,901	507,799	**1,521,700**

Officers and contacts

Life President
Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons
Mrs Hilary Eldridge
The Baroness Howarth of Breckland OBE
Mr Richard Monk CMG, OBE, QPM
Mr E M Nock OBE BA (Jt Hons) Dip IPD
Ms Annie Shepperd OBE
Sir Richard Tilt
Mr John Trotter LLB (Hons)

Trustees
Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych
Dr Vic Baines PhD
Mr Martin Brewer BA (Hons)
Mrs Joy Chamberlain FCA
Dr Gopi Krishnan (appointed 11/12/2020)
Mrs Jane Leach BSc FCA
Mr David Lundholm BA (Hons) MBA
Dr Michael Marett-Crosby MA DPhil
Mrs Jill Mason (appointed 19/03/2021)
Dr Paul Monks BA, MB. BChir, M.Sc. MRCPsych
Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS
Ms Lynn Saunders OBE
Professor Alec Spencer BA (Hons) MA MRes
Mr John Trotter LLB (Hons) (resigned 11/12/2021)
Mr Paul West QPM DL

Company Secretary
Mrs Annabel Kroeger BAcc CA(SA)

Senior management team
Ms Deborah Denis PGDip Dip CIPR, chief executive officer
Mr Stuart Allardyce MA (Hons) MSW, director of Stop It Now! Scotland
Mr Donald Findlater, director of Stop It Now! helpline
Mrs Annabel Kroeger BAcc CA(SA), director of finance
Mr Adrian McNulty CQSW Diploma in Probation Studies (DipProbation), director of operations

Registered name
The Lucy Faithfull Foundation

Registration numbers
Registered company number 02729957
Charity number 1013025
Scottish registered Charity number SC039888

Registered office and principal address
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Independent auditor
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Bankers
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Solicitors
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Board of trustees

Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych (Chair)

Mike is a consultant in general adult and forensic psychiatry, having worked in high, medium and low secure services and the community. He has previously been a medical director, operational executive director and chief executive in the NHS and the independent sector.

He was a prison psychiatrist for 10 years, a member of the Nottinghamshire Probation Committee, chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He was the visiting psychiatrist to the Gracewell Clinic, the forerunner to The Lucy Faithfull Foundation. He is currently chair of Improving Lives, a Nottingham based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

"The work undertaken by The Lucy Faithfull Foundation is vital to the safeguarding of children and young people. It is unique in its perspective of working to modify the behaviour of perpetrators and potential perpetrators. I find the work undertaken by the staff to be greatly humbling, and I am honoured to be part of this crucial organisation."

Jane Leach BSc FCA (Vice-Chair)

Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years' experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role.

"I'm inspired by the people in the Foundation who work tirelessly, in often painfully difficult circumstances, to both share the experience and knowledge built up by staff over many years, and put it into practice to prevent the tragedy of child sexual abuse."

Joy Chamberlain FCA (Treasurer)

Joy is a qualified Chartered Accountant. She has previously worked at PWC, later specialising in healthcare and moved to Partnerships in Care in 1997. Since that time, she took over as CEO in 2011 and led the sale of 22 hospitals from Partnerships in Care and Priory in 2016, thus forming Elysium Healthcare where she was appointed CEO. Joy has grown Elysium from the initial group of sites to over seventy services across England and Wales and continues to lead its expansion. Having worked in healthcare for the last 20 years, Joy is passionately engaged in delivering the best care to all those in need.

"It has been a pleasure to support the Foundation over the past three years as it continues to provide an essential service protecting children from harm."

Professor Victoria Baines PhD (Nottingham) MA (Oxon)

Victoria is IT Livery Company Professor of IT at Gresham College in the City of London. She has held visiting fellowships at the universities of Oxford and Bournemouth, and has been a guest lecturer at Stanford University. In 2019, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. She is Senior Advisor to Disrupting Harm, a project of the Global Fund to End Violence Against Children whose aim is to map the threat and response to OCSEA in Sub-Saharan Africa and Southeast Asia. For several years, Victoria was Facebook's trust and safety manager for Europe, Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre. Victoria serves on the advisory boards of Reliance ACSN and the International Association of Internet Hotlines (INHOPE).

"The evidence is compelling: if we are truly to approach the problem of child sexual abuse as a public health issue, we need to provide support to offenders and those at risk of offending. In my time in both law enforcement and the technology industry, I have been a passionate advocate for the work of The Lucy Faithfull Foundation. Its expertise and services are held up around the world as the gold standard. I am thrilled to be able to contribute directly to its success."

Martin Brewer

Martin is a retired solicitor who now sits as a judge in both the Employment Tribunals and the Immigration and Asylum Tribunal. As a solicitor Martin specialised in employment law and practice and acted for a wide range of employers in both the public and private sectors including a number of large NHS Trusts and Foundation Trusts. Martin is a published author on various aspects of employment law.

Dr Gopi Krishnan

Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading on the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed at first hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of the Foundation is now more important than ever – preventive intervention before harm occurs."

David Lundholm BA (Hons) MBA

David is a strategic development director at Legal & General Retail. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Dr Michael Marett-Crosby

Michael leads a group of healthcare, education and refugee relief charities that work for the people of Myanmar (Burma) with the UN and other agencies to deliver humanitarian support, human rights monitoring, healthcare and education. This work focuses on alleviating the impact of the 2021 military coup, and supporting a new democracy for Myanmar. His international and Burmese teams support scholarships, access to learning, health and inclusive federalism across the country. He was previously a Catholic priest and worked with young people in prison settings, and was interim CEO of The Lucy Faithfull Foundation in 2019.

"The last two years have placed extraordinary pressures on young people, and ensuring their safety both online and throughout their lives is an urgent moral and practical priority. The Lucy Faithfull Foundation's extraordinary staff deliver the widest range of services to keep young people safe from harm. We can and must create a world in which children live without fear of abuse - the commitment and innovation of The Lucy Faithfull Foundation to achieve this is a remarkable force for good that I am honoured to support."

Jill Mason

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with over 25 years' experience advising NHS and independent sector organisations on all aspects of the law relating to the care of patients, particularly with regard to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Outside of work, she is on the Zero Suicide Alliance Governance Board.

"This is my second year as a trustee. I have been so impressed by the dedication of all the staff. Such vital work is undertaken by the Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't...."

Dr Paul Monks BA MB BChir MSc MRCPsych

Paul is a consultant in general and forensic psychiatry. He has worked in low and medium secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. In recent years, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers.

"I am inspired by the Foundation's overarching purpose of preventing child sexual abuse and the dedication and resilience of its staff in pursuit of it, particularly over recent years. The foresight and expertise of the team mean that the Foundation is very much at the forefront of tracking and tackling new challenges posed by digital technology."

Professor D Perkins BSc MSc PhD CPsychol AFBPsS

Prof Perkins is a clinical and forensic psychologist with West London NHS Trust, and professor of forensic psychology at Royal Holloway University of London School of Law. Prof Perkins was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the onlineProtect research group on internet-related sexual offending.

He has carried out clinical work and research, and published widely, on the assessment and treatment of sex offenders, including the interface between personality disorders and sexual offending, psychophysiological and other lab-based assessments of sexual interest, internet-related sexual offending, child sexual abuse and sexual homicide.

"I have a long history with the Foundation, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic – the only full-time residential facility for the treatment of sexual offenders in the UK. From then the Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Lynn Saunders OBE

Lynn is a professor of applied criminology at the University of Derby. She previously worked in the criminal justice system for 35 years, most recently as the governor of HMP Whatton. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity that helps prevent sexual offending, and chairs its board.

Lynn was awarded honorary doctorates from Nottingham Trent University in 2015 and Keele University in 2018 in recognition of her work with people with sexual convictions both nationally and internationally, and to the ultimate aim of a reduction in victims. She was also awarded an OBE in the 2017 New Year's honours list and received the Guardian Public Leadership award in 2018.

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

Professor Alec Spencer BA (Hons) MA MRes

Alec is a former prison governor who established the first intervention programme for sexual offenders in Scottish Prisons (STOP). He later served as director of rehabilitation and care and was a member of the Scottish Prison Service Board. He was chairman of the Scottish Accreditation Panel for Offender Programmes, an adviser to the Justice Committee of the Scottish Parliament on their Inquiry into Child Sexual Offending and, for a temporary period, chief officer of a Community Justice Authority.

He has published a book on working with sex offenders, and was Scottish chair of the National Organisation for the Treatment of Abusers (NOTA) and a member of the Association for the Treatment of Sexual Abusers (ATSA). He founded and chaired the charity ‹Families Outside› to support families of prisoners and was Chair of Includem, a Scottish charity working with youngsters in trouble. He was chair of the Scottish Association for the Study of Offending and convener of the Scottish Consortium of Crime and Criminal Justice. He is an honorary professor at the University of Stirling and a non-executive director of Community Justice Scotland and chair of its Audit and Risk Committee.

"The Lucy Faithfull Foundation has a proud and long history in the research and treatment of child sexual abuse. Our initiatives to educate and support practitioners working in this difficult area are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

Paul West QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the chief constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012 and a member of the Prison Service Pay Review Body since 2016.

Paul's voluntary roles include significant experience of school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings he is also the board's nominated safeguarding lead. He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

"I have valued deeply my association with LFF throughout the last ten years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children currently in education in a wide variety of settings. The Foundation really does make a huge and positive difference in so many people's lives."

With sincere thanks

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

England

Charles Hayward Foundation
The Dulverton Trust
The Emmanuel Kaye Foundation
Esmée Fairbairn Foundation
The Forrester Family Trust
Global Partnership to End Violence Against Children
Greater Manchester Police and Crime Commissioner
Home Office
The Indigo Trust
KPMG Foundation
29th May 1961 Charitable Trust
Ministry of Justice
NEO Philanthropy
NHS
Oak Foundation
Office of the Police and Crime Commissioner for Surrey
Paul Hamlyn Foundation
Porticus UK
The Samworth Foundation

Scotland

The A B Charitable Trust
The Christina Mary Hendrie Trust
Hugh Fraser Foundation
The Robertson Trust
The RS Macdonald Charitable Trust
The Scottish Government
The Volant Charitable Trust
Anonymous Trust

Wales

Conwy County Borough Council
The Welsh Government

Corporate

Baillie Gifford & Co.
Bing
Meta
Google
Southern Housing Group Ltd



Find out more about our work to protect children:
lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline:
stopitnow.org.uk

Stop It Now! Scotland:
stopitnow.org.uk/scotland

Stop It Now! Wales:
stopitnow.org.uk/wales

Information and support for parents and carers:
parentsprotect.co.uk

Facebook: @stopitnowukandireland

Twitter: @StopItNowUK

YouTube: @stopitnowukireland

LinkedIn: the-lucy-faithfull-foundation

Confidential freephone helpline: **0808 1000 900**

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The Lucy Faithfull Foundation is a registered Charity No. 1013025, and is a company limited by guarantee. Registered in England No. 2729957. Registered office: 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ.

Important note: All images within this document are for illustrative purposes only.
Names of case studies have been changed to protect anonymity.

THE LUCY FAITHFULL FOUNDATION

Working to protect children

THE LUCY FAITHFULL FOUNDATION

England & Wales - Charity number 1013025

Accounts

THE LUCY FAITHFULL FOUNDATION

Working to protect children



Our Annual Report & Financial Statements 2020/21

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Our values

Our vision

A world in which children's right to live free from sexual abuse and exploitation becomes a reality.

Our mission

To prevent the sexual abuse of children.

Our promise

Child sexual abuse is preventable, not inevitable. So we will work tirelessly to protect all children - by providing direct support to individuals in a position to prevent abuse, including those affected by abuse and those perpetrating it, or at risk of doing so; by sharing our expertise and resources with organisations and governments worldwide to make children safer today; and by driving forward new interventions to protect children against tomorrow's threats.



Our founder

The 'Mother to Hundreds' Baroness Lucy Faithfull was a pioneer of child protection. As the first social worker to be appointed to the House of Lords, she campaigned tirelessly for the powerless and voiceless. Her influence can be found in legislation ranging from children's welfare to the criminal justice system. Lucy was ahead of her time, not least in recognising that if we are to protect children from sexual abuse we must work with sexual offenders, a view that still challenges today's society. She established The Lucy Faithfull Foundation when she was in her eighties – a charity committed to preventing child sexual abuse.

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How we live up to our values

Hope

We hope for a future free from sexual abuse for all children.

It is this belief in a positive future that inspires our work to protect children from sexual harm.

Ambition

We embrace being leaders in the field of child sexual abuse prevention and strive for innovation to keep children safe from harm.

We are brave in our efforts, ambitious about our impact and committed to contributing to knowledge about how to safeguard children from harm.

Collaborate

We are stronger and achieve more when we work together - with each other, with our beneficiaries and with our partners.

We acknowledge the importance of collaboration and how working collectively enables the shared insights that achieve better outcomes for children.

Integrity

We are ethical, open and honest. We respect the confidentiality of colleagues, beneficiaries and stakeholders. We base our actions on evidence, commit to our actions and follow them through.

We act with professionalism, show respect and consideration to all and do what is right.

Excellence

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.

We are committed to providing a safe, supportive and learning environment for our staff that equips them for their role.

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Introduction from the board chair

This past year the global pandemic has taken up much of our lives and our energy. For many charities it has been incredibly difficult. Tragically, some have had to cease operations altogether. Fortunately, this was not the case for The Lucy Faithfull Foundation, and it gives me great pleasure to present the Annual Report for the year ending 31st March 2021.

At the start of the year our management team rapidly moved operations to home working, and throughout the pandemic our staff have been providing services and support to our beneficiaries almost entirely remotely. Both I and my fellow trustees were amazed at the speed with which everyone adapted to home working. The team worked tirelessly to ensure that every member of staff had the systems in place to enable them to continue their work and robust support arrangements were put in place to ensure staff were well supported and able to get in touch easily when they needed help or supervision. The effectiveness of the arrangements are perhaps borne out by the fact that we had to make very limited use of the government's furlough scheme.

I want to thank all the staff, and particularly those whose domestic circumstances made home working additionally challenging. For example, those with a lack of appropriate space or the presence of young children who also required home schooling. To put it simply, our staff have done an incredible job during the crisis. They have worked to keep children safe and the trustees are in awe and grateful for the highly professional way they continued working.

The past year has seen a significant increase in the work we have delivered and our ability to do this would not have been possible without the support from our funders, all of whom have been truly supportive. I do, however, want to make special mention of Esmée Fairbairn Foundation who provided much needed unrestricted support near the beginning of the lockdown. Also, the Home Office who helped ensure we could continue to provide the services that were protecting children. And finally, Oak Foundation, who recognised the additional pressures on us and supported activities to help us support our staff. The dedication of our staff and support from our funders has meant we have continued delivering, expanded our work and managed do this within our budget.

During the year, one of our longstanding trustees, John Trotter, a solicitor, retired from the board after 14 years' service. Over the years, John has been incredibly supportive, helping us through challenges and pointing us in the direction of appropriate legal support where necessary. John has agreed to become one of our patrons and so we look forward to a continuing association albeit in a different form.

We were fortunate to recruit Dr Gopi Krishnan and Jill Mason to the board of trustees. Gopi brings a lifetime of experience as a consultant psychiatrist specialising in working with people with personality disorders and sex offenders. He has also taken on a board responsibility for diversity. Jill is a very experienced solicitor working as a partner with Mills and Reeve solicitors heading up their healthcare team. Both Gopi and Jill are fantastic assets to the board.

The Foundation works in an essential but complex area of work, protecting children by changing the behaviour of those who might offend against them. We know there is a lot of work to do and we are looking forward to continuing our work as we emerge from the pandemic.



In December 2020, we published our strategic plan 2020-2025 laying out how will reach more people, invest in research and development, and advocate for a greater focus on preventing abuse before it happens.

And in January 2021, the Home Office published its Tackling Child Sexual Abuse Strategy which sets out their whole-system response to all forms of child sexual abuse. In it, they outline their "ambition to prevent, tackle and respond to all forms of child sexual abuse." To protect children effectively right now, all three components in that ambition are vital: tackling and responding to child sexual abuse after it has happened means children are made safe and perpetrators are held accountable. But by bringing prevention centre-stage, the government is committing to actions that will avoid harm to children in the first place, saving the huge impact that abuse has on children, families and wider society. We warmly welcomed the publication of this important strategy and are committed to supporting its implementation going forward.

In closing, I cannot stress how hugely proud I am of the work undertaken by the Foundation and I feel privileged to chair this fantastic organisation.

I want to thank all those involved in our work; the staff who undertake their work in the most professional, yet caring ways; the management team who support them in doing this work; my fellow trustees for the huge contribution they make in ideas, scrutiny and support; our funders who allow all of this to be possible, and finally the people who use our services who show enormous courage in seeking help and support.

Dr Mike Harris, Chair
BSc MB BS MRCS LRCP
FRC Psych



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Foreword from the chief executive officer

Unprecedented. Challenging. Testing. All well-worn words to describe our last year. As our chair has reported above, despite Covid-19 we remained operational throughout the year. Not only that, we responded and we grew.

Having been involved with The Foundation since 2009, I am well aware of the dedication and commitment of the people who make this charity what it is. But our staff team really came into their own this year, and the executive team and I could not be prouder of each and every one of them. Their commitment, hard work, imagination and innovation, meant there was not a single day since the first lockdown when we have not been helping those who need us.

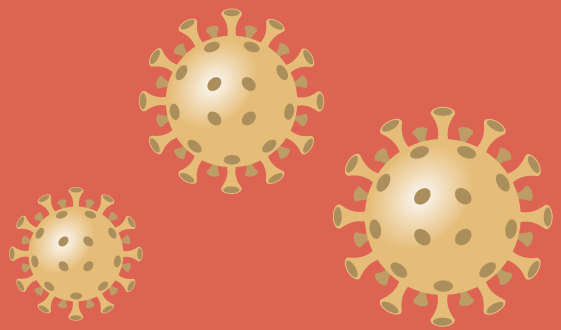
On 23 March 2020, we moved our entire operation to run from the homes of our staff so that we could keep them, their families and our beneficiaries safe while continuing to deliver our services. We adjusted delivery models and implemented new ways of working to ensure this could happen. Assessments and interventions have been conducted remotely, as have services for those with illegal online behaviour, and the families of those arrested or convicted for this behaviour, as well as our vital services for children and young people who have got into trouble online. The internet has come to be a fundamental part of our service delivery. Our staff also need to be commended for taking their work into their homes and achieving so much – delivering complex and sensitive activities from their homes added additional challenges, and they coped exceptionally well.

Before the pandemic hit, we could not have imagined the Stop It Now! helpline working from people's homes. But it has. And, at the time of writing, it still is. And it is just as well - last year we helped more people and took more calls than ever before.



This is, in part, due to increased financial support from the Home Office that allowed us to increase helpline advisor numbers; but it is also down to the efforts of our communications team, ensuring people know about the help available.

Covid-19 lockdowns also had an impact on caller numbers. In June, we spoke to BBC Radio 4's File on 4 about the types of calls we were taking. One caller explained that being out of work, at home with extra time on his hands, made him feel at higher risk of seeking out illegal material online. Another talked about wanting to take risks after being constrained for so long during lockdown. And a third explained that he had previously been managing his sexual thoughts about children through work and daily routines - but being at home alone, watching neighbours' children playing in the back garden turned his mind towards harmful and unwanted thoughts and feelings.



Knowing that the pandemic would likely result in an increased risk of child sexual abuse for some children, we launched new services and resources.

In September, we piloted a live chat on the helpline so people could contact us easily and privately, even in a busy house. We're now making this service permanent. We also produced a harmful sexual behaviour prevention toolkit for organisations to use to spread prevention messages and point parents and carers to sources of information and support when they have concerns. This was downloaded more than 3,000 times between September and March 2021. Throughout 2020, every two weeks we shared up-to-date insights and data from the helpline and our websites with law enforcement agencies, government departments and other charities – pooling our information with others to help us all quickly understand the developing threat to children and to respond accordingly.

Despite the pandemic - or maybe because of it - this year saw us receive our highest ever income from donations. This unrestricted funding is so important in complementing project funding. It enables us to drive forward new innovations in services, to invest in research and development and to do so much more. Building on this funding success will be one focus for us in the year ahead.

Looking forward, we are now focused on delivering on our strategic plan, published in December 2020. With support from funders for our core activities, we are excited about the opportunities we now have to increase our reach, help more people, invest in research and development and share what we know with others.

Throughout this pandemic, we have shown as a nation how the everyday actions of all citizens can help tackle a major social ill. Our children deserve that we bring similar determination and resolve to the problem of child sexual abuse. And that is what we will do - powered by the passion and knowledge that our work is vital for the protection of children.

Deborah Denis, CEO



Officers and contacts

Life President
Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons
Mrs Hilary Eldridge

The Baroness Howarth of Breckland OBE

Mr Richard Monk CMG, OBE, QPM

Mr E M Nock OBE BA (Jt Hons) Dip IPD

Ms Annie Shepperd OBE

Sir Richard Tilt

Mr John Trotter LLB (Hons)

Trustees
Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych

Dr Vic Baines PhD

Mr Martin Brewer BA (Hons)

Mrs Joy Chamberlain FCA

Dr Gopi Krishnan (appointed 11/12/2020)

Mrs Jane Leach BSc FCA

Mr David Lundholm BA (Hons) MBA

Dr Michael Marett-Crosby MA DPhil

Mrs Jill Mason (appointed 19/03/2021)

Dr Paul Monks BA, MB. BChir, M.Sc. MRCPsych

Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS

Ms Lynn Saunders OBE

Professor Alec Spencer BA (Hons) MA MRes

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Purpose and plans

Since 1992 the staff of The Lucy Faithfull Foundation have worked tirelessly to protect children from sexual harm, inspired by our founder, Baroness Lucy Faithfull. Over this period the threats to children have changed, and The Foundation has evolved its responses. But our mission – to prevent the sexual abuse of children – remains the same. As does the commitment of our staff, trustees and supporters to do all we can to ensure children stay safe.

We are agile, effective and use our expertise to innovate, responding to new trends, new threats and the changing needs of our beneficiaries – a diverse population with complex needs.

Our services, programmes and projects are designed to place a protective shield around children, to help prevent abuse from ever happening, or from happening again.



Purpose and plans Looking ahead 2021/22

We are yet to fully understand the impact Covid-19 restrictions have had on the scale of child sexual abuse, but we know that measures implemented to stop the spread of the virus have increased the risk of sexual abuse to some children – both within families and online.

At the same time, the crisis created new and significant challenges for our organisation in terms of service delivery and our income streams could be affected as statutory funding is stretched and the demand for charitable trust support increases across the sector. Nevertheless, we move into 2021/22 with optimism and hope.

In December we published our 2020-2025 Strategic Plan, outlining our key areas of focus. The strategy centres around three pillars – reach, research and advocacy and it will drive our activities in the years ahead.

We are learning from adapting our service delivery during Covid-19, including the use of online tools, and we will use what we know to reach more people who need our help.

We will embed our new live chat function within helpline operations and expand its use by piloting a translate function to enable better access for non-English speakers.



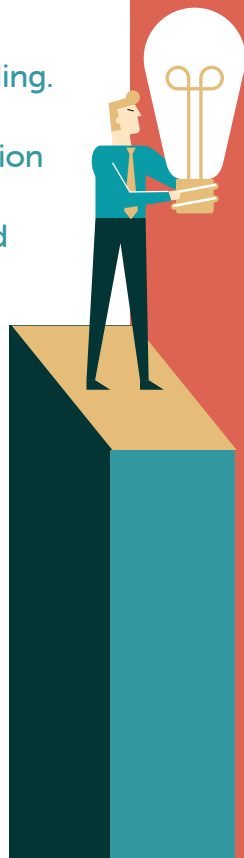
"Tackling child sexual abuse is a top priority for the UK government, and we have a duty to safeguard children against falling victim to this crime.

As detailed in the government's landmark Tackling Child Sexual Abuse Strategy, preventing offending in the first place is vital and in doing so, we must work closely across government, law enforcement, civil society and with international partners.

The Lucy Faithfull Foundation has a critical role to play in deterring offending and reoffending. Invaluable in this pursuit is the organisation's confidential helpline, online resources, prevention initiatives, education sessions and support for children and young people. Through combined efforts to prevent offending in the first place, on top of bringing perpetrators to justice and providing holistic support to victims and survivors, we can reduce the impact of this truly horrific crime.

I welcome The Lucy Faithfull Foundation's continued work on this issue following a period of unprecedented challenges caused by the pandemic, and look forward to further collaboration to safeguard children from all forms of abuse and exploitation."

Safeguarding Minister, Victoria Atkins



We will also work to build partnerships with organisations and communities that could benefit from the new service, including people who are deaf or hard of hearing. We will evolve our support for young people who are concerned about their own or a peer's sexual thoughts or behaviour towards children, and include this group as a target audience for the helpline. And we will complete development and launch resources for young people concerned about their own or a peer's online sexual behaviour towards children, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.

Our continued engagement with professionals through assessments, interventions, training and other consultancy will remain an important part of our work to keep children safe. As will our activities to deter online offending and drive people who have abused, or who are at risk of doing so, towards help to stop.

To expand our reach even further, we will invest in research and development and work in partnership with others to share knowledge and skills. A new research strategy will outline our priorities around research over the next three years, including launching a series of insight papers, publishing 'The Faithfull Papers' alongside webinars to make what we know and learn available to others. We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.

We have substantial ambitions for the years ahead, and with the support of our partners, funders, supporters and others, we will have a very real impact on child safety.

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We keep children safe by:

Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children

Helping people achieve positive change and offence-free living

Creating safer environments within families, in communities and online

Equipping professionals with knowledge and tools to better protect children

Influencing social and political attitudes about how children can best be protected

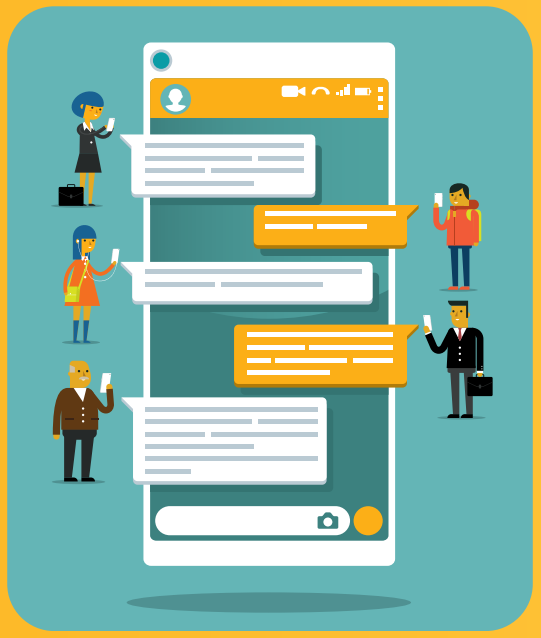


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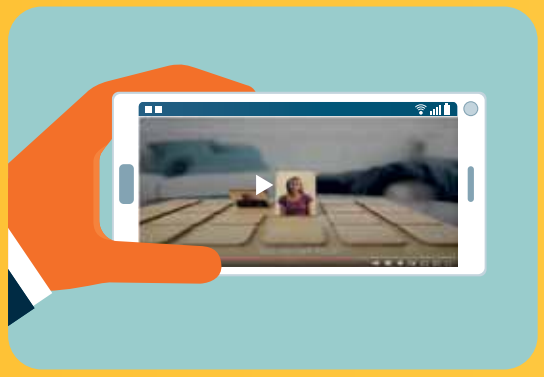
Achievements 2020/21 - the stats



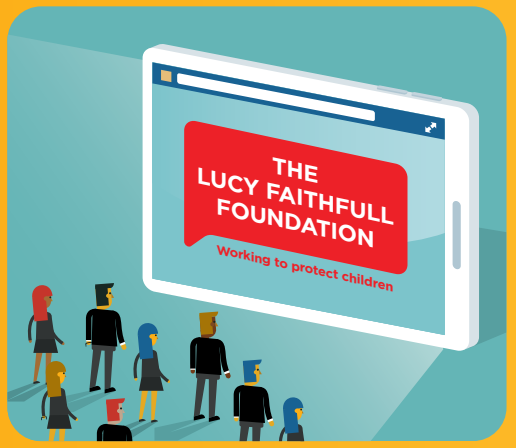
801 professionals attended our training events



7,300 people received advice and support from our Stop It Now! helpline and messaging service



A new film to promote the helpline used in digital advertising was viewed over 1 million times



More than 831,000 users visited our websites



We completed 215 assessments for local authorities and others and delivered 89 pieces of intervention

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Achievements against our plans



This year, despite the challenges posed by Covid-19, we achieved many of our aims and objectives.

We increased our reach, with our Stop It Now! helpline helping more people than ever before, and our practitioner team conducting more assessments and interventions than in 2019/20. We also launched live chat on the helpline, increasing accessibility to our services.

We conducted and engaged in research activities, including commissioning an external evaluation of our Family and Friends Forum (our online resource for people affected by the arrest of a loved one for online offending behaviour); completed the evaluation of our Eradicating Child Sexual Abuse project, and collaborated on and published a range of papers, book chapters and articles.

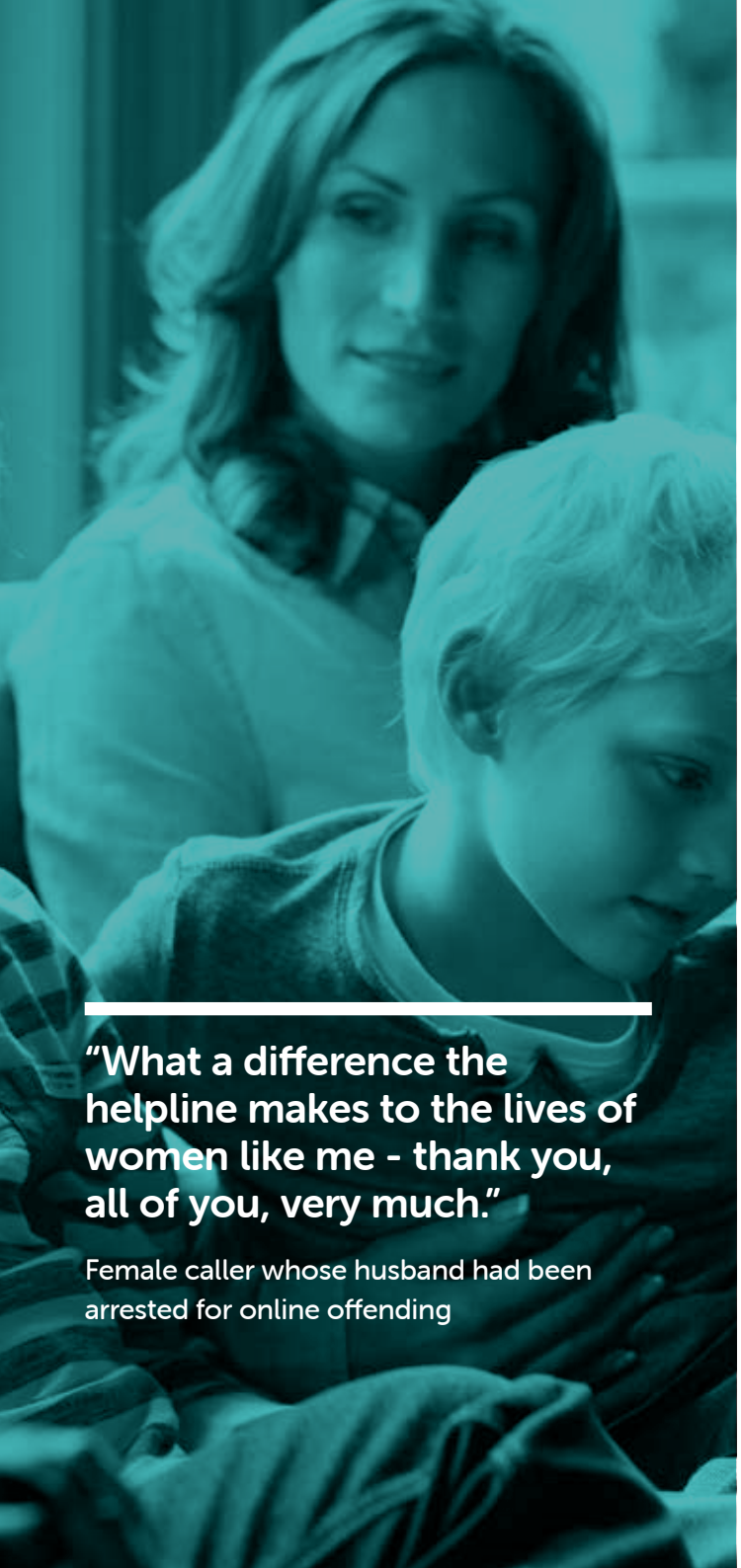
We shared our knowledge and expertise with statutory and voluntary partners, advocating for a greater focus on preventing abuse before it occurs. This included working with the Home Office on development of their Tackling Child Sexual Abuse strategy, and supporting the WePROTECT Global Alliance through its Civil Society Organisation Reference Group and feeding into the development of their forthcoming Global Threat Assessment.

Some of our project work faced delays due to the pandemic, and some of our activities were modified in response to restrictions imposed to fight the spread of the virus, however, the following sections of this report detail our performance against our plans, and looking forward, outline the steps and actions we will take in the year ahead to achieve our desired outcomes.



Stop It Now! UK and Ireland helpline

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"What a difference the helpline makes to the lives of women like me - thank you, all of you, very much."

Female caller whose husband had been arrested for online offending

Stop It Now! UK and Ireland helpline

Child sexual abuse affects more than a million children under the age of 16 in the UK and only one in eight victims is known to the authorities[1]. This is a major public health problem, requiring a range of responses. One response is our Stop It Now! helpline.

This unique service is available for anyone with a concern about child sexual abuse and is confidential, meaning people can openly talk through their worries and remain anonymous. While helplines for children are an essential component in addressing their concern and harm experienced, it is the responsibility of adults to protect children from sexual abuse. The Stop It Now! helpline serves as a vital resource in helping those adults from across the UK and Ireland meet that responsibility.

Working through an unprecedented year

In March 2020, in response to government restrictions to tackle Covid-19, we moved the entire helpline operation to our staff's homes. The hard work, flexibility and resilience of helpline advisors and their managers ensured we remained open throughout the pandemic. Not only that, we also developed and launched a new live chat service, so people can contact us more discreetly in real time. And we helped more people than ever before.

We help people when they need it most

Callers range from those concerned about their own sexual thoughts or behaviour towards children to those concerned about the sexual behaviour of another adult, child or young person; from professionals seeking case advice to adult survivors of child sexual abuse. Each caller is different and our experienced helpline advisors handle every contact with care and professionalism.

Through our call-back service, callers can be connected with other Foundation staff for further in-depth or specialist support. This includes scheduled calls for those concerned about their online behaviour, through which they are supported to work their way through the modules in our **'Stop It Now! Get Help' online self-directed intervention** (see section, Stop It Now! Prevention Activities).

1 Children's Commissioner for England, 2015

We helped more people than ever before

Our ability to help callers is determined by funding available for operating costs and promotion of the helpline. Stop It Now! is not yet a household name, but with continuing financial support from the Home Office and the Ministry of Justice we expanded our operations to be able to help more people. We remain incredibly grateful to our statutory partners.

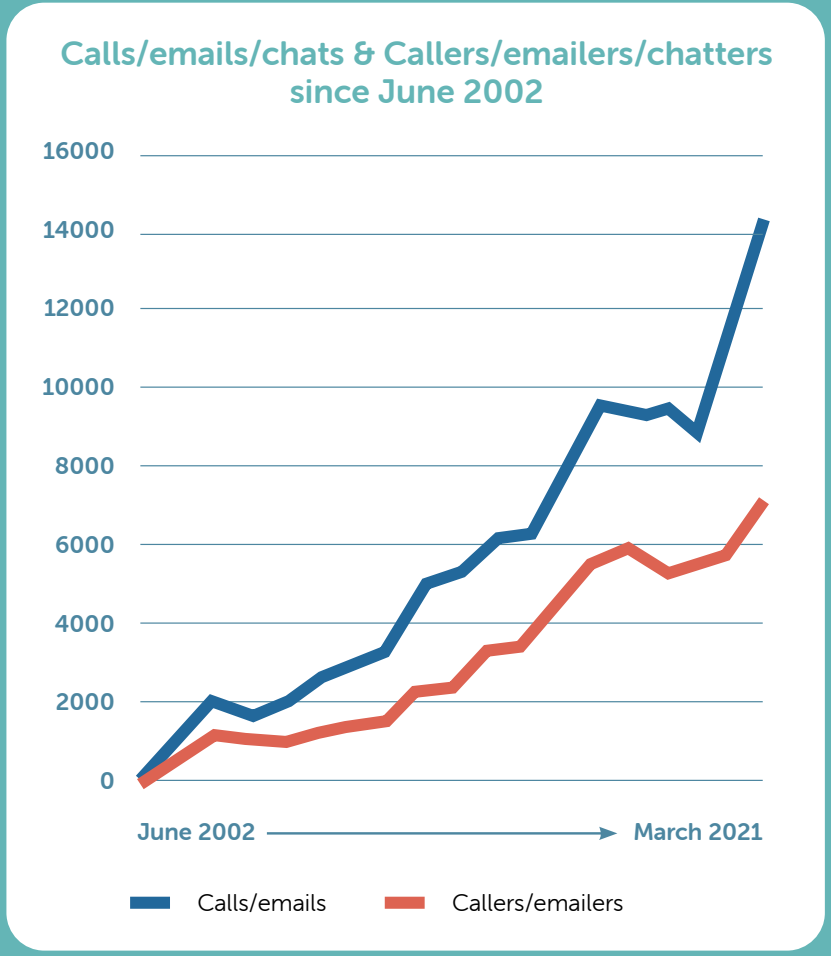
In addition to core support from the UK government, we remain grateful to The Dulverton Trust and the Welsh government – the former for continued financial support that helps us promote the helpline to key caller groups we need to reach; the latter for funding to recruit a Welsh speaking helpline advisor, enabling us to arrange call-backs with people in Welsh.

In 2020/21 we helped **7,300** people who between them made **14,197** contacts (calls, chats and secure messages). This is a significant increase on callers (5,959) and contacts (10,636) in 2019/20. The contacts received included 11,363 calls (80% of contacts), 2,417 emails (17% of contacts) and 417 chats (3% of contacts, service operational Sept 2020 - March 2021).

Despite more helpline advisors being available for more hours, over 5,000 callers could not get through on their first call, demonstrating a sustained and high demand for our service.

During 2020/21:

- Our missed callers increased by 28% to 5,133 from 4,002 in 2019/20.
- The proportion of missed callers eventually getting through to the helpline on a subsequent attempt was 59% (3,043 out of 5,133 in 2020/21) down from 63% (2,514 out of 4,002 in 2019/20), meaning that 41% of missed callers – that is 2,090 people – never got through to the helpline.



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Live chat – expanding the ways people can contact us

In September 2020, we launched live chat – a means of interacting with us electronically, in real time. With support from the Home Office, this new service was developed, in part, in response to national lockdowns resulting in people sharing their living spaces with others and being unable to make private calls very easily.

Operating over nine hours each week, with two advisors and additional management cover, the live chat service has seen a strong demand and has very much been welcomed by those using it. In this inaugural year, the profile of users appears rather different from the main telephone helpline with chatters typically being younger – some in their mid to late teens – with a greater proportion concerned about their sexual thoughts or behaviour and having no involvement with the police. This is a vital group to reach.

Between September 2020 and March 2021, 306 people used the chat service and we completed 417 chats.

"The live chat function is really helpful for me right now as I feel like I can't speak to someone on the phone till I build confidence. [The advisor] was very helpful and understanding and it feels cathartic to express how I feel about myself to someone who understands."

Male concerned about his sexual thoughts towards children who used the new live chat function



Supporting a younger age range

From the outset, the Stop It Now! helpline advertised its services to adult audiences. This year we have seen a significant increase in the number of young people contacting us for advice and support. We received 155 contacts (calls/chats/emails) from under 18s who had committed a sexual offence online – this is a 177% increase compared to 2019/20 (56).

We also received **74** contacts (calls/chats/emails) from under 18s with concerns that did not relate to their online behaviour – a 111% increase compared to 2019/20 (35).

These contacts were from young people who:

- were concerned about their own harmful sexual behaviour (27)
- were concerned about sexual thoughts they were having (23)
- were concerned about their pornography use (2)
- were concerned about another child or an adult (8)
- were victims of sexual abuse (11)
- had a more general question (3)

These contacts included:

- 38 callers*
- 12 chatters*
- 64 emailers*

*cannot be added together in case of duplication.

"Thank you very much for responding, I will definitely be going through these resources... Thank you so much again, you have no idea how much this means to me."

A 16-year-old who wanted help managing his sexual thoughts about children

We help people take action to keep children safe

The helpline provides far more than simply a listening service. We provide callers with information relevant to their circumstances and advise them about actions to consider, agreeing one or more protective steps they will take. Each caller is unique and actions will vary from person to person depending on the circumstances they are concerned about.

With each caller we explore immediate child protection issues and agree safeguarding steps needed to minimise risk. We then agree actions they will take to respond to the wider circumstances they have shared.



Actions might range from a parent sharing the NSPCC Pantosaurus video and discussing appropriate boundaries with their 5-year-old; to Mum and Dad agreeing to sit down together with their teenage son and explain how adult pornography does not represent reality; including discussions on respect, consent and mutuality.

With adult survivors of child sexual abuse within the family that has not previously been disclosed, we discuss potential harm to others in the immediate and extended family and may rehearse the difficult conversations to be had with other adult siblings.

With men struggling with sexual thoughts involving children who are worried about their potential for future harm, we agree sources of support they will look to, plus information and exercises they will engage with on the **Stop It Now! Get Support website** prior to making the next call to the helpline.

"The helpline and all LFF have been incredibly supportive always, thank you. Before I called I felt trapped, now I feel I can work through this and not offend again."

A man arrested for online offending who sought help to change his behaviour

For those who have viewed or are viewing indecent images of children online, we will agree a number of immediate changes to make to their online habits - for example limiting the amount of time they spend online, moving the location of any devices, discussing their struggles with a close family member or friend, and ceasing all pornography use, including stopping viewing of sexual images of under 18s; but also agreeing further contact with the helpline alongside engagement with the **Stop It Now! Get Help self-directed online intervention** and purchase of "The Porn Trap" or "In the Shadows of the Net".

Some callers contact us only once. Others will contact us multiple times over an extended period of time. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member's behaviour when around children may need more support and contact us more often than a professional calling for case advice.

In 2020/21:

- **97% of callers agreed one or more actions to take to protect a child – reducing the likelihood of offending or reoffending.**
- **92% of repeat callers tell us they had taken the actions they had previously agreed.**

Preventing offending protects children

The helpline provides an invaluable service in the risk management (including by self-management) of adults arrested for the whole range of sexual crimes against children. But a significant number of people who contact us with concerns about their own sexual thoughts about or behaviour towards children have not yet harmed a child, but are concerned that they might. Other adults contact us because they have concerns about someone they know.

In 2020/21:

- **468 people contacted us saying they were concerned about their sexual thoughts about children and their risk of committing a contact offence. That's 14% of all the people with concerns about themselves; and 6% of total callers/chatters/emailers to the helpline.**
- **349 people contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. That's 19% of the people concerned about another adult; and 5% of total callers/chatters/emailers to the helpline.**

By supporting and advising concerned adults to take action before a child is harmed, we help prevent child sexual abuse.

"Very helpful - and was able to get all the support I need to begin to address some worries I am having. I really appreciate this service and the advisor I spoke to managed to reassure me and has greatly helped my mental health."

Male caller who wanted help managing his urges to access child sexual abuse material. He stated he had not yet accessed any illegal content.

Who called the helpline?



2%
Young person (U18)

2%
Adults concerned about a child or young person who is at risk/ is showing signs of being sexually abused or being groomed online

4%
Parents and carers concerned about a child or young person with worrying sexual behaviour

26%
Adults concerned about another adult's behaviour

47%
Adults concerned about their own behaviour

8%
Professionals

11%
Other*

2%
Adult survivors

*callers outside target groups include those with general internet concerns, requests for general information and inappropriate callers

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Case Study

Jack's story

Jack is a 19-year-old university student who has previously been under investigation for viewing sexual images of children. On that occasion, no further action was taken by the police. He contacted us on our live chat service following a "jokey" exchange online with a 14-year-old boy. He realises there are risks attached to such exchanges and is keen to avoid any behaviours that could cause harm or get him into trouble. That said, he enjoys speaking to younger teenagers online.

He lives at home with his parents and younger brother but only his mum is aware of his struggles with his online life and she is supporting him as best she can. Jack disclosed that he has struggled in the past with coming to terms with his sexuality. As a younger teenager, he would often engage in sexual conversations online with adult men to explore his sexuality. He did not realise at the time that this behaviour was inappropriate and that some or many of the adults he spoke to online were exploiting him. Jack was feeling very low when he first contacted us and was very worried and anxious.

First call discussion and advice:

- We encouraged Jack to continue to engage with advisors on our live chat and helpline for ongoing support to help him understand his risky behaviours and to help him stay safe online.
- We discussed the importance of him looking after his mental wellbeing, including confiding in his mum for continued support. We encouraged Jack to pass the helpline details on to his mum so she could call for support.
- We discussed with him the importance of addressing and understanding his online behaviour to ensure that he does not engage in these types of risky behaviours again in the future. He was directed to our online self-directed intervention for people concerned about their online sexual behaviour toward children - 'Stop It Now! Get Help' - to use the self-help modules that would help him explore his behaviour, particularly the modules on sexual communication with children online and building a good life. He was encouraged to keep updating us with his progress as he worked through the modules.
- We encouraged him to use the internet purposefully and to consider limiting the time he spends on social media, including removing contacts from his accounts that he did not know personally in his offline life.
- We advised him to stop having any further online chats with children or individuals he did not know.
- We encouraged him to structure his days and to think about starting a hobby to keep himself occupied.
- As he described his mood as generally anxious and worried, we encouraged him to seek support for his mental wellbeing from his GP but also via the NHS Moodzone website.
- Jack was encouraged to contact One in Four or Survivors UK for support in exploring the exploitation and abuse that he experienced online when he was a child.

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Jack's story: follow-up

Jack continues to use the helpline and live chat service for ongoing support to help him further understand his risky online behaviour. He has worked through the modules on Stop It Now! Get Help, which he found useful. Following this, he had a call-back with a practitioner from our young people's team and agreed that attending Inform Young People could help him consolidate the changes he had recently made. His mum also agreed to be included at the beginning of each session to provide support within but also outside the programme.

Since completing the programme, he has limited the amount of time he spends using social media and has placed parental controls on his devices so he cannot access pornography. He has been spending his time doing more planned and positive activities, including spending more time with his family, going for walks, completing his university assignments, listening to music and podcasts and reading and preparing himself for returning to university, instead of his previous habit of spending long, often rather aimless periods of time online.



Stop It Now! UK and Ireland helpline Looking ahead 2021/22

1 We will embed live chat within helpline operations and expand its use by piloting the use of its translate function to enable better access for non-English speakers. We will also work to build partnerships with organisations and communities that could really benefit from the new service, including people who are deaf or hard of hearing.

2 We will evolve our support for young people who are concerned about their own thoughts or behaviour, or the behaviour of someone they know and include this group as a key target audience for the helpline.

3 We will focus on research and share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support developments in child sexual abuse prevention, ensuring that what we know and learn benefits children far beyond our own reach.



Tackling online child sexual abuse

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Tackling online child sexual abuse

Online sexual offending continues to be a huge challenge in the UK and globally, with some evidence suggesting the problem escalated during the Covid-19 pandemic. In their 2021 threat assessment, the National Crime Agency estimated there to be between 550,000 and 850,000 people in the UK who pose varying forms of sexual risk to children – including online – and stated that for this reason the frontline of policing must now be online, as well as on our streets. Since 2005 we have been working to prevent online offending by working with those who pose a risk to children.

Having initially sought assistance through the helpline, callers may go on to a face-to-face meeting where we can offer more in-depth assistance and assess whether they would be suitable and would benefit from one of our Inform programmes. These are evidence-based psycho-educational programmes for people affected by online offending.

Inform Plus is for men who have accessed illegal images of children online. Engage Plus is for men who have who have engaged in sexual conversation with children online. Inform is for their family members or friends. We also offer a service to young people who have displayed harmful sexual behaviour online (see section 'Working with young people and families').



Modifying delivery in response to Covid-19

In March 2020, when we first experienced restrictions to tackle the spread of the virus, we moved quickly to ensure continued service delivery and switched all face-to-face work to remote delivery through a secure video conferencing facility. All those who were on group programmes finished their courses on an individual basis and all new referrals were started on a remote basis. In summer 2020, we piloted online group work for both Inform Plus and Inform. By the end of the year we had successfully delivered 10 remote Inform Plus groups and eight remote Inform groups, alongside individual programmes and telephone support.

Staff report a largely positive experience of delivering programmes remotely, with facilitators highlighting some of the benefits of remote delivery including allowing flexibility, increased accessibility for participants, supporting participant engagement, and the ability to be supportive of different learning styles.

We are currently undertaking an evaluation of our remote programmes. We are collaborating with Goldsmiths' University, with two Masters' degree students carrying out quantitative and qualitative studies, the latter involving interviews with online participants. This will help us assess the impact of continued online delivery in the future.

It is clear there are a number of upsides associated with remote delivery. These include increased accessibility for those living further afield from our usual group venues as well as for those whose personal circumstances might make attendance in person challenging (such as caring responsibilities). Likewise, waiting times for the groups have reduced as we are no longer dependent upon having sufficient numbers of participants in any one area to start a group. We expect that we will implement a mixed model of delivery as restrictions start to ease.

Inform Plus

Inform Plus is a psycho-educational programme for men who are under investigation for, or have been arrested, cautioned or convicted of accessing sexual images of children online. The programme helps men to understand their behaviour and put in place strategies to avoid reoffending in the future.

Inform Plus can be delivered as a group or individual programme of work, which is mostly self-funded by the participants with some subsidised places for those in financial hardship. In 2020/21, 78 men from across England and Wales attended the Inform Plus group programme, 62 completed the programme on an individual basis, and an additional 36 men had a face-to-face session. This is 176 men in total, a decrease on 2019/20 (186).

98% of Inform Plus participants reported making good or maximum progress on their ability to reduce their risk of reoffending.

"I did find the sessions to be very enlightening and useful. I liked the delivery, and thought the facilitators struck a great balance of empathy, positive support, and genuine interest coupled with a firm view that there can be no excuse for this type of illegal behaviour."

Inform Plus participant



Case Study

Hector's story: Inform Plus

Hector, 38, is married with three children and works full time in the finance industry. He was recently arrested for having accessed sexual images of children online. After his arrest, Hector attempted suicide and was admitted to a psychiatric hospital for a short period. He contacted our Stop It Now! helpline for advice and support after being given our details by the police.

Hector told the helpline that his childhood had included many damaging experiences including sexual abuse within the family, early exposure to adult pornography and neglect. He told us that as an adult, he would binge watch pornography and "lose time" accessing sexual content online. He referred to this behaviour as "an addiction".

Hector said he had made many attempts to desist in his illegal online behaviour but all eventually ended in failure. He stated he didn't know how to stop and stay stopped.

Helpline advice and Inform Plus

He followed the advice provided by the helpline advisors, including reading "The Porn Trap", working through the modules on our online self-directed intervention 'Stop It Now! Get Help', alongside accessing help from other support services including Sex Addicts Anonymous and the local mental health team. As Hector was struggling with his mental health and continuing to have suicidal thoughts, we agreed that he should focus on these aspects before undertaking the Inform Plus course.

Four months later, Hector attended Inform Plus. He was keen to develop and rehearse the skills necessary to ensure that he did not reoffend in the future. Through the course, Hector said he gained a deeper understanding of how the behaviour had begun and how it had escalated over time. He also explored methods to manage his behaviour in the future and recognised how building a healthier lifestyle would support his desistance. He said he had found the victim empathy session particularly helpful, providing a very different perspective on the harm to children from taking and using their sexual images and helping consolidate his determination not to re-offend.

During this period his wife, Jessica, also engaged with the helpline and attended the Inform programme as she wanted to understand more about her husband's offending behaviour and potential risk to their children. Hector is currently allowed only supervised contact with his children.

Hector and Jessica were advised to keep in touch with the helpline in the future.

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Engage Plus

In response to the changing nature of online sexual offending, this year we rolled out delivery of our Engage Plus programme. Piloted in 2019/20, the programme is for men who have had sexual conversations with children online, solicited sexual images from young people online or attempt to meet with a young person after communicating online, with the intention of committing a sexual offence. The programme is delivered on a one-to-one basis. This year we worked with 28 men through Engage Plus, an increase on the 12 men in 2019/20.

"I just want to thank [Practitioner] for her patience and engagement with me. The programme helped me gain insight which I really needed as a starting place for moving forward."

Engage Plus participant

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Case Study

Peter's story: Engage Plus

Peter, 40, is an academic and now lives alone. He has no children nor does he have direct contact with any. He was arrested for engaging in sexual communication with a child online, including sending explicit images of himself and requesting self-generated sexual images from a child. Following his arrest, the police provided him with our Stop It Now! helpline details and he has had regular contact with the helpline over several months.

During his calls, Peter told us about his poor mental health over a number of years, including anxiety, depression and self-harm. He explained that he had begun viewing legal adult pornography online about 10 years ago, and that this behaviour had escalated quickly to sexual chat with adults and then sexual communication with children of varying ages, mostly pubescent girls.

Peter disclosed that he had been engaging in such conversations with children for the last five years and that the severity and frequency of his online behaviour had escalated during lockdown. He believes this was, at least in part, due to him being inactive and feeling isolated.

Peter had a long-term partner at the time of his arrest, but the relationship deteriorated due to his arrest and they have since separated.

Helpline advice and Engage Plus:

Ahead of having a face-to-face meeting with a practitioner, Peter worked his way through all 18 modules on our online self-directed intervention 'Stop It Now! Get Help'. Over a number of calls with the helpline, he told us how these had aided him in understanding the deterioration in his online behaviour, how he had persisted in his illegal activity before his arrest, and how - as well as why - he was determined he was determined to manage this in the future.

During his initial face-to-face meeting, Peter told us that he was coming to recognise the harm he caused through his online offending, and that he was now struggling with managing his feelings of guilt, self-loathing and anxiety.

Upon completion of Engage Plus, Peter stated that he had found the sessions really helpful and productive, especially those that helped him explore his pathway into offending and his offence cycle. He had completed his relapse prevention plan, detailing warning signs for himself and his family (primarily his siblings) to recognise; the importance of healthy as opposed to inappropriate sexual fantasies; and the child protection measures he will implement into the future where there are opportunities for contact with children - including that any future contact he has with children will be supervised by someone who is aware of his previous offending behaviour. Peter said that he felt he was coping better, is managing his negative feelings and is starting to feel more positive about his future.

Since Peter's engagement with our programme he has remained in occasional contact with the helpline for additional support and to update us on his progress.

Inform

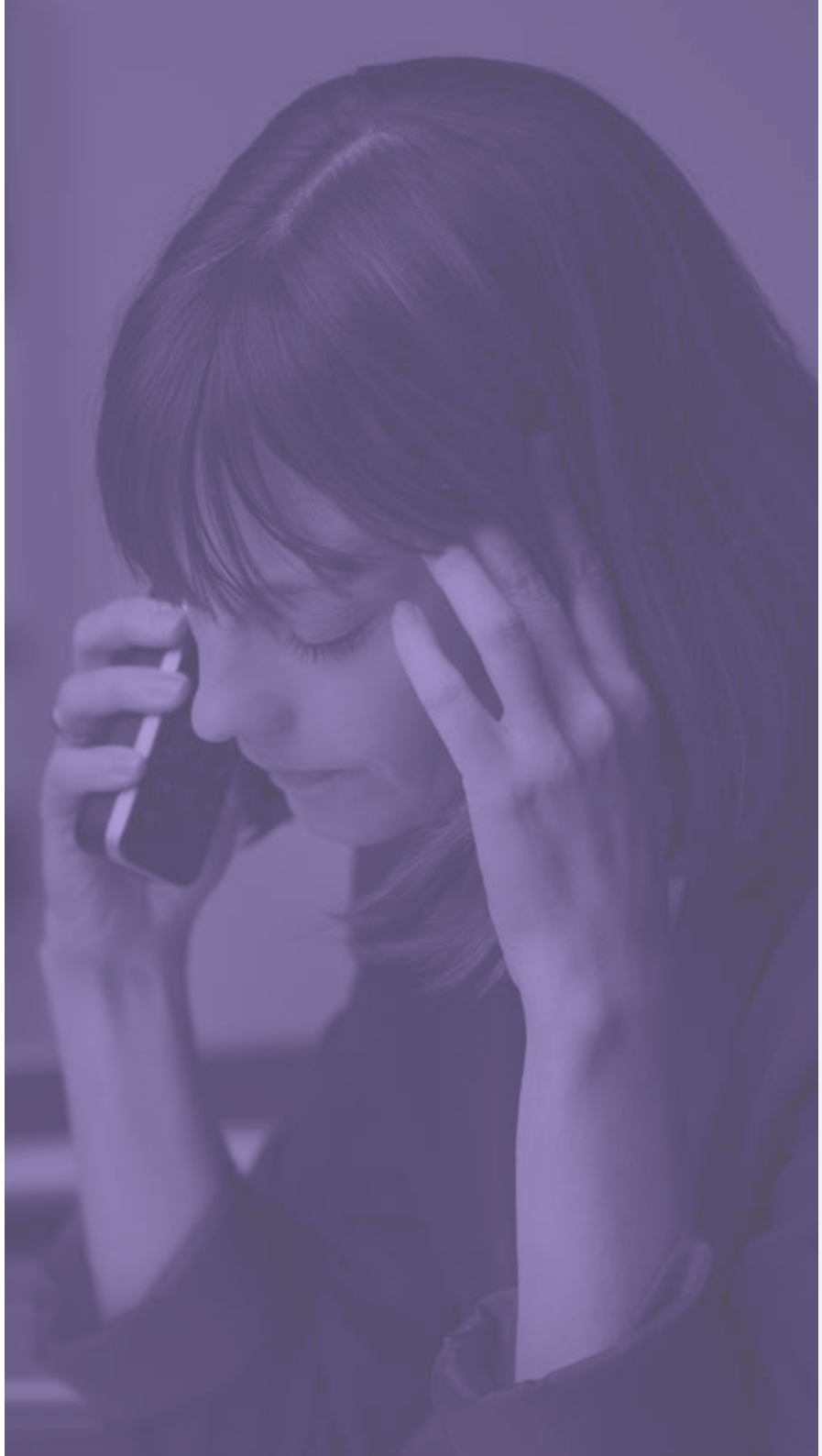
This is an educational programme for partners or adult family members or friends of people who have been arrested for online offending behaviour. Families are not traditionally seen as victims of such offending, even though they are often left devastated by the actions of a loved one. Inform offers a safe space in which people who are struggling with the emotional and practical impact of internet offending can bring their questions and anxieties and begin to explore them in a supportive environment.

This year we worked with a total of 170 family members either in person (remotely), or over the phone, from across England, Scotland and Wales (199 in 2019/20).

95% of participants who completed Inform courses said they felt less isolated after the programme.

"I really appreciated the course. It's such a difficult, traumatic experience and this support makes you feel less alone and less embarrassed."

Inform participant





Case Study

Annabel's story: Inform

Annabel was signposted to our Stop It Now! helpline by her social worker after recently having had a baby with her partner, who had a previous conviction for accessing sexual images of children online. Following a number of calls to the helpline and a face-to-face meeting with a practitioner, Annabel was recommended to attend the Inform programme.

Annabel explained how the last year had been a very traumatic for her, largely due to the difficulties of preparing for her first baby with very little support and with a personal background of struggles with her mental health. She explained that her partner had been convicted 18 months previously of accessing sexual images of children online and was now attending a treatment programme with the probation service. As a consequence, she was left to prepare her labour plans largely unaided but was keen to ensure contact between her new born and her partner so long as it is safe to do so. She was anxious to do nothing to alienate social services who she recognises want to ensure her baby is safe. She said she was keen to complete the Inform programme and access support from others in a similar situation to herself.

How Inform helped

As her partner was undertaking an offender treatment programme, she wanted to understand some of the content that he was covering relating to the processes of offending as well as risk management. This was both for her own needs but also in order to support him in leading a better life and being a good father to their child.

Annabel expressed initial anxiety about attending a programme with a group of strangers online, but afterwards remarked how smoothly it had all gone, and how everyone contributed and she felt listened to and understood.

She said she felt the programme had helped her understand the risks attached to her partner's past behaviour and that this understanding also helped her to communicate more effectively with him and identify any relapse concerns. She said she found the information regarding offending cycles and relapse prevention the most useful.

Annabel was encouraged to use the helpline and our Family and Friends Forum in the future, should she have any worries or concerns.

Family and Friends Forum

With continued support from The Emmanuel Kaye Foundation, our online forum continued to offer support and help to families who are dealing with the after effects of a loved one's online offending.

In 2020/21, 7,404 posts were made by 622 active users. The forum had 33,171 visitors who made 135,523 visits between them. This represents an average 39% monthly increase in forum visits since last year (11,293 vs 8,136).

This year, we commissioned an external evaluation of the forum's effectiveness led by Professor Rachel Armitage at the University of Huddersfield. This is especially timely as the impact of online sexual offending, including the consequences of police investigations, on close family members is currently an area of focus for policy makers and key stakeholders, including the police. We are therefore uniquely well-placed to contribute to this debate. The evaluation will also inform and shape our decisions about how best to develop the forum in the medium and longer term.

"Meeting other ladies on here is a lifesaver because they understand in a way what you're going through like nobody else can."

Forum user



Tackling online child sexual abuse Looking ahead 2021/22

1. The feedback we have received from participants and facilitators show that online delivery is both responsive and engaging. We want to complete our research into this mode of delivery to guide our next steps in how we reach more beneficiaries with programmes that have impact.

2. Building on the successful implementation of our Engage Plus programme, we will refresh our delivery manual and develop the programme as a group delivered intervention. This programme provides us with rich information on an individual's journey to having sexual conversations with children online. We will capture that through the production of an insight paper looking at Engage Plus participants, and share this with the sector.

3. We will work with our academic colleagues on the completion of the Family and Friends Forum evaluation and the implementation of its recommendations.

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Working with young people and families

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Working with young people and families

Harmful sexual behaviour among young people is a real, and often under-recognised, problem. At least one third of sexual abuse in the UK is committed by children and young people themselves, and between 4-17% of young people look at illegal images of children online. Yet with the right kind of support, most of these young people will go on to live fruitful and worthwhile lives.

The prevalence of this issue is one of the reasons why we have specialised in work with children and young people who have displayed harmful sexual behaviours. We are also using lessons from this work to help parents, carers and professionals, such as social workers and teachers, provide the right kind of support for children to develop better social, emotional and sexual regulation skills and to move on from harm to become confident, responsible young adults.

In 2020/21, we continued our three-year project, funded by Esmée Fairbairn Foundation, to develop a strategy to tackle harmful sexual behaviour among children and young people. We remain incredibly grateful for their support, which is enabling us to make huge progress towards enhancing services and resources for young people with harmful sexual behaviour, their families, and those that work with them.

Resources for young people concerned about their own thoughts or behaviour

One of the things we learn from our work is that it is possible to address the developmental risk factors that relate to why harmful sexual behaviours emerge in adolescence. Sexually abusive behaviour in childhood and adolescence is a highly preventable issue – there is nothing inevitable about abusive behaviour and we can reduce risks and increase protective factors for those where concerns are starting to be seen.

This year, using research we conducted in 2019/20 with young people, parents and professionals, we started work to develop online resources for young people concerned about their own or a friend's sexual thoughts or behaviour.

While there are great resources available for young people to help them to protect themselves from others online, there are limited options for them if they are worried about themselves or a friend. This is not unique to the UK – there are few resources like this in the world. We are working to change this.

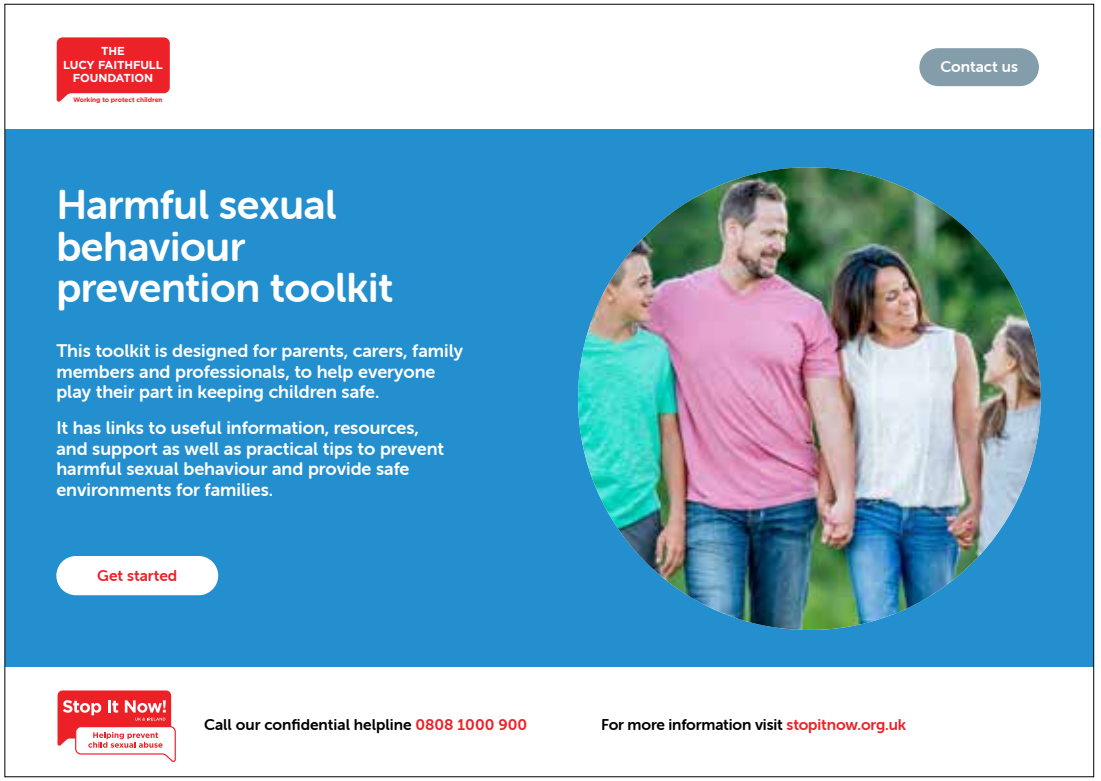
While we had hoped to launch these resources this year, Covid-19 set us back. We are currently working with partner organisations, including the charity Action Breaks Silence, to develop and test the resources, and with support from Charles Hayward Foundation, we will be launching these in late 2021.



Improving the response to young people who get into trouble online

Another goal of this project is to help the criminal justice system, and others, make decisions that promote a more positive future for young people. We aim to encourage police, youth justice workers and the courts to respond to behaviours proportionately and consistently, considering the context of the situation.

In 2020/21 we delivered 11 training events to professionals on promoting positive pathways for young people who exhibit harmful sexual behaviour and ran a series of webinars on understanding problematic sexual behaviour in young children.



Harmful sexual behaviour toolkit

In September, with funding support from the Home Office, we published a harmful sexual behaviour prevention toolkit for organisations to use to share prevention messages and point parents and carers to sources of information and support. The toolkit is available online and was shared across our own and partners' communications channels, resulting in it being downloaded more than 3,000 times.

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Inform Young People

Our Inform Young People programme, running since 2012, is for under 21s (or 25 where the programme is deemed suitable) who have displayed illegal, harmful or risky sexual behaviour online.

Inform Young People aims to:

- Provide information, advice and support to the young person and their parents or carers
- Alleviate the young person's (and parents'/carers') distress and anxiety arising from their concerning sexual behaviour coming to light
- Give practical advice on strategies to prevent a re-occurrence or escalation of the concerning sexual behaviour – including aids to responsible use of technology
- Give easy to understand information about the law, especially as it applies to young people
- Help more open communication between the young person and their parents or carers.

"Thanks, you changed my life, helped improve my relationship with my family and friends, understand myself and become a happier and better person. I will be eternally grateful."

Young person

"I now better understand why I did what I did and have put in place systems to make sure I don't do it in future."

Young person

Modifying delivery in response to Covid-19

When the pandemic hit in March 2020, we had to modify our service delivery and moved to engaging with young people online, rather than face-to-face. We created additional practice guidelines for engaging with young people online and updated programme materials to include guidance for participants, including making sure parents or caring adults knew when the engagement would be happening and where. We made assessments of the space to be used, for example, some young people would need to conduct the engagement from their bedroom. We also created guidance in terms of the technology used and security issues. While remote delivery has extended our reach to young people and their families, primarily through removing geographical barriers, this is not possible or appropriate in every case.

During 2020/21, 72 young people completed Inform Young People and we had single face-to-face sessions with another 13 young people – an increase on 2019/20 (68). We also worked with 36 parents and caregivers.

All young people we worked with said they felt more confident in using the internet safely and responsibly in the future.

Parents often find it difficult to access support and help when a young person gets into trouble. This is partly due to the stigma attached to such behaviour, and partly because of the difficulty many have talking to their children about such topics.



"I simply cannot thank Inform Young People enough. You're all fantastic people who are doing amazing work within our community. The work you have done with my child will leave me forever in your debt. You've given me my child back."

Parent of a young person

Following the 2019/20 refresh of the Inform Young People programme materials, they were piloted with young people and families, and having received positive feedback the new materials have been collated into a toolkit of eleven modules. These are not prescriptive but are delivered with young people based on what is most pertinent to their behaviour and situation. During this work we've sought feedback from, and listened to, young people.

"Thank you LFF for your support, guidance and advice to our family since he was arrested, the service is invaluable at such a stressful time where you don't know where to turn."

Parent of a young person



Case Study

Bobby's story

Bobby, 17, was arrested on suspicion of viewing and sharing indecent images of children. Bobby also disclosed that he had been engaging in risky online behaviours including accessing adult pornography since he was 14 years old. Bobby's father, John, contacted the Stop It Now! helpline for advice and support while the police investigation was ongoing. He told us there was a possibility that Bobby was on the autistic spectrum, but this had not been diagnosed. John also told us that Bobby was hoping to attend university soon and that he, along with his wife and Bobby, felt that they needed help to move forward.

At the initial face-to-face meeting with Bobby and his parents, Bobby presented as quite dismissive of the intervention and seemed unconcerned with his situation. However, this was perceived to be a coping mechanism rather than his real attitude and there was an underlying sense that Bobby wanted to understand how and why he behaved in the way he had. While talking about himself, Bobby demonstrated low self-esteem.

His parents were honest and open and showed unconditional support towards their son. Both parents were devastated that Bobby had accessed sexual images of children and had also discovered that Bobby had been accessing pornography from a young age. They felt guilty for not "spotting his online behaviour sooner" and for not understanding the potential influence of his undiagnosed autism. Bobby's parents were keen for their son to understand how this behaviour had manifested and what could be done to help prevent it from happening again.

Bobby completed seven sessions of our Inform Young People programme. Within these we explored with him the Good Lives Model; the potential impacts of watching pornography and the impact of excessive use on his perceptions of sex, women's role in sex and expectations of sex in real life; the cycle of offending; the law regarding images and the criminal justice process relating to his arrest; perspectives, with a focus on victims of indecent images; building happy relationships, and coping with problems.

There were many recognisable changes in Bobby as the programme progressed; he felt more engaged in each session, he was more open to challenging his negative thoughts, and his personal confidence seemed to increase. He completed work outside sessions which seemed to have a positive impact on him and his family. He reported that while he was still watching some pornography, the frequency had reduced to "maybe once or twice per week" compared to him initially presenting as watching pornography and/or viewing indecent images of children more than once per day. Importantly, he said he was no longer seeking out illegal images at all.

Bobby's positive activities increased, and his negative self-talk had reduced. Bobby developed positive strategies to implement when away from home at university where he may feel unsupervised to help him stay safe online, recognise triggers of risky online behaviour and steps to take when he feels he is unsafe. He had practiced various skills he had identified as important for building healthy relationships and he said he had hope for the future.



Working with young people and families Looking ahead 2021/22

1. We will complete development of and launch resources for young people concerned about their own online sexual behaviour or that of someone they know, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.

2. With funding secured, we will extend the reach of our Inform Young People programme by training relevant frontline workers to deliver interventions for young people who have got into trouble for their online sexual behaviours.

2. We will grow our work with children under the age of 12, working therapeutically to support more families, aiding recovery and preventing future harm.





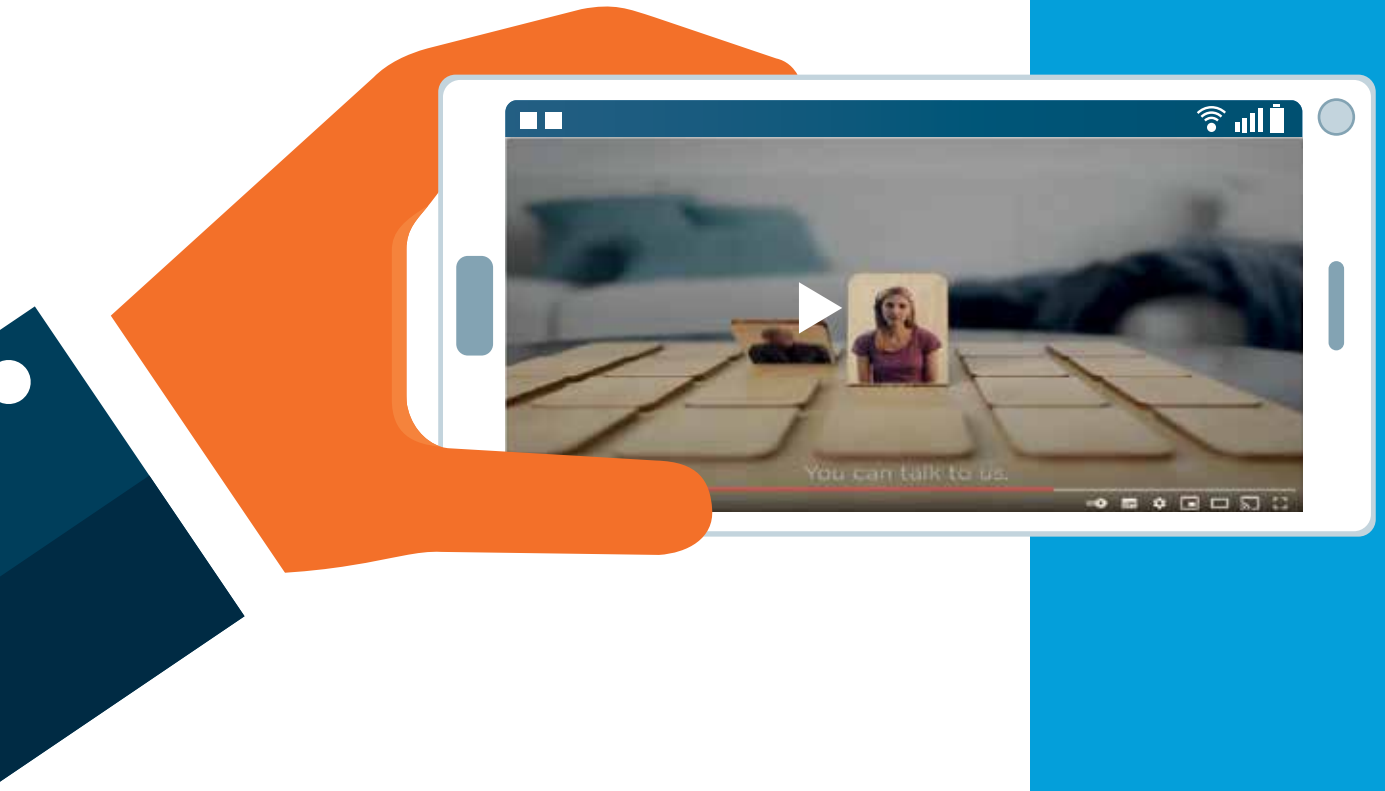
Stop It Now! prevention activities

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Stop It Now! prevention activities

Preventing child sexual abuse has to be the priority for all of us if we are serious about protecting children. Prevention means that children aren't harmed in the first place. Prevention means that children don't become victims. Prevention means that adults and young people don't become offenders.

Since 2002 Stop It Now! UK and Ireland has been working to create a world where there are no victims of child sexual abuse. To achieve this, we work with adults and young people who have offended or who are at risk of doing so. We also work with the people around them and the public so that everyone knows what they can do to keep children safe.



Through our confidential helpline, secure messaging service and live chat, we provide advice and support to adults with concerns about child sexual abuse.

Our online communications, press and marketing work makes sure that anyone who needs us knows about the help we offer.

And since 2015 our campaigns have worked to deter people from offending online and combat this growing problem.

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Online and traditional communications

Working with people who have offended isn't always popular or easily understood. That's why we explain what we do and how it protects children.

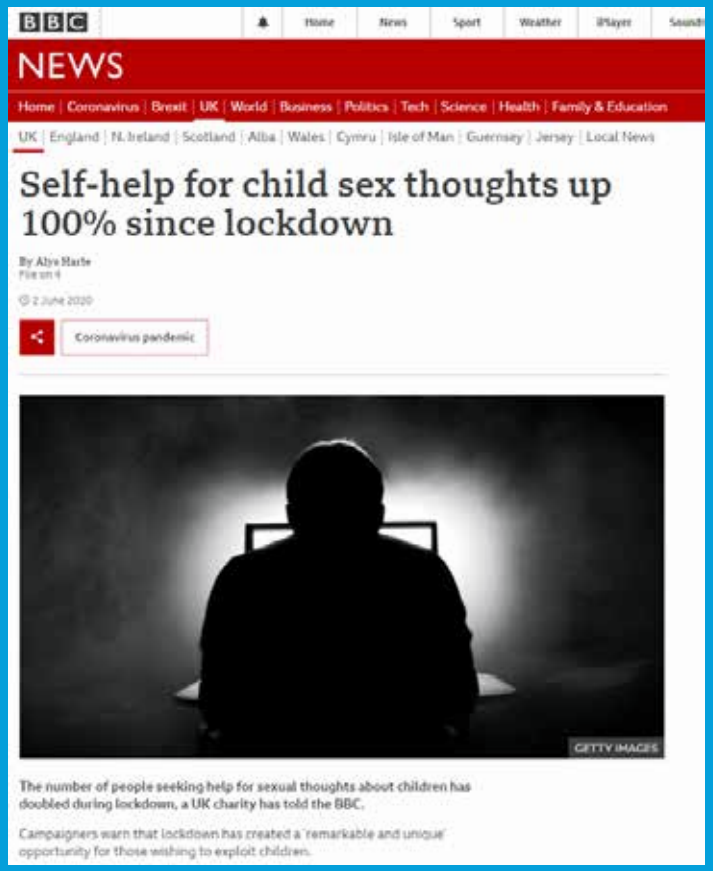
This year, pandemic restrictions meant that many children were at greater risk of being harmed, and more adults were at greater risk of offending. Our communication work was more important than ever, and we worked hard to share information and help the public and professionals keep children safe.

Press

We work with journalists across the UK and around the world to share our knowledge. We spoke to the BBC's File on 4 to explain the effect of the pandemic on our services. We were featured by the Guardian where we talked about the effect of adult pornography on future online offending. And our online child sexual abuse deterrence campaign was widely covered, including across the BBC and Woman's Hour, the Daily Telegraph and regional outlets.

We advocate for prevention across the globe and this year we worked with journalists in Australia who featured our work in a documentary by SBS Dateline.

We also worked with partners to extend the reach of our work, including the Internet Watch Foundation who launched a podcast series that featured the director of our helpline and a partner of an offender who shared her experiences.


BBC NEWS

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Self-help for child sex thoughts up 100% since lockdown

By Alys Harle
File on 4

2 June 2020

Coronavirus pandemic

GETTY IMAGES

The number of people seeking help for sexual thoughts about children has doubled during lockdown, a UK charity has told the BBC.

Campaigners warn that lockdown has created a 'remarkable and unique' opportunity for those wishing to exploit children.


The Telegraph

'The day I discovered that my husband was a paedophile'

As calls to the national helpline for worrying online sexual behaviours rocket, Sarah* shares her heartbreaking story

By Anonymous author

It was a Friday morning in summer and I was getting ready for work when the doorbell rang. How odd, I thought, that someone should turn up this early – it was only 7am.

Next thing I knew, the house was overrun with police officers. From the window I could see two police cars parked on the driveway of our house in the Midlands, which I shared with my husband of 25 years – the loving father of our two grown-up daughters, who were both away at university.

I had no idea what was going on. Not even when my husband and a female police officer entered our bedroom where, moments earlier, I'd been applying make-up before heading to the secondary school where I worked as a teacher.

My husband was a secondary school teacher, too, but everything was about to come crashing down.

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Marketing

Reaching people directly through our marketing programme is another important part of sharing our prevention work, including news, helpline promotion and professional training information. Adapting to the challenges of the pandemic, we increased our communications output and sent several emails with Covid-19-specific safeguarding information to supporters, schools and other professionals to combat the impact of the lockdown restrictions on child protection. To reach new audiences, we created a newsletter for our supporters and professionals in Wales.

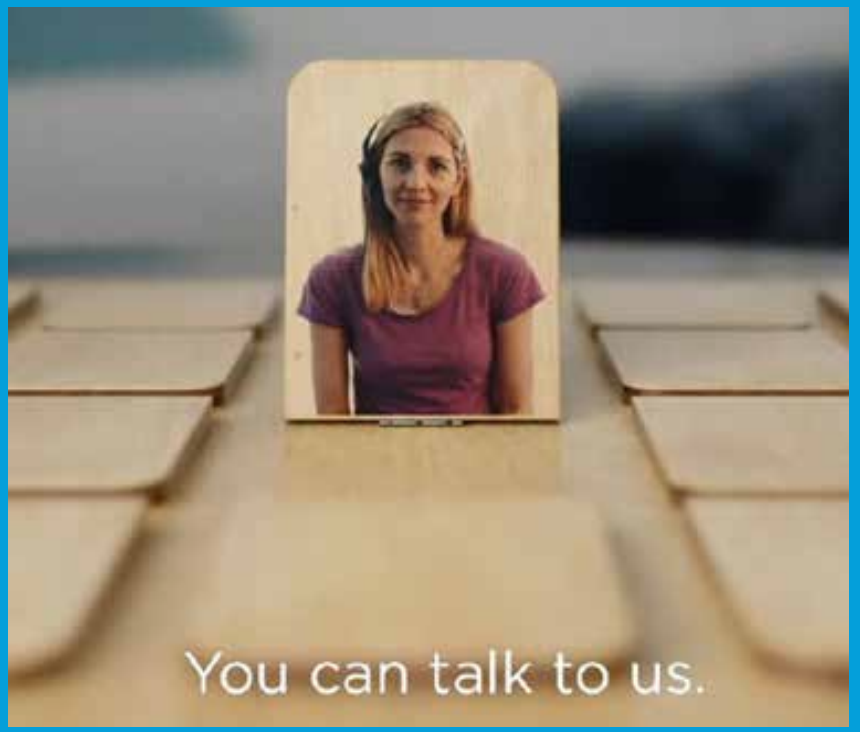
This meant that our marketing output increased significantly this year: our emails were sent over 653,000 times to a wide range of people including professionals, parents and carers, up from nearly 276,000 in 2019/20. People clicked on the information in the emails at a rate of more than double the industry average (8.5% vs 4.2%).

Digital

Last year we launched a new 30-second film to raise awareness of our helpline for people worried about another adult or young person's sexual behaviour towards children. This had been planned before the pandemic but we were able to use it to good effect to advertise our services online, including with funding from the UK Home Office.

We ran social media adverts for three weeks aimed at parents and professionals who work with young people. These adverts brought more than 2,500 new users to our website.

Up to 31 March 2021, the main video and its shorter versions have been viewed over 1,019,000 times.



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Online support to prevent offending

Our websites give help and support to different groups and make sure the public and professionals anywhere in the world can get the information they need when they need it.

These websites were visited by more than 831,000 users from across the world, with high engagement.

The Stop It Now! website had over 400,000 users from across the world, including over 80,000 to Get Help and over 40,000 to Get Support.

Campaign to deter online child sexual abuse

As online sexual offending is expected to have increased during Covid-19 restrictions, we continued to provide deterrence messages and help to stop for offenders and those at risk of offending. Raising public awareness of our services is more important than ever, so that people know about the support we offer to prevent child sexual abuse.

Our campaign to deter online viewing and sharing of sexual images of children began in 2015. Following a successful pilot, this year's campaign was extended to include online grooming deterrence and will end in June 2021, with a new phase expected to start in September.

Get Support

Get Support

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children

Over 41,000 users

Over 2,100 sessions of more than 10 minutes

Get Help

Get Help

Self-help for people worried about their own or someone else's online sexual behaviour towards children

Over 81,000 users

Over 4,900 sessions of more than 10 minutes

Family and Friends Forum

Family and friends forum

Peer support for people affected by a loved one's online sexual offending against children

Over 33,000 users

Over 30,600 sessions of more than 10 minutes

Working in collaboration

As well as our press coverage mentioned above, the campaign uses digital adverts and partnerships to spread key messages. A significant development this year was our pro-bono work with MindGeek, owner of adult pornography websites including Pornhub.

MindGeek had already recognised the need for deterrence messaging on their adult content sites, where they had noted attempts by a small minority of users, to seek child sexual abuse material using banned search terms. Following our collaboration, these searchers now receive a clear message about the illegality of sexual images of under 18s; the harm done to victims; and about the help available to stop through our confidential helpline and Get Help self-help resources.

Between the launch in early February 2021 and 31 March 2021, nearly 22,000 users from around the world clicked through to our website after seeing a deterrence message. Messages have since been added to other MindGeek websites.

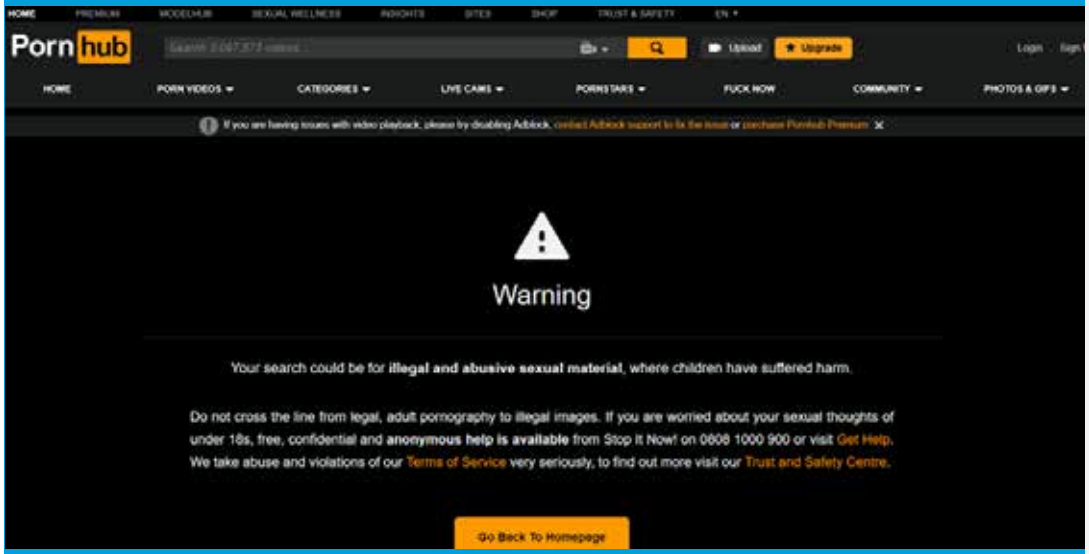
"The Lucy Faithfull Foundation is marching towards the sound of gunfire. These are exactly the places they should be stepping into. If they can stop even one person from engaging with children in a sexual way, they are performing a hugely important child protection service."

John Carr, online child safety expert

"It is vital to take a holistic approach to combating child sexual abuse, and prevention is central to this. We know from what victims and survivors tell NAPAC that they wish their abuse had never happened and want it not to happen to others.

This innovative collaboration between The Lucy Faithfull Foundation and MindGeek will deter people from accessing child sexual abuse material and offer routes to seek help and change their behaviours. We all have a part to play in protecting children, and partnership work like this will help to achieve that."

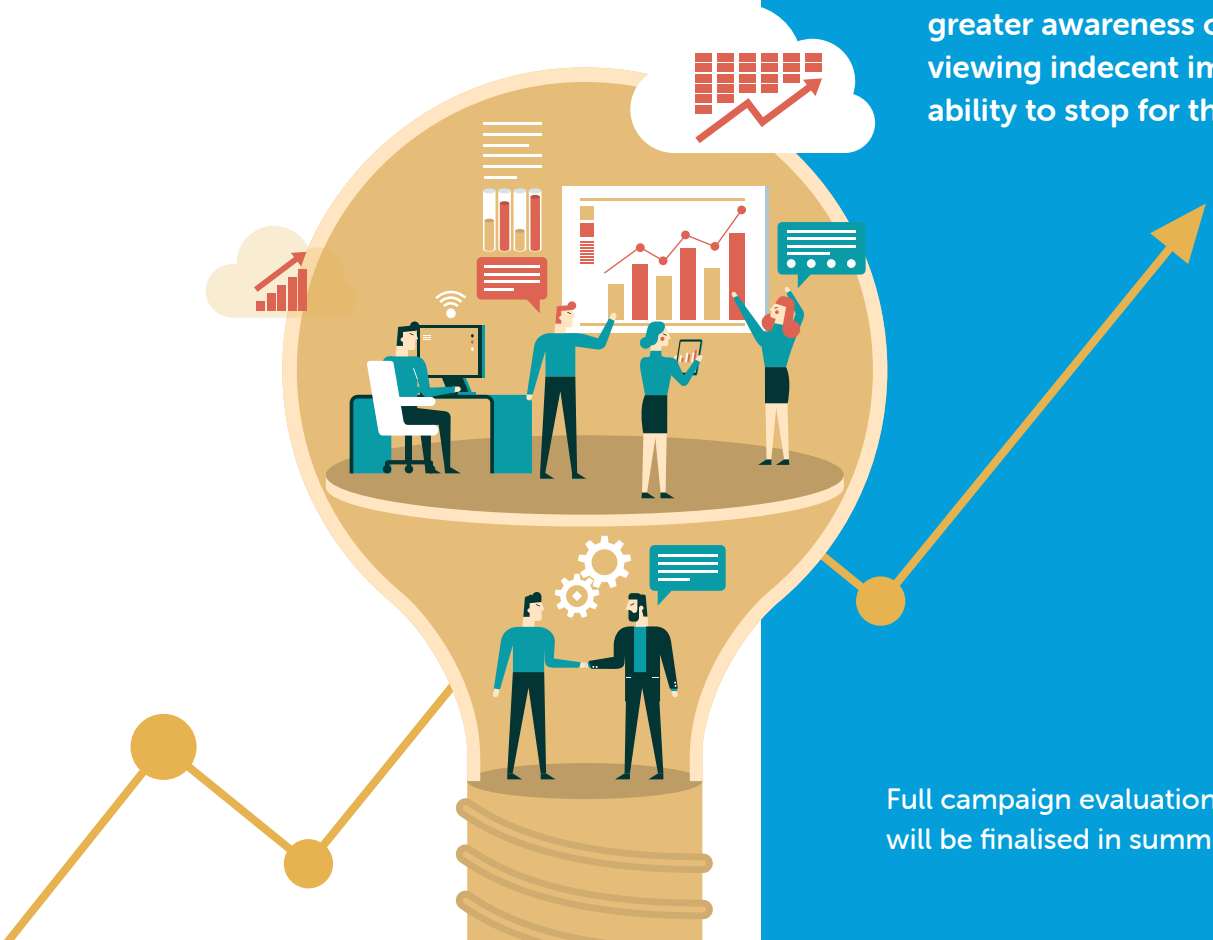
Gabrielle Shaw, chief executive of NAPAC (National Association for People Abused in Childhood)



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We also continued our partnership with the Met Police in London and supported their communications – with coverage in the Evening Standard – and operational work. We also worked with Police Service of Northern Ireland on a press and social media campaign with BBC and ITV covering the story.

The impact of the campaign is measured through analysis of calls to our helpline and an anonymous survey on our online self-directed intervention for people concerned about their online sexual behaviour toward children - 'Stop It Now! Get Help'.



Independent evaluation in 2019/20 shows:

1. **Campaign activity drives un-arrested offenders towards Stop It Now! resources.**

2. **More than half of un-arrested helpline callers and online survey respondents heard about Stop It Now! through campaign activity.**

3. **After engaging with Stop It Now! resources, un-arrested offenders report positive attitude changes including a greater awareness of personal and legal consequences of viewing indecent images of children, and a belief in their ability to stop for the long-term.**

4. **Un-arrested offenders self-report adopting behavioural changes to prevent reoffending, including:**
   - Enlisting the support of a friend or family member
   - Stopping pornography use
   - Avoiding risky situations
   - Stopping all internet use
   - Installing controls and filters on devices
   - Using online self-help resources to help with desistance.

Full campaign evaluation, including statistics on digital advertising, will be finalised in summer 2021.

Comments from users of the Get Help self-help website show how some were uncomfortable with their behaviour and wanted help; others express a clear motivation to change.

I believe I am strong enough to change.

Un-arrested online offender, online survey

Now that I'm actively seeking help, I feel confident that with support I can truly help myself.

Un-arrested online offender, online survey

I think it is 60% my own decision-making, and 40% the online support, tools and structure of Stop It Now!

Un-arrested online offender, online survey

"In May 2021, we explained that there are between 550,000 and 850,000 UK-based individuals posing various degrees of sexual risk to children. Given the magnitude and gravity of this threat, a whole system response to tackling child sexual abuse is essential.

In the year ending March 2021, the NCA and UK policing made 9,431 arrests and voluntary attendances and safeguarded and protected 12,529 children. We also continue our work to raise the bar to offending, increasing the risk and difficulty of obtaining and distributing child sexual abuse material online, whilst also deterring individuals from offending in the first place.

The NCA works closely with The Lucy Faithfull Foundation, whose valuable work is dedicated to safeguarding children through the deterrence of offenders. Their helpline services, targeted messaging and publicity campaigns support vital work under our collective PREVENT domain, reducing this crime and stopping the suffering it inflicts on children and young people."

National Crime Agency's Director of Threat Leadership, Rob Jones

Innovative use of technology to expand prevention

The scale of online offending is such that different and new solutions are needed to effectively protect children. This year we began work on a new chatbot targeting people trying to access online child sexual abuse images, in partnership with the Internet Watch Foundation (IWF).

The chatbot, named 'reThink', will engage with internet users who are showing signs that they might be looking for sexual images of children.

The automated pop up will attempt to engage users in a friendly and supportive conversation before they commit a crime. It will point them towards the confidential Stop It Now! helpline, which could help them change and control their behaviour.

The chatbot project is a collaboration between the IWF and Stop It Now! and funded by the End Violence Against Children global partnership.

Online support for families

Our Parents Protect website gives information, support and advice to families who want to know more about how to keep children and young people safe from sexual abuse, whether or not something has gone wrong.

Parents Protect

Together we can prevent child sexual abuse

Over 7,500 sessions of more than 10 minutes

New information videos

This year we updated our learning programme, turning the 30-minute video into 12 bitesize versions ranging from general information to specific tips on how to spot abuse and how to protect children.

Between their launch in early December and March 2021, the films were viewed more than 14,000 times, the webpages had over 87,000 users, and emails publicising them were sent nearly 101,000 times. We have since translated the films into Welsh to ensure more people can get the help they need.







Stop It Now! prevention activities Looking ahead 2021/22

1. We will continue to develop and expand our online child sexual abuse deterrence campaign, looking to provide help and support to families of people who have offended or who might.

2. We will streamline our websites to make sure everyone who needs us can find the help they need when they want it.

3. We will create and implement a strategy to advocate for prevention and deterrence initiatives in the UK and globally.



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Stop It Now! Scotland

Stop It Now! Scotland

More than 1,500 crimes involving sexual exploitation of children were recorded by Police Scotland between April and December 2020 - a 13% jump on the same period the year before and 34% higher than the five-year average.

Clearly work tackling child sexual abuse is needed now more than ever. Stop It Now! Scotland has had its busiest year to date, while also dealing with practicalities such as online delivery of services during lockdown and moving to a new office in Edinburgh.

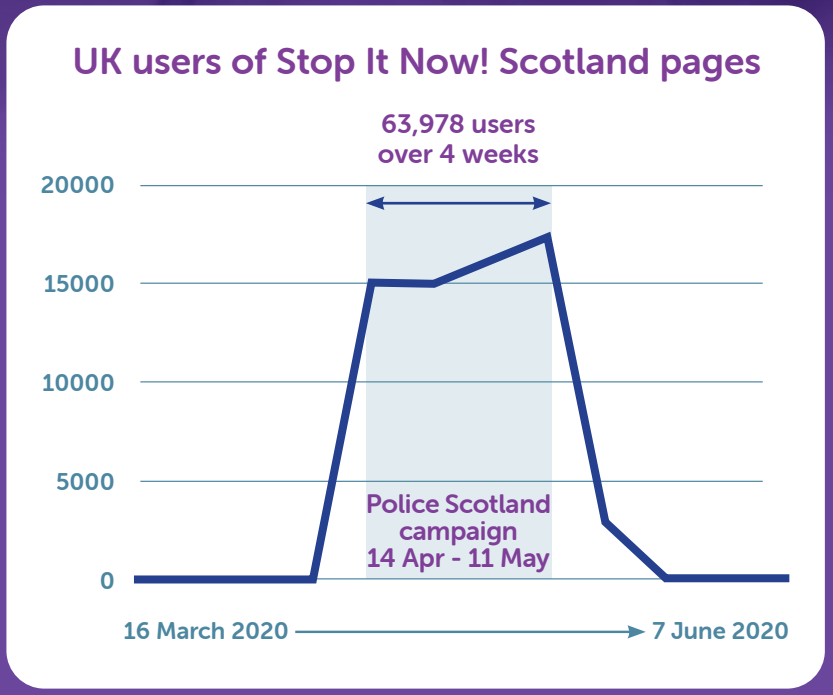
#GetHelpOrGetCaught

On 14 April 2020, Police Scotland launched a campaign targeting un-arrested offenders across Scotland who are involved with the sexual exploitation of children online. The #GetHelpOrGetCaught campaign, developed in partnership with Stop It Now! Scotland, promoted a video on social media that directed people who are, or are at risk of, offending to the Stop It Now! Scotland website where they could learn about the anonymous and confidential support available to stop their behaviour.

The campaign ran for four weeks initially and brought a large increase in traffic to the Stop It Now! Scotland pages of the website, from 244 users in the four weeks before the campaign to 63,978 during the four-week campaign period – a 262x fold increase.

The initial success of the campaign led to it being relaunched by Police Scotland in September 2020. The campaign went on to win the gold award in both Best Online Advert or Campaign and Best Online Film / Video / Viral Advert in the Roses Creative Awards in 2020/21. It was later used as an advert on the online STV Player in April 2021.



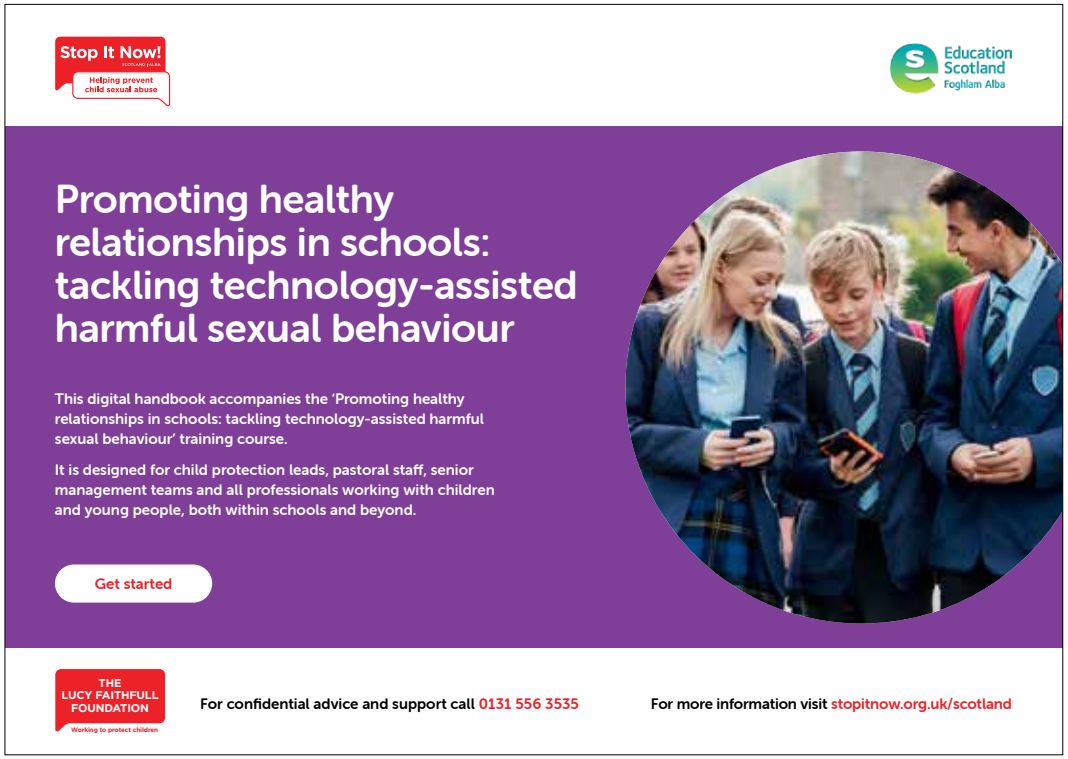


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Working with professionals

In 2020 we developed a training package for kinship carers in Scotland on cyber resilience and online safety (kinship care is when a child is looked after by their extended family or close friends if they cannot remain with their birth parents). Commissioned by the cyber resilience team at the Scottish government, the package was positively evaluated following initial delivery to two carer groups. Two online 'training for trainers' modules were then delivered to social workers throughout Scotland in June 2020. Materials for the online training course are available online for free and are backed by a guidebook for carers. In January 2021, we were asked to roll out further training in 2021 to foster carers, residential workers and adoptive parents using these materials.

In October 2020 we were commissioned by Education Scotland to prepare a training package for schools across Scotland on tackling technology assisted harmful sexual behaviour. This four-hour training course was delivered in two high schools in November 2020 and the training will be delivered to child protection leads across Scotland by Education Scotland staff in the 2021/22 academic year.



Case consultations

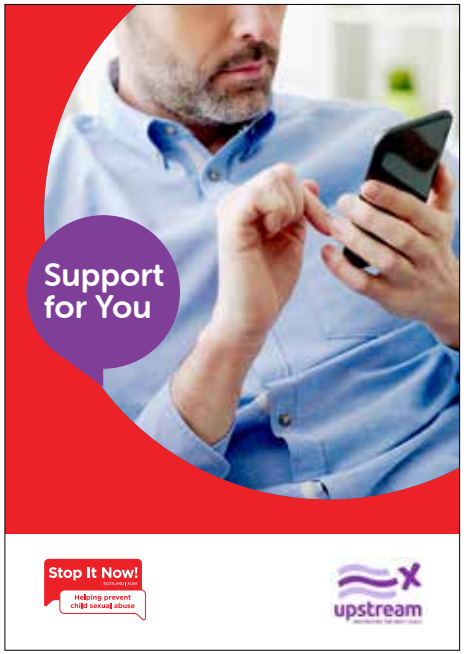
Across the year we also undertook 12 consultations for multi-agency colleagues who were looking for support with complex cases involving child sexual abuse and its prevention.

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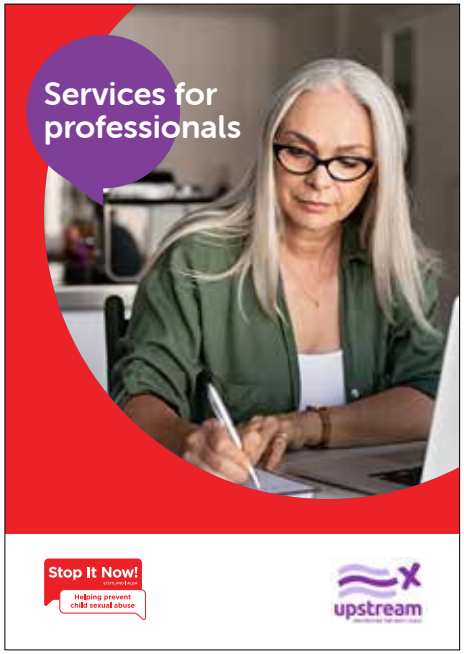
Upstream – preventing abuse before it happens

In July 2020, we produced an Upstream Prevention Pack – a set of leaflets for children and family and community justice social workers, as well as police and education colleagues. This was in response to feedback from child protection colleagues who wanted additional resources for families and communities at a time when social work's capacity to monitor and support vulnerable families (particularly those at the edge of statutory measures) was compromised due to Covid-19 restrictions. The pack reached over 200 organisations and agencies across Scotland. We received more than 300 requests for electronic or printed copies of the leaflets and more than 3,000 copies were posted out to a wide range of services.

The roll out of our Upstream Prevention Pack was supported by agencies working with survivors of child sexual abuse across Scotland. Following this, we now chair a child sexual abuse prevention network that meets quarterly, with strong support from survivor agencies ensuring that survivors' voices are at the heart of child sexual abuse prevention initiatives in Scotland.









Direct work to protect children

In March 2020, we shifted all individual and group work online. Between April 2020 – March 2021 we worked with 105 people from Scotland worried about their own sexual thoughts, feelings or behaviours towards children, including online behaviour. We undertook more than 1,000 1-1 sessions online or by phone and ran five Inform Plus groups which reached 38 people.

Of those who completed our pre- and post-evaluation tool, by the end of the Inform Plus programme:

84% felt their mental health and wellbeing had increased

66% experienced fewer thoughts about suicide

We also ran two Breaking the Links groups, an adaptation of Inform Plus for people who have committed online offences who have significant issues in relation to trauma. Half of this group disclosed experiences of sexual abuse. Others had family members who experienced child sexual abuse or witnessed child sexual abuse, or were involved in harmful sexual behaviour as a child. This group reached a further nine people.

Those who did not meet criteria for group work were offered one-to one work with our forensic psychologist, including individuals who had not sexually offended but who are worried about presenting a sexual risk to children.

All of those who attended Breaking the Links and individual work reported an increase in their mental health and wellbeing as well as an increase in their ability to lead a crime free life.

Working with families

We worked with 76 family members of people arrested for online offending, and 18 attended three Inform groups. Others were offered individual programmes of work and support.

"Since my arrest last year, Stop It Now! has been absolutely vital – I cannot stress this enough. Without them, there would have been nowhere to turn, and I dread to think where that may have ended.

The staff have helped me begin to come to terms with my offending and explore the causes of my behaviour. More than that, they have helped me see that though I have done wrong and that I knew I had, that my offending behaviour does not define me as a person.

With their help I have, for the first time, opened up about repressed trauma from my own past…. It is not an exaggeration to say that without Stop It Now! I would not be here to tell this story. For that I will be grateful for as long as I draw breath."

Breaking the Links participant



Case Study

Karen's testimony

The following testimony was provided in 2020 by a previous participant of Inform in Scotland.

Approximately two years ago, I found out that my brother had downloaded sexual images of children. I was informed by a social worker in an abrupt ten-minute phone call. To find out that you have a sex offender in the family is an incredibly isolating experience and I found my emotions overwhelming. In the first few months I could feel hatred, love, anger, shame, fear and helplessness simultaneously.

I feared for the safety of my family and for my children, who were too young to understand the crime, but would potentially be ostracised too. I did not feel worthy of any professional help. I remember looking up the Samaritan's helpline, but not ringing it, feeling that this helpline should be best focused on 'true victims'.

However, my family were lucky to receive support from Stop It Now!, both myself and my brother attended courses. The facilitators were incredibly kind and caring and meeting others in a similar situation to myself was an enormous help. My brother was suicidal and without the support of Stop It Now! I do not know how we would have coped as a family.

I needed information to help me process what had happened, and to make an informed decision on what I could do going forward. The information that I could find online was either very emotive or written by academics using a terminology of their own.

Stop It Now! provided factual information that gave me the confidence to make a decision and process my emotions. The facilitators provided difficult information with compassion and respect. They understood the ordeal that I was going through and gave me the space to voice my worries/questions and hear from others in the same situation. There were many biscuits eaten and cups of tea drank, as the attendees on my course offered each other tissues and tried to process what had happened to our families. The facilitators were there to help and guide us through it.

We received lots of practical information about internet crimes, sentencing and court, the sex offenders register, etc. They also organised talks from the Offender Management Unit and from another family member who had already been through the process. I was emotionally drained after each session, but each session helped me feel more in control and knowledgeable.

I made the decision to support my brother. It is always a very personal decision but I felt that he was genuinely remorseful and I believe in second chances. My brother is now aware of his triggers and he knows that he has the support of his family, provided he does not re-offend. I believe that the support provided by Stop It Now! significantly reduces further victims.

Stop It Now! have continued to provide advice and support to my family many years on, as we have encountered various difficulties. The helpline is a great source of information and I know of many who benefit greatly from the online Family and Friends Forum because it provides an opportunity to speak with others in a similar position and feel slightly less alone.

I love the ethos of Stop It Now! and believe that their holistic approach of working with victims, offenders and families will create a much safer society.

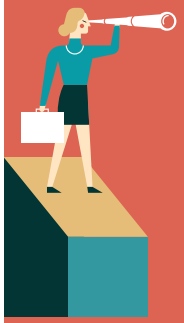
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Working with young people

This year we entered the third year of our Reducing Online Sexual Abuse (ROSA) project in Glasgow. Funded by The RS Macdonald Charitable Trust, the project provides early intervention for young people who have got into trouble because of their sexual behaviour online.

Over the last year, the ROSA project provided individual sessions with 13 young people who had displayed abusive or harmful sexual behaviour to peers and other children online, meaning we worked with 61 young people over the course of the project. The project is being independently evaluated and we hope to share findings from this action research project later in the year.

In 2020/21 we secured funding from The Robertson Trust to develop services for children who have been affected by parental arrest for a sexual offence. We know that non-abusing partners are profoundly affected by the arrest of a partner for an online sexual offence. We also know this can be devastating for children in these families, and we have set up referral pathways in Edinburgh and Fife and started to develop a programme to support this client group.



Stop It Now! Scotland Looking ahead 2021/22

1. We hope to take the learning from our ROSA project and use that to drive good practice in responding to and preventing adolescent online harmful sexual behaviour across Scotland.

2. We plan to offer a wider range of training courses in the year ahead to help build professional confidence in preventing and responding to child sexual abuse across Scotland.

3. Our lease ended in 2020/21 and we are settling into new offices in Edinburgh. Ensuring our work is sustainable and delivered in a safe manner are priorities for the year ahead.



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"Everything was helpful - particularly the thought process, thinking about it, justification, conscience, planning on doing it and getting away with it, and signs to look out for both in children and perpetrators. I took a lot of helpful information that I can use as a parent."

Parent who attended a public education session

Stop It Now! Wales

One of the main barriers to preventing child sexual abuse is the stigma associated with talking about it. Every child has the right to be safe from harm and we need to break down these barriers if we are to prevent child sexual abuse.

In July 2019, the Welsh government published its National Action Plan: Preventing and Responding to Child Sexual Abuse, demonstrating their commitment to adopting a public health approach to tackling child sexual abuse. Since then, we have been working to deliver various aspects of this plan.

Keeping children safe from sexual abuse

March 2020 saw the start of our three-year, government-funded, 'Keeping children safe from sexual abuse' project. This primary prevention project aims to prevent child sexual abuse and reduce adverse childhood experiences.

The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to protect children from sexual harm by:

- Delivering public education sessions for parents, carers, and those who work with children and families so they have increased awareness about to protect children from harm and what to do if they have a concern
- Running a public education campaign to promote information, advice and resources
- Creating a bilingual toolkit for professionals with resources and information
- Delivering train-the-trainer sessions to professionals to increase confidence and skills in talking about child sexual abuse, and enabling them to deliver their own prevention sessions
- Hosting multi-agency training days.

Covid-19 restrictions meant our delivery was immediately hampered. We worked with the Welsh government to adjust our plans and by the end of the year had:

- Conducted nine consultation sessions with parents and fifteen consultation sessions with professionals to help shape the project and feed into the development of the toolkit which is almost complete
- Delivered 45 public education sessions to 585 people using online video conferencing
- Delivered seven train the trainer sessions to 35 people who work with children and families so they can run their own awareness sessions
- Delivered eight webinars for professionals to 359 participants, covering topics such as 'understanding problematic sexual behaviour in children' and 'preventing child sexual abuse and the Stop It Now! helpline'
- Translated our 12 short Parents Protect films and our harmful sexual behaviour prevention toolkit into Welsh
- Conducted a social media campaign across Twitter, Facebook and You Tube to raise awareness and share information and resources, resulting in increasing traffic to our website, and launched a Stop It Now! Wales newsletter reaching more than 700 people
- Recruited one North Wales project worker and advertised for a South Wales project worker.

97% of parents who attended a public education session said they felt supported to protect the people that matter to them

"Really informative presenter. Well thought out presentation. Easy to follow and remain engaged. Lots of useful information that can be used to improve practice."

Webinar attendee

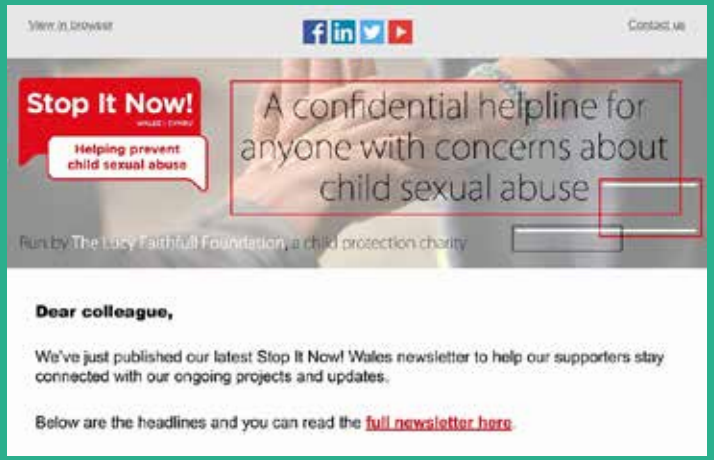
Campaigning in partnership

To contribute to the Welsh government's National Action Plan and in response to the increased risk to children during the Covid-19 lockdowns, we partnered with South Wales Police to run a child sexual awareness campaign.

Targeting adults, the campaign aimed to raise awareness of where the risks of child sexual abuse are and to encourage people to seek advice from the Stop It Now! helpline and website if they have concerns.

The campaign ran between January and February and included social media and radio advertising, which brought an increase in visitors to our website. Due to the success of the campaign, we funded the campaign for an additional four weeks.

The campaign contributed to the Welsh Government's 'National Action Plan: Preventing and Responding to Child Sexual Abuse', in particular, Action 1: *Develop a public awareness campaign to promote attitudes to CSA that will contribute to the prevention of abuse.*



Early intervention for vulnerable or at-risk families

In March 2020, we started our government-funded early intervention project. Building on a previous pilot, this project provides a programme of educational intervention for families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse. It results in families creating and implementing a family safety plan.

Designed to be delivered in a group or a one-to-one basis, this project was also affected by restrictions to tackle Covid-19. Despite this, in 2020/21 we completed interventions with 12 families and we received referrals from across Wales.

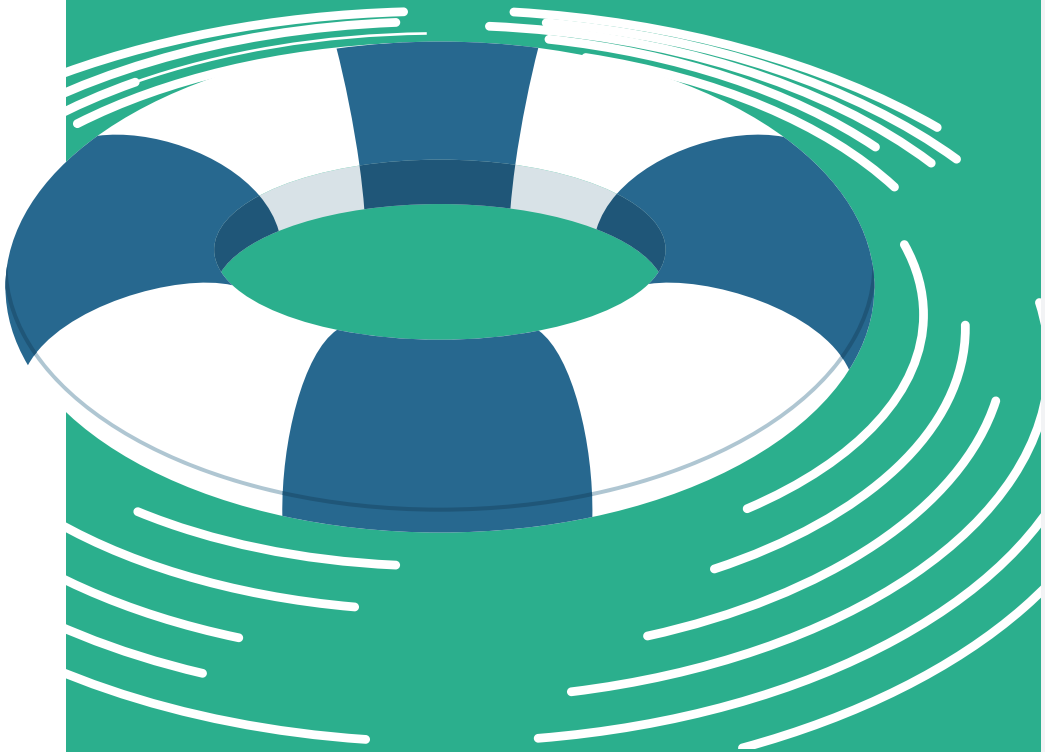
The interventions were tailored to participants' needs, giving participants the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. By the end of each intervention, each family had co-produced a family safety plan to help protect children in the future.

"I have more of an understanding of the risks around child sexual abuse, how it happens and know the next steps to take."

Early intervention participant

"[Practitioner] was able to support me, even though it was on a computer screen. It gave me things to think about and look at things in a different perspective."

Early intervention participant





Case study

Lynsey's story

Lynsey, 36, was referred to the early intervention service by social services. A single mother to three young children (aged 6, 8 and 9), her brother had been convicted in the past of viewing sexual images of children online and had served a short prison sentence. He had since breached his Sexual Harm Prevention Order a number of times, including accessing further illegal material online and having contact with a child, resulting in him returning to prison. As his release date approached, social services were worried about Lynsey's capacity to understand the seriousness of his offences and his potential risk to her children.

How early intervention helped

Lynsey completed eight sessions with us. When talking about her children she was incredibly engaged; but appeared to have difficulty speaking about her brother's behaviour. Over the course of the sessions we discussed the significance of his offences and explored what risk looks like. Lynsey engaged well when looking at the manipulative and grooming behaviours often displayed by individuals who abuse children and came to recognise some of these behaviours in her brother.

Towards the end of the intervention, a family safety plan was co-produced with Lynsey. This included her stating that she would not allow her brother to have contact with the children upon his release from prison, whether supervised or unsupervised, and that this would be reviewed, in time, with social services. We also worked with Lynsey to help her plan educational work with her children. In her plan, she outlined how she would speak to them about the PANTS rules using NSPCC Pantosaurus resources, and that she would also set up a safe network, which would include helping her children identify trusted adults they could talk to if they were ever worried or confused about something.

In addition, Lynsey committed to talking to her wider family members about her brother and his behaviour, but also about her family safety plan, as she was aware her cousin was close to her brother and also has young children.

Lynsey remains in contact with social services and is implementing her family safety plan.

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"I will take a greater interest in what he [my son] is doing and who his friends are."

Session participant

The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs.

Despite challenges posed by Covid-19 restrictions, we delivered 22 sessions to 114 participants, exceeding our target of 20 sessions.

"I will let them know it's ok to say no if they don't want to kiss a member of family."

Session participant

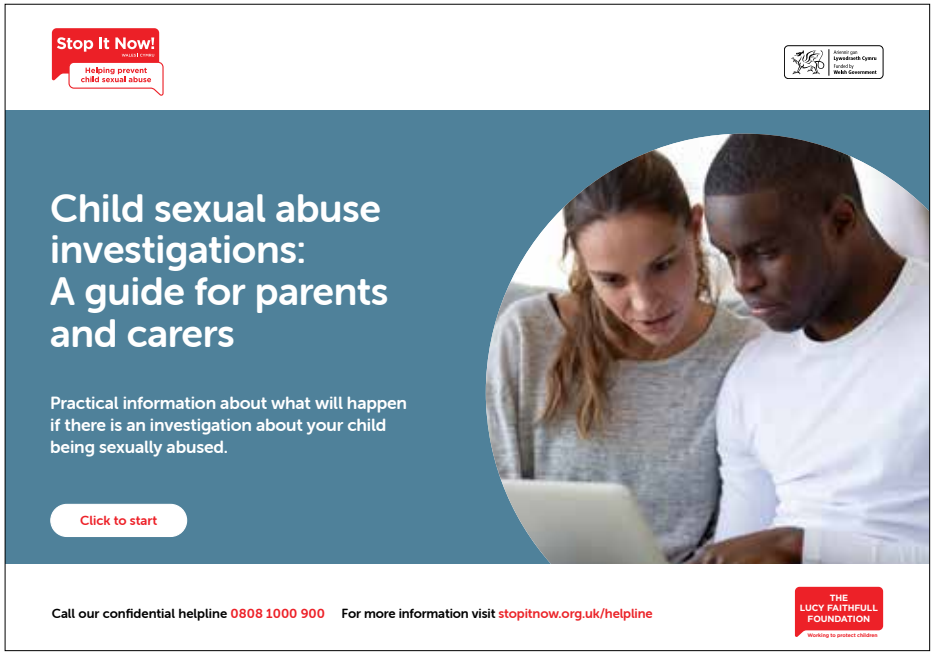
Support for families of children being abused

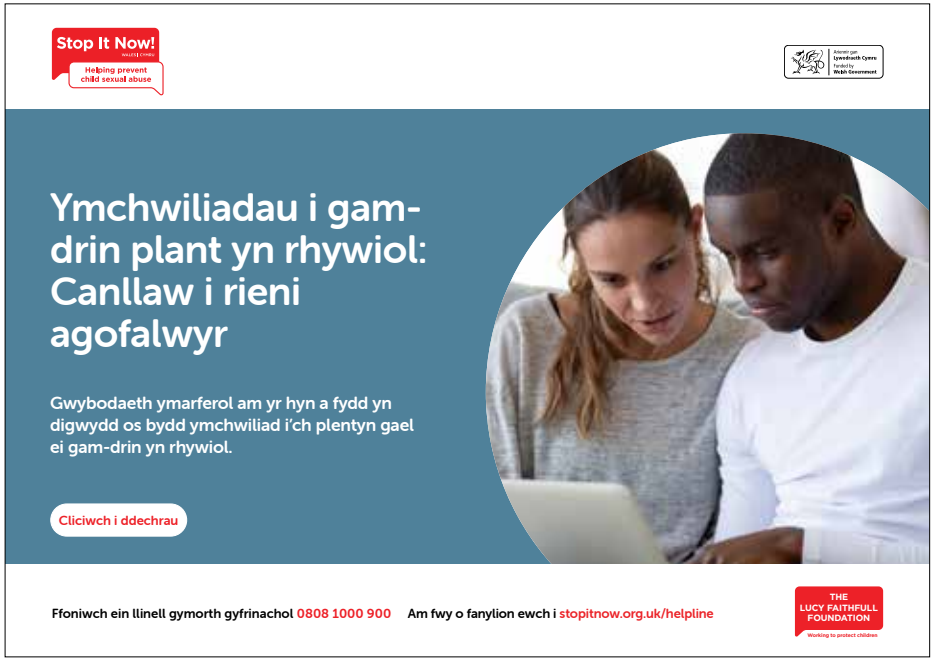
Many parents and carers have feelings of shock, confusion, anger or fear after they find out that their child may have been sexually abused. In response to this, in 2020/21 we created a guide that gives practical information about what will happen if there is an investigation into a child being sexually abused.

It includes links to information on supporting children, the process surrounding medical examinations, and prosecution, including where the police or Crown Prosecution Service decide not to proceed.

Funded by the Welsh government, the resource is available in Welsh and English and has been distributed to police forces, education and health providers, Safeguarding Boards and to members of our Stop It Now! Wales Action Group, as well as being used with families we were working with.

This resource supports the Welsh government's 'National Action Plan: Preventing and Responding to Child Sexual Abuse', in particular, Objective 6: *Increased awareness in non-abusing parent/carers of what should happen if a child is sexually abused, of how to support children and of how to access support for themselves.*

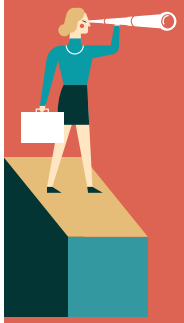




Policy development

Stop It Now! Wales continued to act as joint secretariat of the National Assembly for Wales Cross Party Group on Preventing Child Sexual Abuse (Saving Futures) and supported activities around Action 1 and Objective 6 of the 'National Action Plan: Preventing and Responding to Child Sexual Abuse' (see above).

We also continued partnership work through the Stop It Now! Wales Action Group. Members include NSPCC Cymru, Barnardo's, Catholic Archdiocese of Cardiff, South Wales Police, Children's Society, Cardiff University, WISEKIDS, Jig-So Children's Centre, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST).



Stop It Now! Wales Looking ahead 2021/22

1. We will continue delivery of our government-funded project 'Keeping children safe from sexual abuse'. We will launch our bilingual toolkit for professionals, making resources and information accessible to those who work with children and families, and we will publish specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBT+ children, all developed in partnership with partner organisations.

2. We will support more families through our early intervention project for vulnerable or at-risk families.

3. We will continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and we will be inviting new members to join the Stop It Now! Wales Action Group.



Training and consultancy

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Training and consultancy

Child sexual abuse is a complex subject. Abuse typically happens in secrecy and signs and indicators may be difficult to detect. Once abuse is known about, the complexity may not ease and working with people who have offended and their families can be extremely challenging. Our training aims to strengthen the ability of fellow professionals to identify, respond to, and protect children from sexual harm.

Adjusting training in response to Covid-19 restrictions

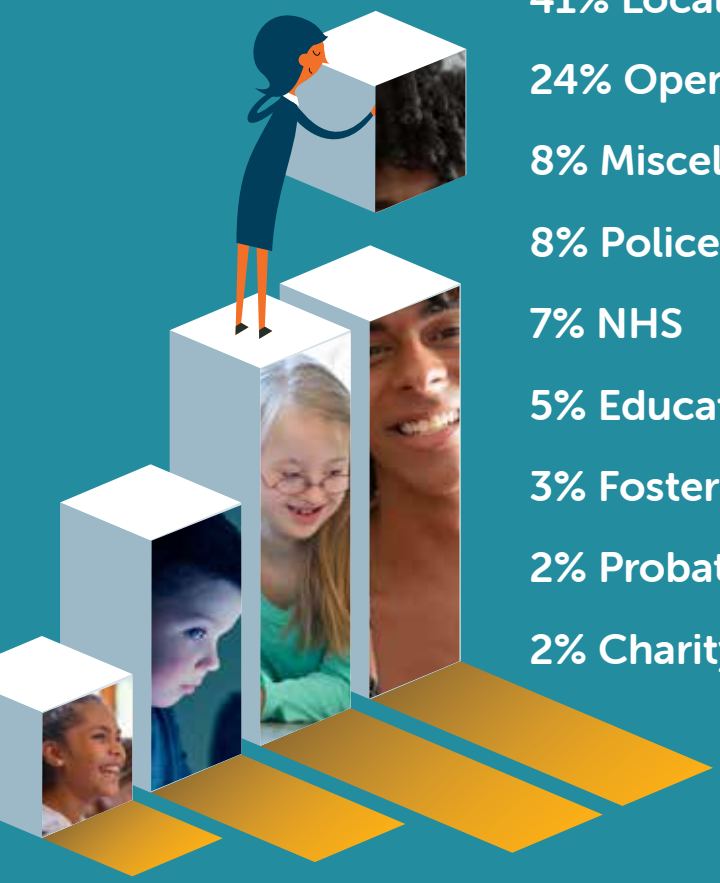
Before Covid-19 restrictions were introduced in March 2020, almost all of our training was delivered face-to-face. In contrast, by the end of 2020 it was almost all online. Our dedicated staff worked hard to modify our training courses for online delivery and as the year progressed developed an expertise in working virtually. This learning will undoubtedly influence how we deliver training in the years ahead.

In 2020/21, we provided 59 training events to 801 professionals. Included in this are six Safer Recruitment events and four Safer Recruitment Train the Trainer events. This is lower than 2019/20 overall (72 events to 920 people) but is a real achievement given that at the start of the year almost all our events were either cancelled or postponed, and by quarter four we were running ahead of last year's figures (25% ahead of the prior year).

Who did we deliver training to?

Our training programmes help organisations, professionals, frontline workers, volunteers and others working with children and families further their understanding of sexual abuse and sexual offending.

We work with local authorities, local safeguarding children's boards, police and other law enforcement agencies, education settings including schools, colleges and universities, health services, faith communities, residential care units and many more.



41% Local Authority

24% Open workshops

8% Miscellaneous

8% Police

7% NHS

5% Education

3% Foster Care

2% Probation

2% Charity sector

"I much prefer face-to-face training, however given the current constraints this is the best example of how to run training via Zoom that I've seen. The use of Mentimeter, the chat box and breakout rooms allowed us to feel we were still participating."

'Understanding men who sexually abuse children' course participant

Feedback from participants is consistently excellent and demonstrates the knowledge and expertise of our trainers and the relevance of the training we offer.

79% of participants said our training will make a great deal or a lot of difference to the way they do their job

95% would recommend our training to colleagues

"I found the training informative and challenging. The learning could easily be applied to my job role and I could see how this would increase confidence in working in an area where many workers feel challenged. The trainers were knowledgeable and made the sessions interesting and engaging."

'Promoting positive pathways for young people who have exhibited harmful sexual behaviour' course participant

"The training was great and has made me consider the perpetrator and the victim very differently and how the non-abusing partner will feel. I think I will definitely try to be less judgemental."

'Understanding men who sexually abuse children' course participant

Consultancy

This year we continued to provide consultancy to organisations both within the UK and internationally, including documentary makers, Norwegian Correctional Services (Southern Region) and Eton College. Bespoke training and consultancy remain a key part of our services for professionals.

The year-end coincided with substantial press coverage of the Everyone's Invited website. The website was set up for schoolchildren to post their experiences of harassment, sexual abuse and assault, and has received thousands of testimonies from children and young people about physical and online harm they had suffered. While the stories are written anonymously, many identify the school linked to the allegations.

In response, we participated in cross-government meetings and we supported a number of schools as they sought to manage the crisis. This included providing information to share with staff, parents and pupils including signposting to sources of help and in one case, having staff on site to offer pupils a safe space to talk about their worries and concerns.



Training and consultancy Looking ahead 2021/22

1.Feedback tells us that our training delivery enhances the practice of other professionals and we want to further embed quality and impact measures into our training evaluation.

2.We will promote our consultancy work and provide our expertise to support other organisations in their delivery of effective child sexual abuse prevention.

3.We will explore partnerships with other providers to enhance our delivery and reach more people, and we will offer a mixed economy of online and in-person training with an approach driven by offering quality delivery to a wide range of professionals.



Assessments and intervention

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Assessments and intervention

Throughout 2020/21, our skilled team provided expert assessments of, and intervention for, children, young people and adults for the family court system, local authorities and others. We provide a national service and are approved by the Legal Aid Agency to provide expert witness testimony to the family courts.

We serve the whole of the UK and our staff come from various backgrounds, disciplines and statutory agencies, and have a range of skills and qualifications. This includes psychologists, former probation and police officers, and social workers.

Our assessment reports assess the potential harm and risk posed by the subject (which could be an adult or a young person) to children. We also provide expert reports focusing on the protective factors of a partner or family member with a view to assessing the overall risk to a child or children within a family environment. Our assessments of young people are often the first step to their accessing appropriate interventions to prevent harmful sexual behaviour escalating.

Our multi-disciplinary team deliver interventions across all age ranges as well as provide bespoke case consultations to promote effective child protection and safeguarding support.

Modifying delivery

This year our staff excelled themselves in their ability to adapt their working practices in hugely challenging circumstances. When government restrictions were imposed in March 2020 to tackle the pandemic, all our assessments and interventions were postponed or cancelled. Realising that the restrictions were to remain in place for some time, we made remarkably swift changes so our practitioner team could interview and engage clients over video-conferencing facilities enabling our service to the family courts and local authorities to continue.

Operating over secure video conferencing enabled us to remove geographical barriers and resulted in us being able to respond more quickly. Practitioners became skilled in online delivery and we maintained a quality approach that focused on the impact of our service on child sexual abuse prevention. However, online delivery can create additional burdens to clients in terms of the demands of the technology and their limited access to it, as well as their dealing with the intrusion of the practitioner into their own home. Practitioners can face additional difficulties in relation to establishing and maintaining rapport with clients over a video call. It is to our practitioners' great credit that they navigated these challenges so admirably.

In 2020/21, we completed 215 assessments, an increase from 178 in 2019/20. The majority of our assessments were for local authority children's services followed by the Legal Aid Agency and other assessments, such as those commissioned by individuals.

This year we delivered 89 pieces of intervention, an increase from 52 in 2019/20, the majority of which were for local authorities.

Our assessments and interventions help in a variety of situations, such as:

- Family court proceedings (such as care proceedings or adoption hearings), private law proceedings (such as residence or contact disputes)
- Local authority decision-making about the viability of family reconstruction
- Therapeutic work with children, young people and families
- Employers' decision-making regarding employees against whom allegations of a sexual nature have been made
- Assessment and treatment of individuals, to manage and reduce risk of sexual harm and identify and meet treatment needs
- Management of male and female adults in prison or under community supervision for sexual offences
- Applications for a Sexual Harm Prevention Order or Sexual Risk Order
- Placement of children and young people known to pose a risk to other children.

Expert assessments in 2020/21

- 166 Children's Services
- 31 Legal Services
- 18 Other



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Case study

Our integrated family work has been valued for many years. Our experts have extensive experience in this area and engage in intractable and complex cases, involving multiple family members. They recommend the best way forward, underpinned by our guiding principle that the needs of children come first.

One case undertaken by the team in 2020 illustrated wider issues arising from online offences. A court dealing with a private law matter commissioned an assessment into the potential risks posed by a man, Liam, who had been found in possession of child sexual abuse material. He had formed a relationship on a dating app with a woman, Nadine, who was the mother of two children. Liam informed Nadine of his conviction and on the same day his police offender manager visited her and suggested she should end the relationship. She decided not to. Nadine's children lived with their father, who said he would not allow the children to visit their mother until a risk assessment had been completed.

Our assessment

Our assessment explored Liam's offending behaviour. His downloading of illegal images occurred at the end of his own marriage, when he was experiencing significant amounts of stress, was using illegally obtained pain killing drugs and was struggling to see a future for himself. To distract himself, he had developed a heavy pornography habit and had been viewing a wide range of material. Liam had been subject to probation supervision for two years and had successfully undertaken treatment, being regarded as low risk. Liam had a clear-eyed view of the harms his behaviour had caused to unknown children, and it was clear he understood the causes of his offending and how relapse could be avoided.

The practitioner concluded that on a situational risk assessment, he posed a low risk to Nadine's children. The couple had no intention of living together but wanted to occasionally take the children out for the day. Nadine's understanding of safeguarding was adjudged to be adequate, but her precise knowledge of online offending was poor. It was recommended, and accepted, that she attend an Inform group (see section Tackling Online Offending) to improve that knowledge, and that once she had done so we would help Liam and Nadine create a family safety plan.



Assessments and intervention Looking ahead 2021/22

1. We will build on the progress made on our delivery of professional services to children, looking for opportunities to enhance and extend the services we offer and the outcomes that we achieve. This will include supporting our staff and clients in navigating through a mixed economy of online and in person delivery, guided by experience of the past year and maximising the impact we have.

2. We pride ourselves on delivering an effective clinical service and this year will see us do more to embed quality and impact into the evaluation of our clinical practice.

3. We will extend the reach of our assessments and interventions team, promote our vital child protection services and share our insights into the delivery of clinical services in these challenging times.



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International work, research and publications

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International work, research and publications

The pandemic has inevitably slowed down our international child sexual abuse prevention work, but it also gave us time to take stock of future directions for our work. Additional online and offline risks to children around the world during lockdown underline how vital it is to redouble global efforts to work towards the eradication of child sexual abuse. Our research and publications continue to influence, both in the UK and beyond.

International projects

The Eradicating Child Sexual Abuse (ECSA) project

Our ECSA project is an international knowledge exchange project helping agencies around the world develop more strategic approaches to prevent child sexual abuse and exploitation. We are very grateful for the support of Oak Foundation over the last seven years in helping us develop and deliver this work.

Central to this project has been our support to agencies in Bulgaria and Brazil over the last three years, helping them to assess the extent and nature of child sexual abuse and exploitation in their respective regions, reframe the issue as a public health matter and, in Bulgaria, create effective and joined up strategies for its prevention. These strategies involve government departments, statutory and voluntary organisations, members of the public and children themselves. Our support has also involved training partner agencies and providing technical assistance in relation to all aspects of tackling sexual abuse and exploitation.

The pandemic has prevented us working face-to-face with colleagues in Bulgaria, Brazil and elsewhere, and many partner agencies we support have been challenged by operational demands made of them directly or indirectly because of Covid-19. This slowed down the progress of certain components of our work, and support has had to be offered remotely to our international partners. Nonetheless, we worked with Professor Lorraine Radford throughout 2020/21, supporting her to independently evaluate our work in Brazil and Bulgaria. This was a mixed methods evaluation combining a review of our data along with surveys, interviews and focus groups with practitioners and policy makers in Bulgaria and Brazil. The evaluation underlines the importance of this collaborative work with colleagues internationally.

In March 2021, Professor Radford's report concluded: "The ECSA website and knowledge transfer programme have provided practical resources that have clearly filled a gap that needs to be addressed to build service capacity to implement community prevention approaches to child sexual abuse and exploitation... Moving forward, it seems that there is an appetite among stakeholders in both countries for more proactive approaches to prevention to be taken. The achievements to date need to be sustained and developed."

Comments from stakeholders included:

> **"We already had some data on the extent of sexual violence against children and adolescents ... but the child sexual abuse eradication project contributed to an excellent systematization of data from various agencies."**
>
> Brazil practitioner

"The information LFF has been sharing with local partners around prevention and the prevention model ... this has helped the agencies to think around what could be a response."

Brazil practitioner

"The most valuable things for me from the whole project are the methods and tools that enable us to connect with the nation and think about prevention. Another important thing was the training on this topic too. We all know how important it is for expertise in this area to go to the schools and provide training for children about how important this topic is. The world is changing very fast and our everyday lives are changing too. We don't realise how this change reflects on us. For me, those manuals and guidelines that we use are very helpful."

Participant, Bulgarian focus group

"For me, what was the most important was the actual development ... (and) implementation of a strategy against CSE. With this strategy, we managed to activate the community and the engage them in the implementation. We achieved the result that was a long-standing result that will last beyond the project."

Participant, Bulgarian focus group

Other aspects of the ECSA project progressed while our test site work slowed down. Our ECSA website has continued to be updated and the interventions database now includes 250 interventions from around the world. We spoke at online conferences in the USA (ATSA), Bulgaria (Demetra), Chile (PAICABI) and Poland (Empowering Children Foundation) outlining the ECSA methodology and resources and encouraging colleagues to use them locally. Our weekly ECSA social media 'WorldWide Wednesday' has showcased prevention initiatives from around the world. This international work led to our principal practitioner, Mike Sheath, being invited to join the EU Commission's 'Network on Prevention'.

In 2020/21, Oak Foundation and Neo-Philanthropy approved funding that enabled us to commission two pieces of work central to our international work. The first enabled recruitment of an external consultant to collect stakeholder views on the ECSA website and advise us on potential future direction of and opportunities for the website. The second, undertaken jointly with Stop It Now! USA, enabled us to commission colleagues at the Sexual Violence Research and Prevention Unit at USC in Australia, to catalogue the development of Stop It Now! projects in in the USA, UK and Ireland, Belgium and The Netherlands, and to explore areas of potential future collaboration. Both tasks will be completed in the year ahead.



International projects Looking ahead 2021/22

1. We will share lessons from the evaluation of our international test site work so that other organisations and agencies can learn from both the successes and challenges in this work.

2. We will develop a strategy, using the work of our external consultant, for the future development of ECSA website as well as for additional international work including continued support for our test sites in Brazil and Bulgaria.

3. We will publish a report looking at areas of strategic collaboration between different Stop It Now! helplines and campaigns internationally.

Research and publications

We are committed to using our expertise to contribute to national and international knowledge about preventing child sexual abuse.

Our research committee meets every three months and has an overview of internal research activity as well as our collaborations with external academics and research students. In 2020/21, we updated our website which now contains an up to date list of research our staff have been involved with over the last five years.

In January 2021, we collaborated on a report for the Centre of expertise on child sexual abuse titled *'Sibling sexual abuse: A Knowledge and Practice Overview'.* Donald Findlater, Stop It Now! helpline director, and practitioner, Jenny Rogers, were also consulted by the Centre on their *'Guide for professionals working with non-abusing parents and carers following identification or concerns of child sexual abuse'*, due to be published soon.

Our director of Stop It Now! Scotland, Stuart Allardyce, co-authored a book chapter on gendered perspectives on adolescent harmful sexual behaviour. Our clinical manager for young people services, Sian Meader, and Stuart Allardyce, published an expert insight into adolescent harmful sexual behaviour as part of NSPCC's *'How Safe Are Our Children'* 2020. Stuart Allardyce, Peter Yates (NSPCC) and practitioner, Gurpreeti Krothe, wrote a knowledge overview for the NSPCC on current research around interventions for children who have displayed harmful sexual behaviour, including a survey of intervention providers in the UK looking at treatment models they currently use.

In 2020/21, we co-funded Lynsey Fenwick, a PhD student from Leeds Beckett University who is in the final year of researching the impact of contact with the Criminal Justice System on men investigated for offences relating to online child sexual abuse. Assistant psychologist, Aimee Johnson, is also writing up findings from her study *'Should I stay or should I go: An exploratory look into the trauma and distress experienced by non-offending partners of men who have been detected committing sexual offences against children online, and the role of coping'.*

With support from a NOTA (National Organisation for the Treatment of Abuse) research grant, Stop It Now! Scotland has cleaned up its database of 800 people charged with viewing sexual images of children online which will be analysed by colleagues at onlinePROTECT in the year ahead.

Independent academic evaluations of our ROSA project in Scotland, our Friends and Family Forum and the Stop It Now! helpline are being undertaken at universities of Strathclyde, Huddersfield and Cardiff respectively.

Over the last financial year, with the support of the Home Office, two pieces of research focussed on the sexual images of children deterrence campaign have been underway. The first, titled *'Pathways and Prevention for Indecent Images of Children Offending: A Qualitative Study'* has been submitted to a peer reviewed journal. The second is focused on the online self-directed intervention, 'Stop It Now! Get Help', and the evaluation of this resource. This research has included interviews with pre- and post-arrest online offenders who received Get Help call-back services to help them work through the self-help modules. This paper is in its final stages of drafting.

Conferences and collaborations

Our work was presented at a range of conferences both nationally and internationally in 2020/21 and we supported a number of domestic and international forums.

This included Donald Findlater and William Manson, CSA prevention manager, presenting at the online Law Enforcement and Public Health Conference which was hosted online from Philadelphia. Donald also collaborated with the Project Parafile in the Czech Republic and helped colleagues in Canada translate some of our materials for adults worried about sexual thoughts towards children in setting up the resource 'Ça Suffit'. We also supported colleagues in Iceland to translate Get Help materials into Icelandic. Stuart Allardyce spoke at the Scottish Catholic Church's Safeguarding Service's National Webinar on Safeguarding in a Pandemic and has been asked to repeat this at the Vatican's International Safeguarding Conference (May 2021). He also spoke on Safeguarding Online Delivery of Services at The RS Macdonald Charitable Trust annual safeguarding webinar.

Throughout the year, Deborah Denis, CEO, and Donald Findlater supported the WePROTECT Global Alliance through its Civil Society Organisation Reference Group and have fed into the development of their forthcoming Global Threat Assessment.

Principal practitioner, Mike Sheath, developed an online course for police officers: 'Interviewing Child Sex Offenders' for CEPOL, effectively the EU College of Policing and spoke at the online harms and prevention INHOPE conference in September. He also represented LFF on the Interpol Specialist Group on Crimes against Children (Sex Offender Management and Victim Care subgroup). Mike's 'Crossing the Line' trilogy - three plays looking at online harm from different perspectives - was launched onto YouTube as a contribution to the Buxton Festival in the summer of 2020.

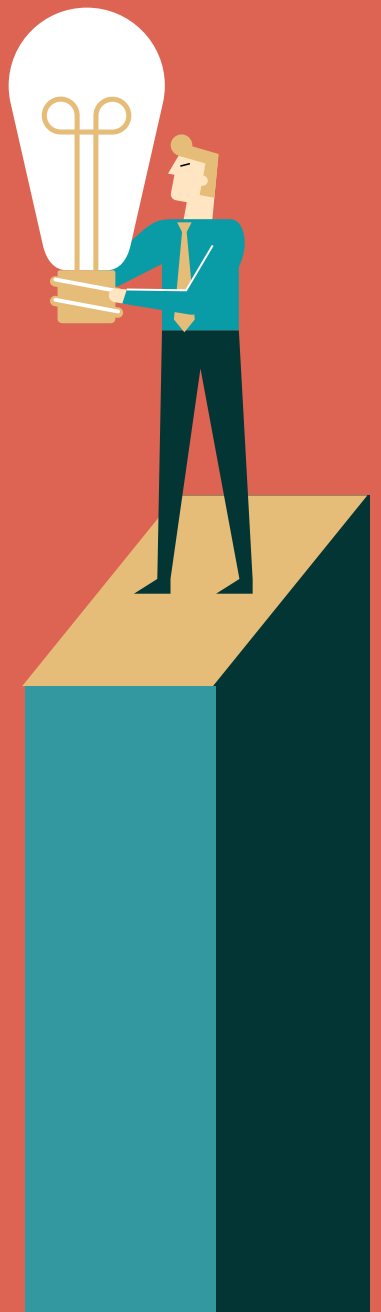


Research, publications and collaborations Looking ahead 2021/22

1. We will produce a research strategy which outlines our priorities around research over the next three years and recruit a head of research and evaluation to help us deliver our ambitions.

2. We will launch a series of insight papers, publishing 'The Faithfull Papers' alongside associated webinars to make what we know and learn available to others. These publications will synthesise learning and we will make it accessible for practitioners and policymakers across the world.

3. We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.





Fundraising

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Fundraising

We appreciate every gift, large or small, and we truly value the support we receive from people who share our vision of a world in which children's right to live free from abuse and exploitation becomes a reality. Each and every donation is vital to us and our work to prevent child sexual abuse and that is why our donors and supporters are so special to us.

We are hugely appreciative to two anonymous donors who donated £10,000 each this year – thank you so much.

And sincere thanks go to a company which wishes to remain anonymous, whose staff nominated us to receive an amazing £22,500 donation to support our work – thank you.

A huge thank you to Caitlan-Amber Clucas who ran 50km a month for two months while we were in lockdown, raising £414. Caitlan said:

"The Lucy Faithfull Foundation does some outstanding work. It is refreshing to know that as well as there being charities that help victims, there is also a charity to prevent people becoming victims in the first place. I really admire how The Foundation not only helps prevent people becoming victims, but also helps nip the risk of child sexual abuse in the bud, by helping those who are at risk of offending."



We are incredibly grateful to Holly and Rob who took part in the first ever virtual Prudential RideLondon-Surrey 46 and raised £510. They said:

"The Lucy Faithfull Foundation is an incredible charity that is wholly committed to preventing child sexual abuse and we wanted to undertake this challenge in support and recognition of the work they do. We thoroughly enjoyed it despite punctures and continual rain."



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Thank you to Helen Mac who walked every day in January to not only raise £97 but also awareness of our work; along her route she handed out leaflets and put up posters in her local area. Thank you. Helen said:

"'I heard about The Foundation in the media and it struck me as a good cause to support."



Friends of The Foundation

The Lucy Faithfull Foundation is incredibly grateful to all those who support our work to protect children from harm. In 2019, we created the 'Friends of the Foundation' scheme to show our appreciation to those who support our work regularly. Now in its second year we have more and more people signing up to be a friend. All those joining the scheme receive regular communications including our newsletters, a lapel pin, a pen and a copy of our annual report.

Comments from friends who have joined us this year:

"I am delighted to be a friend of The Lucy Faithfull Foundation, thank you for the great work you do."

"I would love to become a friend and continue to actively support this campaign."

"It means a lot to me that there are charities like The Lucy Faithfull Foundation, I would certainly like to become a friend."

Donations and grants

We remain grateful to the UK, Scottish and Welsh governments, which continue to support our work. We would also like to thank all the charitable trusts and partners who have supported us over the last year and helped us to develop and deliver our services and help more people.

We are enormously grateful to Esmée Fairbairn Foundation, Oak Foundation and the Home Office for their additional support during the ongoing Covid-19 pandemic. This enabled us to continue delivering our vital services to those who needed it while supporting our staff working remotely.

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We continue to be incredibly grateful for the support offered by Google through the donation of advert credits and also the valuable provision of expert time to enable us to maximise this resource. We are also grateful for the credits received from Facebook to run targeted online social media advertising campaigns. In December, Bing granted us advertising vouchers which we are very grateful for. This support allowed us to reach more people and brought in over 150,000 users across our Stop It Now! and Parents Protect websites.

We are, as always, extremely grateful to all our private donors, including our service users, who have supported our work during this difficult year. As an organisation we would be unable to deliver our services without your support so this is greatly appreciated.

Fundraising standards

The Lucy Faithfull Foundation voluntarily subscribes to the Fundraising Regulator and its Code of Fundraising Practice. We continually review the way we engage with our supporters and the public.

We work hard to ensure that we manage our money and other assets responsibly and do all we can to maintain our good reputation by being transparent and trustworthy. We pride ourselves on a high standard of ethical fundraising including adopting an 'opt-in only' communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers. We have not received any complaints regarding fundraising. Fundraising activity is monitored by our senior management team and the board of trustees. That being said, we are constantly looking for ways to improve and to ensure we address new challenges and adopt new regulations effectively.

The contribution that fundraising makes to us is vital and we acknowledge the need to increase charitable giving and public donations to support our sustainability. We are committed to ensuring that those who support us understand our work, our impact, and how their money is spent, and we have rigorous financial controls in place to ensure that donated funds are spent on the right activities, at the right time. Despite the ongoing Covid-19 pandemic, we remain committed to our high standards and continue to drive good practice throughout our fundraising activities.

Protecting the vulnerable

We are committed to making sure our supporters are themselves fully supported in the true sense of the word.

We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse, and we ensure that our engagement with those who may be considered vulnerable is sensitive and appropriate. Our commitment to this is demonstrated through our opt-in only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to regulation. The trustees are satisfied that we adhere to appropriate fundraising standards. We are registered with the Fundraising Regulator.

Registered with FUNDRAISING REGULATOR

Supporter data

We are committed to being compliant with the EU General Data Protection Regulation (GDPR). Responsible use of personal data remains at the heart of our fundraising practice, meaning that we will contact only supporters who have given unambiguous and explicit permission for the charity to contact them for marketing activity, including fundraising support. Transparency is key, and we strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the heart of fundraising communications, we hope this will achieve a greater level of engagement, loyalty and value in the long term.



Fundraising Looking ahead 2021/22

We received our highest ever income from donations this year. This unrestricted funding is so important to driving our work forward and delivering on our strategic plan. Building on this success will be a focus for us in the year ahead. We will review our fundraising strategy and seek new ways to diversify our income. The ongoing global Covid-19 pandemic will certainly have an effect on this. We will continue to build on the amazing relationships we have with our funders and look to forge new ones.

Structure, governance and management



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Governing document

The trustees, who are also directors of the Lucy Faithfull Foundation ("the charity" or "LFF") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008 the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

In December we published our 2020-2025 Strategic Plan, outlining our key areas of focus for the forthcoming years. Its publication, while delayed due to managing the Covid-19 crisis, has been welcomed by staff and stakeholders alike. The strategy centres around three pillars – Reach, Research and Advocacy. Our ambitions are:

- **Reach**: to ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.
- **Research:** to make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.
- **Advocacy:** to drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

A range of delivery plans will sit beneath our organisational pillars to turn our ambitions into outcomes. Success in delivering on our strategy will be measured through monitoring and tracking, and the strategy will be reviewed annually, to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Throughout the years, our website will feature updates and key achievements, making sure that our supporters, partners, funders and other interested parties can follow our progress, and be inspired by our work.

Management

- The board of trustees, listed on page 9, ensures that all activities are undertaken to further our charitable purposes. The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the Office of the Scottish Charity Regulator.
- The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The Annual Report highlights the significant activities undertaken to carry out our aims for the public benefit.

- The charity's trustees are directors of the company for the purposes of charity law and under the company's Articles. The charity is run by a board of trustees which meets on a quarterly basis, and at such other times as considered necessary. The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board.
- Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the governance, finance and general purposes committee and recommendation for their appointment is put forward to the full trustee board, which makes the final decision on appointments. In addition, this committee regularly reviews the skillset of trustees and seeks new board members to ensure an appropriate balance of expertise is maintained. An induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of The Foundation for all new trustees.
- Some trustees have been given specific areas for responsibility including diversity, safeguarding and fundraising to ensure board oversight is strengthened. The trustees have also ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within The Foundation. This has included an independent review of our safeguarding policy and practice which was nearing completion towards the end of the year.
- The board of trustees is responsible for setting the strategic direction of The Foundation. The board approves our strategic plans, budgets and reserves policies, and monitors and evaluates our progress against planned objectives and financial targets. The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 9. As a team they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensure we remain sustainable as an organisation, and able to respond to changing trends and external factors.

The impact of the Covid-19 pandemic

This year has seen us work through an unprecedented situation. Our staff adapted quickly to the impacts of the virus to keep our vital work going. Throughout, we have been following government advice to ensure the safety of our staff, their families and our beneficiaries. And while presenting us with substantial challenges, the Covid-19 pandemic has also enabled us to diversify our service delivery, and we expect a mixed model of delivery will be implemented in the future, even after restrictions have eased.

At the onset of the pandemic, a business continuity plan was drawn up and all staff were moved to home working by 23 March 2020. With support from our funders, we invested in IT, which enabled all services to continue delivery throughout the year, including the helpline and client facing work. Discussions were held with funders regarding projects and, where required, adjustments to deliverables and targets were agreed. Although some delays to booked assessments and interventions were incurred as referrers adjusted to the new circumstances, our adjusted delivery models enabled our service to the family courts and local authorities to continue and by June we were delivering expected levels of activity.

Likewise, while we initially saw a drop off in calls to the helpline in March and April, as people adjusted to pandemic restrictions, in June we took a record number of calls and this demand has continued to increase during the year.

We returned to the office in August, operating on a rota system to ensure numbers were kept within a minimum and maximin threshold, but again returned to home working as more lockdowns were put in place. We are now planning for a similar phased return to our offices in June 2021 and will continue to be guided by government guidance.

Risk management

The board of trustees reviews and assesses the risks facing the charity on an ongoing basis. A risk register identifying strategic and operational risks is maintained and updated by executive management. It is a working document that is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment.

Projects are regularly reviewed with particular attention to risk management, and a new project review process established in 2019/20 was embedded in 2020/21. Quarterly reports are provided to trustees showing the progress of longer-term contract/grant funded projects, grant applications in process and short-term contract activity.

Awareness of the possible impact of risks on the charity enables the trustees to take all reasonable steps to minimise or remove risk and have appropriate controls in place. Each risk identified and the potential impact and likelihood is rated along with the mitigation strategies in place to manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety and for promoting and safeguarding the welfare of children and adults.

Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction. However, potential to reduce fraud risk by additional trustee checks on bank transactions was identified as an area for improvement and this has now been implemented.

Among the principal risks facing the charity is the impact of Covid-19 on statutory and charitable trust funding as well as constraints on local authority budgets which will potentially reduce the support available for family court work (see section 'Reserves policy reflecting principal risks' on page 107).

We also remain concerned about staff capacity. This year we added the equivalent of 10 full time staff and we plan to recruit to some new posts in the year ahead.

Staffing changes

This year we had no staffing changes within the executive team. We did, however, increase our staff numbers by 10 full time equivalents despite the challenges posed by Covid-19. This included bolstering our practitioner team, with a particular focus on recruiting staff able to work with younger age ranges.

We also strengthened our support teams. Of note, in January 2021 we recruited an IT technician to support our IT manager. This important appointment is creating additional capacity within IT to ensure we have an effective IT function able to respond to changes and challenges and place an increased focus on cyber security and data protection by design. We also recruited a media and communications officer to support our vital PR and communications activities.

HR, pay and remuneration

The board of trustees has overall responsibility for our pay policy and the salaries of executive directors. This is exercised through the general finance and general purpose committee. The committee reviews terms and conditions of employment annually and recommendations are made to the board. The committee benchmarks executive pay against similar roles in the sector and approves pay and any annual pay awards in line with appropriate best practice standards.

In 2019/20, we established a renumeration committee and had planned to strengthen our pay processes in 2020/21, with support from external remuneration experts, however, due to the Covid-19 crisis this has been delayed and we plan to complete this work in the year ahead. This year we have strengthened our HR resource by signing up the HR support service provider, Croner. This service provides advice and guidance on policy development and implementation and includes a support and advice helpline.

Information security

The importance of defending our IT systems from malicious attacks and protecting the personal data we hold from unauthorised access and misuse is fully recognised by LFF.

Security measures are in place to protect unauthorised access to IT systems and to carry out ongoing tests for potential vulnerabilities on the IT network. Policies and procedures are also established for protecting data within the working environment. Over the following year we will be strengthening these measures even further, and designing and implementing an Information Security Management System, which will classify all Foundation data with customised retention and sharing policies.

General Data Protection Regulation (GDPR)

This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee met monthly to implement a data protection action plan, developed with our expert data protection consultants. We operate a centralised data breach process, issue regular staff GDPR updates to all staff, and completed annual awareness raising data protection training.

There is still more to do to embed and maintain GDPR compliance, and this remains a trustee and senior management team priority.

Our priorities for 2021/22 are to refresh all data flows within the organisation, update department asset registers, ensure due diligence is applied to third party processors and apply data protection impact assessments on any new or changed LFF activity. These will be the key components of LFF's data protection by design approach.

We reported one data breach to the Information Commissioners Office (ICO) and the Charities Commission this year. A ransomware attack on one of our software providers had compromised some LFF data. In consultation with a data protection specialist we took all actions to protect data subjects. We contacted all data subjects affected to outline the nature of the breach, what our response had been, our advice to them, and offer a named point of contact. We also updated our funders and published a statement on our website. The ICO responded to our report and closed the case with no further action required. While they have not closed their investigation into the security incident itself, they have determined that we, acting as a data controller, acted properly in selecting a third party in line with the requirements of Article 28 of the GDPR.

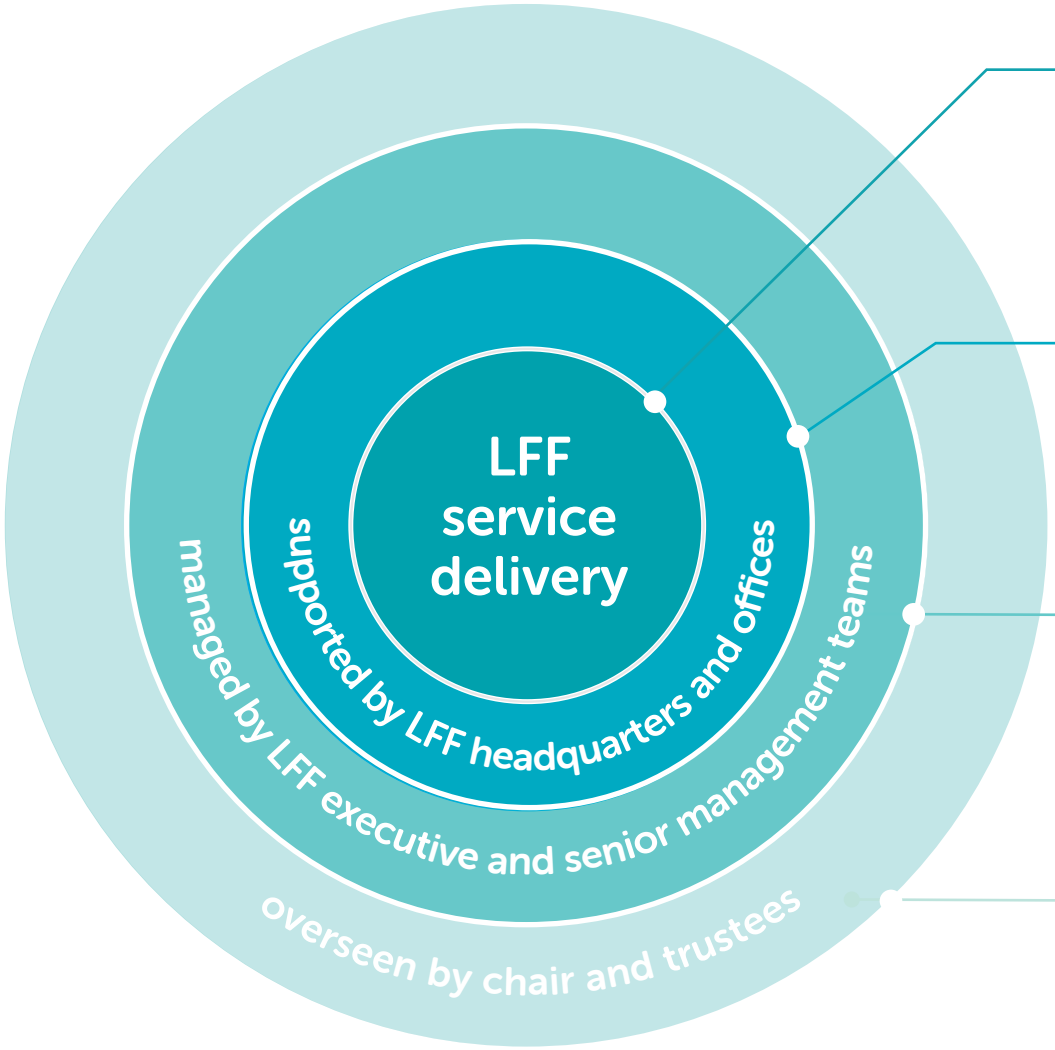
Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse and that this year in particular threw additional challenges at our teams. With thanks to our funders, we implemented specific wellbeing activities throughout the year to help alleviate some of these challenges. We also sourced an Employee Assistance Programme (EAP) with Health Assured to provide staff with a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of the Foundation and throughout 2020/21 we held a bi-monthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team and communicate key messages. We also held strategy consultation sessions with senior staff throughout the process of developing our 2020-2025 strategic plan.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff. The functions of last year's wellbeing group have now been migrated over to our Staff Engagement Forum. Covid-19 has dominated this year's wellbeing activity with centrally commissioned well-being events provided by Dr Jo Clarke of Petros Training as well as a variety of events designed to connect up our people operating remotely during the pandemic. While we have a draft well-being policy, we will refresh it considering this years' experience of remote working and it will retain its focus on prevention and early intervention in relation to staff mental health.

LFF governance and management structure



Helpline staff
Practitioners
Psychologists
Volunteers

Bromsgrove
Epsom
Edinburgh
Cardiff

Finance; Human Resources; Media, communications and marketing; Fundraising; IT; Referrals and training administration

Strategy implementation
Operational delivery
Governance
Risk management
Safeguarding

General Finance & General Purpose Committee

Governance, Strategy, Safeguarding, Finance, Remuneration, Audit, Risk Management, Diversity

Fundraising subcommittee

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Financial review 2020/21



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Overview 2020/21

During 2021, the charity's reserves increased by a net £6,637 (2020: increase of £122,453) with a reduction in restricted reserves of £12,117 (2020: increase of £80,438) and an increase in unrestricted reserves of £18,754 (2020: increase of £42,015).

The unrestricted surplus of £18,754 was reassuringly close to the 2020/21 budget of £25,000, given the challenges that Covid-19 created. This positive outcome is attributable to the following key factors:

- **Emergency Covid-19 grant funding supporting expenditure of £127,751 (2020 £31,534)**
  The Home Office, the Scottish government and our long-standing funder, Oak Foundation, working in partnership with Tides Foundation, awarded us grants in March 2020 that enabled us to fully fund the myriad of extra costs that came with the pandemic. These costs included IT hardware and software as we switched to remote working for all staff, plus funding to support management time and staff welfare as well as funding to increase our media presence and reach out to beneficiaries.

- **Unrestricted grants and donations totalled £192,874 (2020: £55,744)**
  This was a significant increase of 104% on the prior year and included £54,373 from Esmée Fairbairn Foundation which was donated at the start of the Covid-19 pandemic with no restrictions. This donation was an enormous morale boost to the LFF team as the challenges of the pandemic began to surface. We also secured core grant funding of £25,000 from an anonymous charitable trust and an unsolicited donation of £22,500 from a company who chose to support our work in light of the Covid-19 challenges facing charities. In addition two private donors made substantial donations of £10,000 each.

- **Continuing to deliver services to our beneficiaries**
  The successful switch to remote working achieved by our IT team as well as the resilience of the staff to deliver challenging work from home enabled us to continue with all our services. There was an initial reduction in service levels as our referrers and intervention participants adjusted during April and May but we recovered to normal delivery levels across most activities by June. Recruitment plans for 2020/21 were implemented and we increased staff levels by 17% during the year which enabled us to increase our service levels. With the exception of research and development and international work, all beneficiary numbers were running ahead of the prior year by the final quarter of 2020/21. Travel restrictions also gave us greater staff capacity as well as cost savings.

Income 2020/21

Total income increased by a net 1.5% to £3,015,615 (2020: £2,969,648), with increases in charitable trust funding, donations and gifts in kind this year.

Over the last five years, total income has steadily risen, mainly driven by restricted grant funding, with the Home Office supporting our helpline expansion and our online offending deterrence campaign as well as a growing number of charitable trusts enabling us to develop other project areas, particularly work with young people and families.

Restricted income vs Unrestricted income 2016/17-2020/21

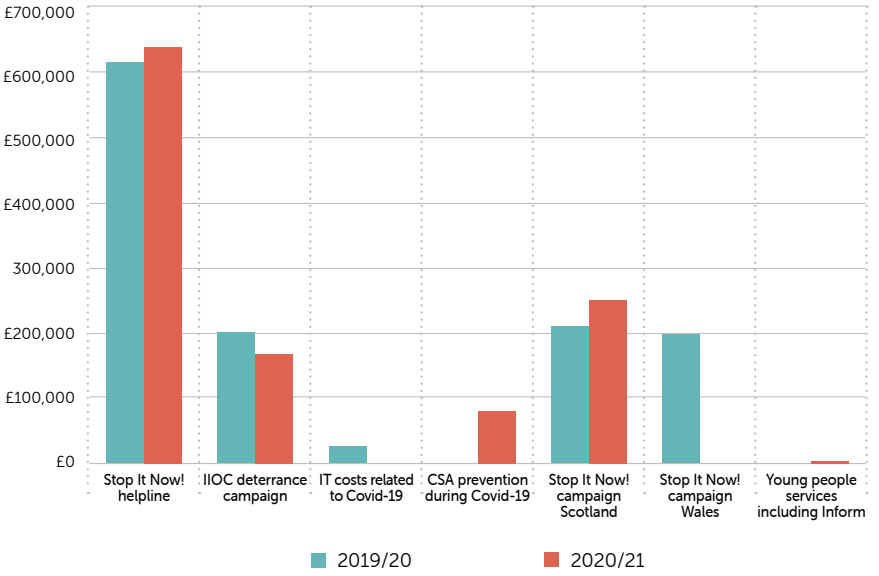


Restricted income

Restricted income – government grant funding

Overall restricted government funding has reduced by 9% in 2021 to £1,148,703 (2020: £1,263,998).

Government funding 2019/20 vs 2020/21



Government support for the helpline continues. Funding was significantly increased by 49% in 2020 to £620,731 and 2021 saw a further increase of 4.5% to £648,748.

Scottish government support dipped by 9.5% in 2020 but this year saw a 20% increase to £253,736 (2020: £211,926) as the demand for services continues to drive Stop It Now! Scotland's growth.

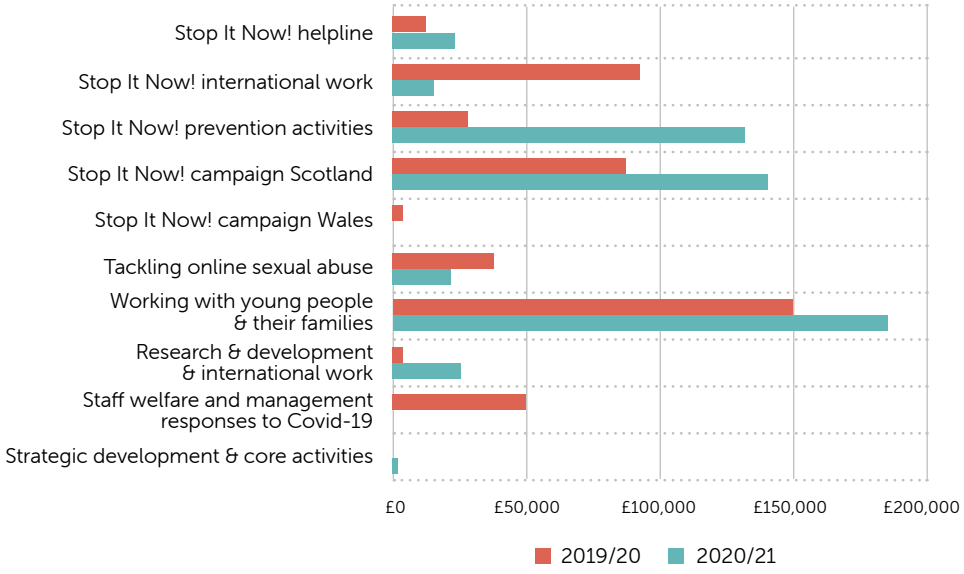
Income fluctuations in restricted grant income can result from the timing of when grants are received rather than reflecting activity levels or funder support, as is the case with the Welsh government funding of Stop It Now! Wales.

The first of the three-year Welsh government grants to facilitate work in early intervention and primary prevention was recognised as income in 2019/20 although the bulk of the work was delivered in 2020/21. The second year of these two grant funding streams will not be through until 2021/22 and so the Stop It Now! Wales funding is showing a reduction in grant support.

Restricted income – charitable trust funding

Restricted charitable trust funding increased by 16.5% to £528,943. (2020: £453,764), providing support across the charity's activities.

Allocation of restricted charitable trust funding 2019/20 vs 2020/21



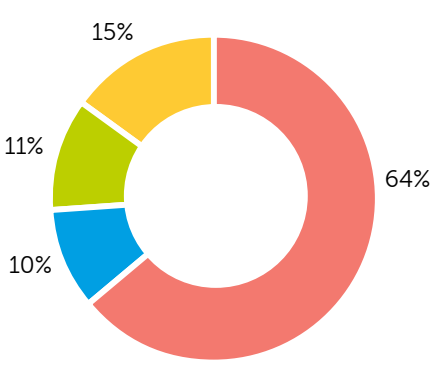
The increase in restricted charitable trust funding for prevention activities is mainly attributable to the new funding stream from The Global Partnership to End Violence Against Children (EVAC) for the chatbot project.

Fundraising efforts for our young people as well as family work in Scotland has brought in new funders including Charles Haywood Foundation, Gwyneth Forrester Trust and The Robertson Trust.

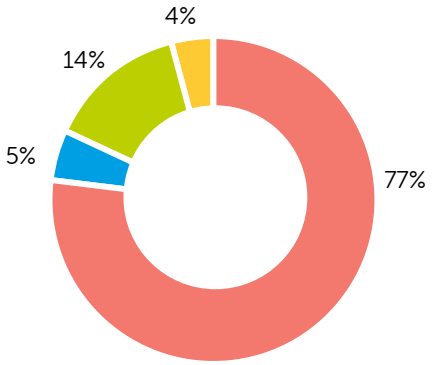
Unrestricted income

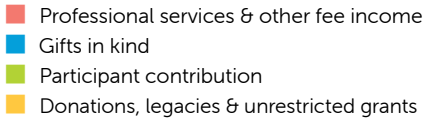
Unrestricted income increased by 7% to £1,337,969 in 2021 (2020: £1,251,886). Of the four main income categories that make up unrestricted income, professional services and participant contributions were impacted by the Covid–19 restrictions and income reduced, whilst gifts in kind and donations and other unrestricted income increased. This has resulted in a shift in the unrestricted income mix.

Split of unrestricted income 20/21 £1,337,969



Split of unrestricted income 19/20 £1,251,886





Professional services and other fees

Professional services income from assessments, intervention, training and consultancy together with sundry other fee income were understandably affected in the first quarter of 2021 and income reduced year-on-year by 11% to £856,789 (2020: £960,569).

However, it is positive that they did not dip below 2019 levels and we also improved our margins due to the constraints on travel reducing staff time and costs. Although the income from this work was only 82% of the 2021 budget, the margin achieved was 118% of budget.

Participant contributions

Participant contributions, primarily from the Inform Plus and Engage Plus programmes were impacted by the shift to remote delivery with cancellation of some sessions in April and then sessions being delivered on an individual basis only. It was not until mid-way through the year that we started to deliver group sessions. Income levels for 2021 reduced by 15% to £149,792 (2020: £176,845).

Contribution levels have been on a downward trend over the last few years, partly due to the expansion of online services such as our self-directed interventions, Get Help and Get Support, partly as a result of local authorities funding some participants, and partly thanks to an increase in charitable trust funding making more subsidised places available.

In contrast, the other two sources of unrestricted income - gifts in kind and unrestricted grants, legacies and donations - grew.

Gifts in kind

Gifts in kind, made up mainly of Google, Facebook and Bing adverts, increased by 121% from £58,728 last year to £129,819 in 2021, creating a significant and important route through to our websites and the helpline.

Unrestricted grants, legacies and donations

The final category of unrestricted income includes legacies, donations and unrestricted charitable trust grants and the government Job Retention Scheme funding. These totalled £201,569 in 2021, more than double the prior year (2020: £55,744).

Unrestricted charitable trust grants

We received two unrestricted grants totalling £79,353 in 2021 (2020: £nil).

The funding of £54,373 from Esmée Fairbairn Foundation was in response to the pandemic and we utilised this money to support core costs as well as the helpline, the Inform suite of programs, work with young people, and family work in Scotland.

The grant from the anonymous charitable trust of £25,000 was the first unrestricted grant we have secured to help us fund our core costs and the core activities of research and development, advocacy and awareness raising. Previously these activities have been reliant on surpluses generated from professional fees and unfortunately organisational funding gaps in prior years has greatly impeded our ability to invest properly in these areas.

Securing unrestricted grant funding is a significant turning point for the Foundation. We have a further £250,000 secured for 2022 and this enables us to implement important elements of our

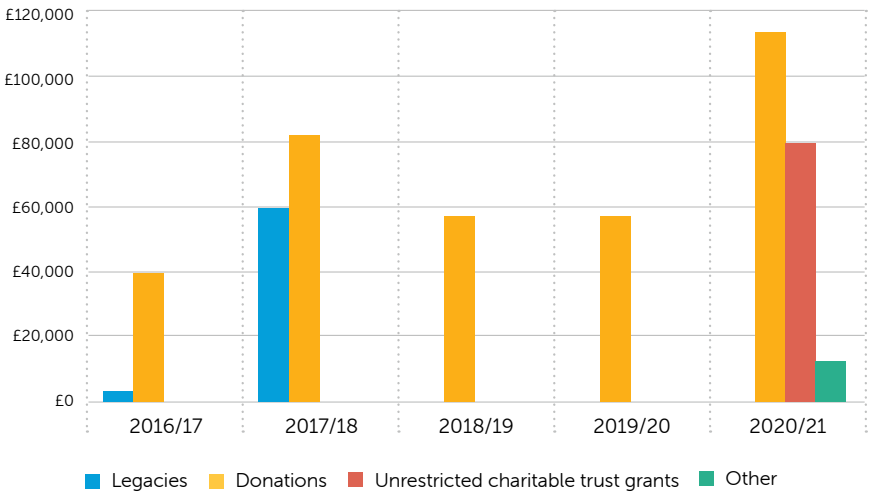
strategic plan and also frees up a portion of our professional fees income so that we can start to rebuild our unrestricted reserves to the target level.

Government grant under the job retention scheme
With demand for our services continuing throughout the pandemic, we made minimal use of the government job retention scheme. Funding amounted to £8,695 (2020: £nil) and was used to support staff whose childcare responsibilities made it impossible for them to work.

Legacies
There have been no new legacies for the charity since 2018. However, we hope to develop this income stream in the years ahead with a legacy campaign starting in 2021/22.

Donations
We have started to build some momentum behind our donations' fundraising with a growing number of regular supporters. This source of income increased by 261% in 2021 to £113,501 (2020: £55,744).

Unrestricted grants, legacies & donations 2016/17-2020/21



The fundraising challenge for the years ahead will be to continue to grow unrestricted grants legacies and donations. This funding is used to:

- reduce reliance on government funding
- keep the burden of overhead recovery allocations to the projects as low as possible so that resources go into beneficiary delivery
- expand awareness raising so that those in need can find us and the help they need
- develop our research capacity and advance improvements to prevention approaches
- explore and develop new initiatives to provide a leadership role in the field of child sexual abuse prevention
- work with and provide support advice to governments and other organisations
- influence policies to accelerate change with regard to preventing child sexual abuse
- build fundraising capacity to ensure sustainability
- free up part of the surplus from professional services to rebuild reserves.

Expenditure 2020/21

Raising funds

The Foundation has been investing more in fundraising with expenditure of £108,615 in 2021, representing a significant increase on prior years (2020: £66,879 and 2019: £24,605).

Since February 2020, the chief executive role encompasses a much stronger focus on fundraising and developing relationships with our stakeholders supported by the fundraising administrator and other senior staff who assume responsibility for liaison with some of our key funders. In spite of achievements in the last year, the need for additional dedicated fundraising resource is acknowledged and recruitment is underway in 2021/22.

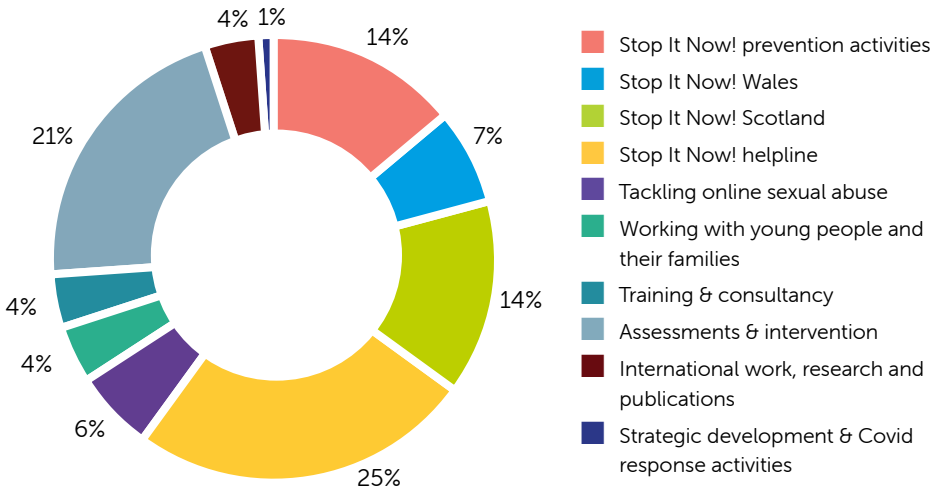
Details of the grant funds secured for the forthcoming year are provided below in the section, 'Looking ahead 2021/22' on pages 102-103 and reflect well on the fundraising approach and the team's success rate with funding bids.

Charitable activities

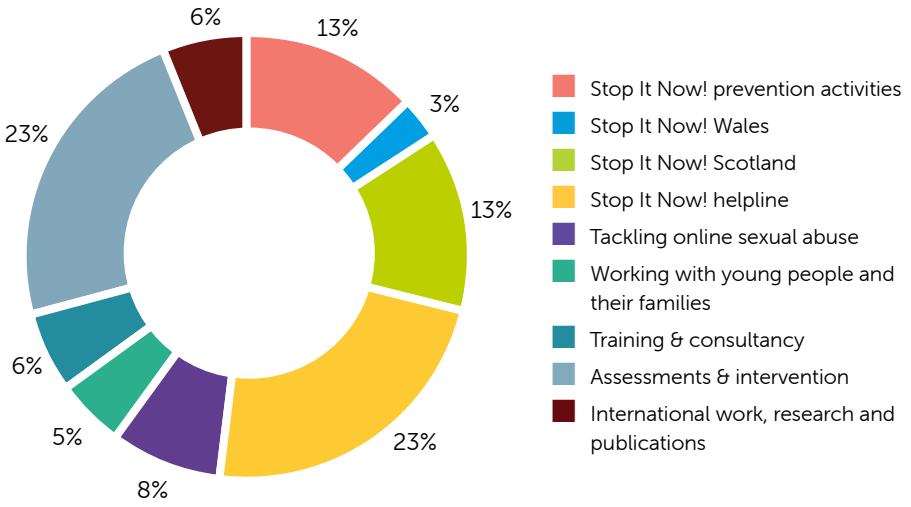
There has not been much change year-on-year in the mix of charitable activities, except for the Wales campaign which has doubled in size to 7% (2020: 3%) and international work and research and development which has reduced to 4% (2020: 6%)

Overall expenditure on charitable activities has increased by a net 4% to £2,900,363 (2020: £2,780,316) with the portion funded by restricted grants remaining much the same in 2021 at 58.2% (2020: 58.8%).

Expenditure on charitable activities 2020/21



Expenditure on charitable activities 2019/20



Salary rises in April 2020 of 1.5% have contributed to the increase in expenditure, but the 4% increase also reflects the additional costs incurred with Covid-19 as well as the expansion of some activities.

Increased costs in some areas have offset reductions in others, most notable of which are the savings on travel costs arising from the Covid-19 movement restrictions.

More significant than the monetary travel expenditure saved has been the change in our delivery models. With minimal staff time spent on travel, there has been additional time available for service delivery. Consequently, although some activities are showing decreases in 2021 costs compared to 2020, we have seen increases in service levels and beneficiary numbers in a number of areas.

Expenditure on charitable activities that increased in 2020/21

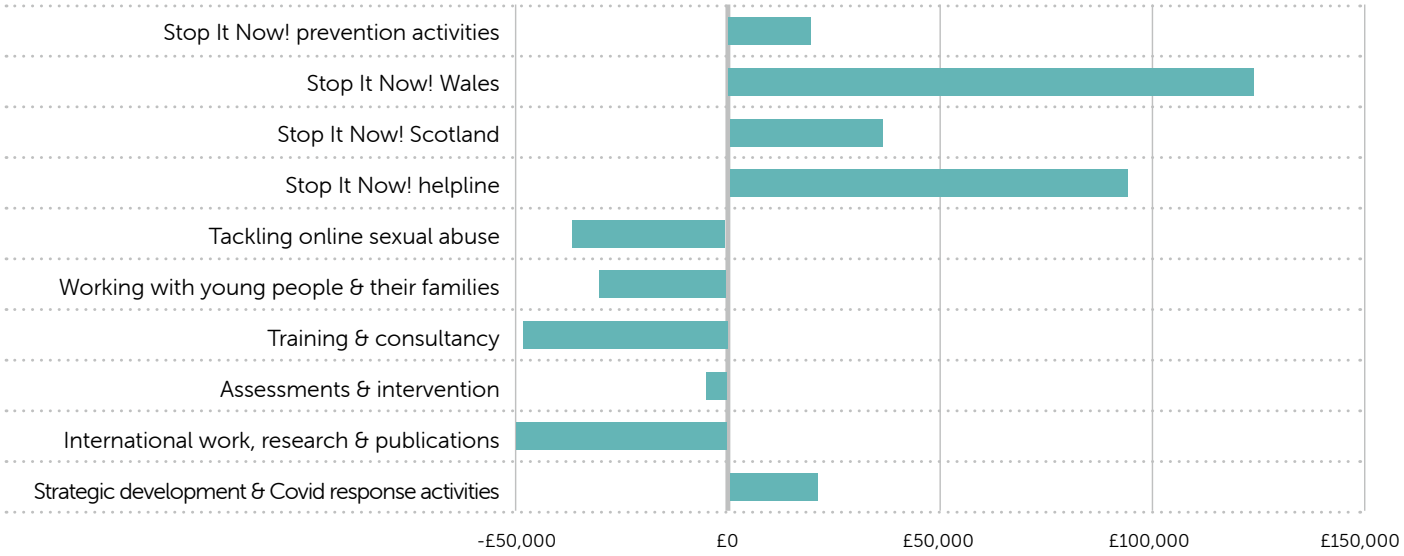
Prevention activities

Prevention activities increased by a net 6% to £392,928 (2020: £371,248).

Funding for our online offending deterrence campaign reduced in 2021 but this was replaced with the start of the EVAC funded work on the chatbot and more general media and communications work including a child sexual abuse prevention campaign during Covid-19 funded by the Home Office.

The greatest increase relates to the gift in kind Google, Facebook and Bing adverts which more than doubled, increasing from £58,728 in 2019/20 to £129,819. There has been an increase of over £120,000 in the value of free adverts over three years.

Variance on charitable activity expenditure 2019/20 vs 2020/21



Stop It Now! Wales

Stop It Now! Wales expenditure increased by 167% from £72,616 in 2020 to £193,819 in 2021 as two new Welsh-government-funded programmes got underway. These new projects covering early intervention and primary prevention (Keeping Children Safe) started in the prior year (March 2020) and required us to double staff capacity. Unfortunately, Covid-19 caused delays in recruitment and slowed down delivery. The first new project worker did not join the team until September 2020, a Welsh-speaking helpline operator started in January 2021 and the second project worker only started after the year end in May 2021.

These delays resulted in significant underspends at the end of quarter two. During the second half of the year the Stop It Now! Wales team worked with the Welsh government and other partner agencies in Wales to put new plans in place so that by the end of the year 87% of the year one funding was constructively used to advance child safety in Wales.

Stop It Now! Scotland

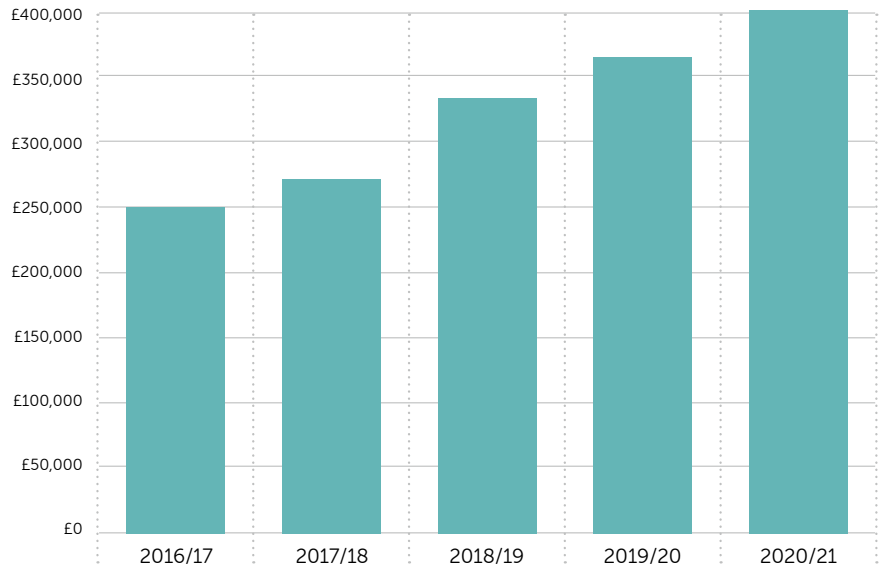
Work in Scotland continues to expand, and increased by a further 10% in 2021 in response to the demand for services.

Over the last five years, expenditure has increased by 63% from £248,176 in 2017 to £404,106 in 2021. Funding for this level of growth to date has been achieved through a mix of government and charitable trust grants with additional income from donations and fees for training and consultancy. Sustaining these levels is challenging and has been affected by changes to government grant streams.

Strategic development and Covid-19 response activities

A total of £17,175 was spent this year. This includes £4,000 of consultancy costs to assist us in developing our strategic plan funded by Esmée Fairbairn Foundation and the balance was costs incurred in the Covid-19 management response funded by Tides Foundation.

Scotland expenditure on charitable activities 2016/17-2020/21



Expenditure on charitable activities that reduced in 2020/21

Tackling online sexual abuse
The expenditure on tackling online sexual abuse reduced by 17% to £184,446 (2020: £222,407), partly attributable to the fall off in-service delivery in the first few months of the year. However, by the end of the year, with group work running remotely, we ended the year having met the needs of 204 Inform Plus and Engage Plus participants (2020: 198). Whilst Inform participants, excluding the work in Scotland, did drop to 96 (2020: 112), overall, we managed to keep beneficiary numbers high. The reduction in expenditure is attributable to remote delivery and the fall in staff time with no travelling as well as no mileage costs and room hire.

Working with young people and their families
Expenditure on young people work reduced by a net 19% to £116,630 (2020: £144,567).

Whilst our Inform Young People programme delivery increased, working with 85 beneficiaries, up 25% on 2020, our delivery of Esmée Fairbairn Foundation funded young people project slowed. Competing demands for our young people workers, staff capacity issues and Covid-19 delaying recruitment impacted on this project. However, with the project lead returning from maternity leave in May 2021, the project momentum will increase in 2021/22.

Training and consultancy
Our training work and particularly delivery of Safer Recruitment training was heavily impacted by the Covid-19 restrictions in the first half of the year and the annual expenditure on this activity area reduced by 30% to £113,891 (2020: £163,482).

However, as staff developed new skills in remote delivery, we have seen demand for the service pick up and margins have been higher than normal with minimal travel time.

It is also very positive to note that although the number of events are down by 17% and beneficiaries by 13% for the year as a whole, in quarter four we have fully recovered lost ground and beneficiary numbers are back up and running 25% ahead of the 2020 levels.

Assessment and intervention
Expenditure on assessments and intervention reduced by 1% to £626,957 (2020: £635,359). This is entirely attributable to the cost savings arising from travel restrictions and remote delivery. The actual amount of work delivered is significantly ahead of the prior year: the number of assessments in 2021 is 21% ahead of 2020 and intervention cases are up 71% year-on-year.

Although travel time is charged to referrers, it is at relatively low rates doing little more than full cost recovery and consequently the loss of this income is more than made up for in additional staff capacity.

International work, research and publications
Costs reduced by a net 32% to £106,142 (2020: £156,126). This is mainly attributable to the fact that the three-year Oak Foundation funded ECSA project came to an end during the year and expenditure on the project reduced to £58,919 (2020: £118,010).

Looking ahead to 2021/22

Continuing impact of Covid-19

With the help of our funders who provided a number of Covid-19 response grants during 2020 and 2021, we were able to navigate our way through the challenges that the pandemic created and we are now well set up to operate remotely when required. This enables us to face the year ahead with some confidence.

However, we have to acknowledge the potential for new variants to create staff absence with illness. We are also mindful that local authorities' budgets have been hit hard in the last year and that we may see an impact on their ability to commission assessments and intervention work.

Income 2021/22

Our budgets for 2022 require income of £3.6 million made up of professional fees, participant contributions, restricted grants and unrestricted grants and donations.

Professional services fees

Our professional services work (assessments, interventions, training and consultancy) is an essential component of the mix as these fees are the source of our surpluses and carry a disproportionate share of overhead costs. Recruitment of children specialists in 2021 has expanded the breadth of services we can offer and our referral rates are providing us with sales in excess of £86,000 per month since quarter four of 2021. As we continue into the new financial year, both monthly sales to date and our future work pipeline remain at this higher level.

Up to a third of our professional services are delivered by sessional staff and therefore we are also able to mitigate the impact and risk around this income source reducing. However, current indicators only point to increasing demand.

Participant fees

This is the main funding for our Inform Plus and Engage programmes in England. Lack of participants is the primary risk impacting on income but this is then matched by cost reductions. Since staff capacity is our key issue going into 2022, the financial impact of any adverse variance against the income budget here will not impact on the bottom line.

Restricted grant income – secured funding

We are holding £646,940 of restricted reserves as at 31st March 2021, to deliver a mix of services in 2021/22. (Refer note 19 to the financial statements for the breakdown of this amount).

We have also secured the following additional funds for the year ahead totalling £994,511 plus a further £448,882 for 2022/23 and £87,634 for 2023/24. In addition, though the grant paperwork is still outstanding, we are expecting £400,000 from the Home Office for the helpline.

Details of the secured funding is set out below.

The Ministry of Justice grant of £216,727 for the helpline was agreed early in 2020/21 as part of a two-year grant ending in March 2022.

Stop It Now! Scotland has £125,000 per year for the next two years from the Scottish government's Survivors of Childhood Abuse Fund and a further £19,000 from the Families and Communities Fund. We have also secured charitable trust funding of £16,000 for both 2021/22 and 2022/23 from the Robertson Trust for work with young people and families and The RS Macdonald Charitable Trust is supporting our primary prevention work with a grant of £14,758.

Due to the delay in the Equally Safe fund becoming available, the Scottish Government have made a one-off grant of £58,000 to cover the funding gap in Quarter 1 and 2 for Stop It Now! Scotland. In addition, our anonymous trust funder who has supported our work in Scotland for several years now, has agreed to bridge the initial funding gap in quarter 3 with a further £52,000.

The three-year Welsh government grants for early intervention and primary prevention (Keeping Children Safe) go into their second year. After adjusting for underspends in year one, the grant values of early intervention will be £94,274 (original grant £95,618 less year one adjustment £1,344) and the primary prevention grant funding will be £93,863 (original grant £100,251 less year one adjustment £6,388). For 2023/24 the year three funding totals £191,764.

We have also secured a further £10,000 from Conwy County Borough Council to cover our long-established Parents Protect work in that area of Wales.

The Inform suite of programmes continues to benefit from Porticus UK grant support, with a further £50,000 committed.

Supplementing this funding for the Inform programmes we have a grant of £4,000 from the 29th May 1961 Charitable Trust.

Porticus UK are also supporting a new Research post within the foundation expected to start mid-year in 2021/22 with funding for 3 years totalling £258,330.

Paul Hamlyn Foundation has awarded us a grant of £90,000, providing £30,000 per year for three years in support of developing the Inform Young People programme.

Work on our website for young people concerned about themselves or someone they know is being supported by Charles Haywood Foundation. We are holding year one funding of £25,000 in our restricted reserves at 31st March 2021, and a further amount of £17,500 for year two of this grant will be drawn down in the year ahead.

Our work in partnership with the Internet Watch Foundation for an online deterrence chatbot is funded by EVAC and funding for year two of £101,607 will be received in 2021/22.

We are also grateful to The Samworth Foundation for a grant of £7,204 to cover the additional equipment needs in 2021/22 that will enable our staff to work efficiently between their homes and our offices during the year ahead.

Unrestricted income – secured grant funding

The anonymous charitable trust support for our core costs and core activities of £25,000 continues for a further two years.

In addition, we have a three-year unrestricted grant commitment from Oak Foundation for £125,000 a year, a further £50,000 a year for three years from The Samworth Foundation and a grant of £50,000 from The Indigo Trust.

With £250,000 of unrestricted grant funding secured for 21/22, £200,000 for 22/23 and £175,000 for 23/24, we now have the funding to be able to implement our vision for the change and development of The Lucy Faithfull Foundation as set out in our strategic plan.

Unrestricted income – donations

The 2021/22 budget includes a donation target of £110,000. With one of our private donors having already made a £10,000 donation in April 2021, we are off to a good start and remain confident that the target is achievable.

Funding gaps

There are still some funding gaps in the budget for the year ahead.

The online offending deterrence campaign funding from the Home Office for 2021/22 is under discussion and not yet finalised.

We expect the demands on the helpline to require between £64,000 and £126,000 of additional funding and discussions with funders are underway.

The most significant funding gap ahead at the time of writing relates to our work in Scotland. Expansion of the services for Scotland has been rapid with growth of 63% over the last five years and there is ongoing difficulty for the Scottish government in determining where our work best fits within their departments and funds.

A number of applications have been submitted including a bid to the Equally Safe Fund as well as requests to various charitable trust funders.

Staff capacity

We expanded staff capacity during 2020/21 adding the equivalent of 10 full time staff and we plan to recruit to some new posts in 2021/22. These will include support roles to enable the executive team to spend more time on strategic initiatives as well as new posts to address skills gaps to enable us to better meet the needs of beneficiaries.

In spite of the growth in staff resource, we still see staff capacity as a major constraint for the year ahead and our ambitious plans to significantly increase our work in the areas of reach, research and advocacy.

Ongoing review

All our services are subject to ongoing reviews, aiming to improve service delivery and identify cost efficiencies. We continue to encourage participant contributions and donations where appropriate and the level of fees and the availability of services are regularly reviewed and scaled back or increased depending on the funding mix we can secure.

The aim is to ensure that each service and project has sufficient funding to achieve full cost recovery within a reasonable timeframe.

Reserves

Restricted reserves

Restricted reserves at the end of March 2021 totalled £646,940, a reduction of just under 2% on the prior year (2020: £659,057).

However, looking across the last five years we have seen a significant increase in the level of restricted reserves, reflecting our fundraising successes in securing new charitable trust funders.

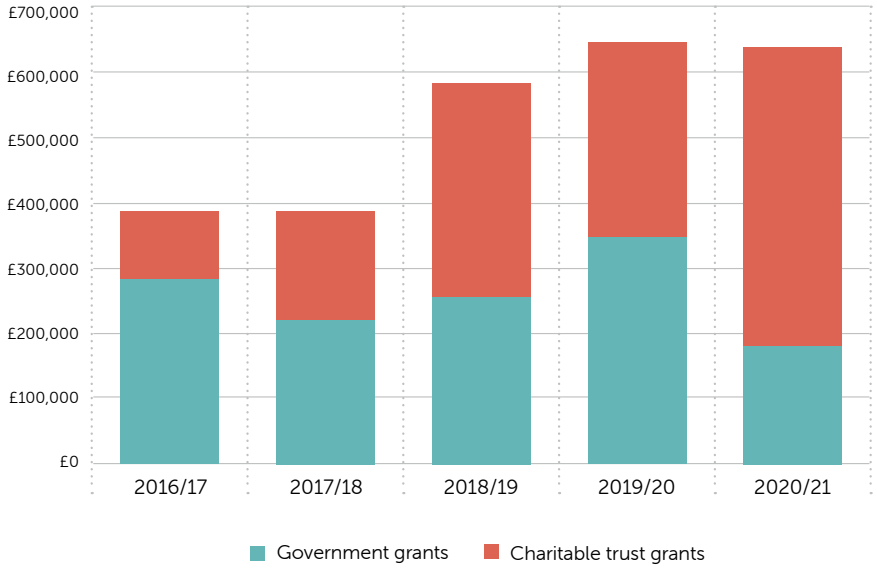
Over this period, the charitable trust funds in restricted reserves have risen from £90,382 in March 2017 to £464,835 by March 2021. 47% of the March 2021 balance is made up of two funds:

- Year three of the Esmée Fairbairn Foundation grant for young people is running behind schedule and £119,066 is still held in reserves.
- The new EVAC grant for the development of the online deterrence chatbot only started in December and £99,469 of year one funding is still unspent at the year end.

Most of our government grants run in line with the financial year and the balance relates to those grants with mid-year start dates or those with flexibility to run for longer than a year. At the end of March 2021, government grant funds remaining totalled £182,015 (2020: £341,341).

The prior year government grant reserves held at March 2020 were unusually high with 54% of the balance attributable to the new Welsh government grants where work had only just started in March 2020.

Restricted reserves 2016/17-2020/21



Unrestricted reserves

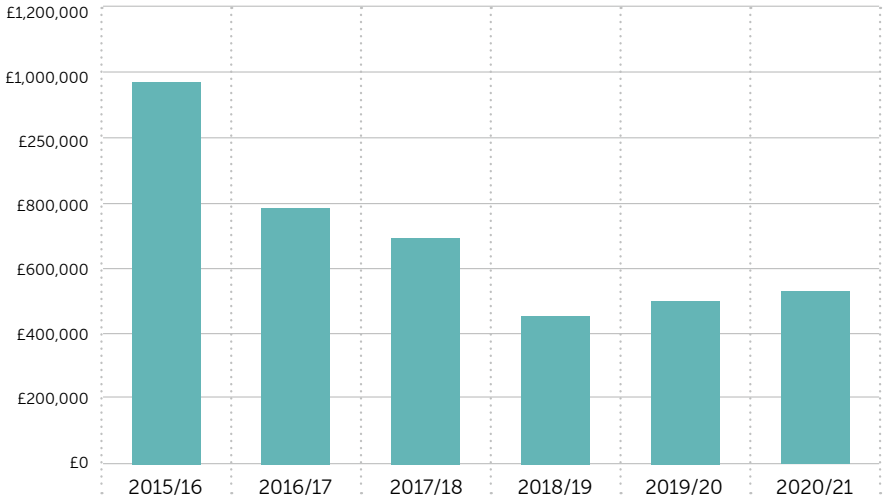
The fluctuations in unrestricted reserves relate directly to the annual losses or surpluses generated by the charity. Between April 2016 and March 2019, the Foundation faced significant challenges and needed to use unrestricted reserves to bridge funding gaps in services and invest in infrastructure and organisational change. During this period £498,721 of unrestricted reserves were utilised, reducing our holding from £955,275 at the end of March 2016 down to £456,554 by March 2019.

Since then we have established a much more robust business model for the charity with higher fee levels for our professional services, increased staff resource providing capacity for more activity which has reduced overhead recovery gaps, investment in fundraising, unrestricted core grant funding and a better balance of high margin, low margin and unfunded work.

During 2020 and again this year, we have generated modest surpluses which have increased reserves up to £517,323 by March 2021. However, we acknowledge that we need to achieve higher annual surpluses in the future and speed up the process of rebuilding these reserves to ensure the charity has sufficient resources to withstand challenges in the future.

In the budget for 2022 and projections for the following two years, we plan to add a further £250,000 to unrestricted reserves by March 2024. These surpluses will come from our professional services work. Currently the surplus level is set at 5% of Professional Services' income for 21/22 rising to 10% by 23/24.

Unrestricted reserves 2015/16-2020/21



Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for free unrestricted and undesignated funds to fall within a range of three to six months of total expenditure. This equates to £719,790 to £1,439,580 in monetary terms. (2020: £697,117 to £1,394,234).

This reserves policy results from the trustees' review of risk in light of the following issues:

- **Working capital required for growth**
  Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
  Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
  We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The impact of Covid-19 on statutory and charitable trust grant funding available**
  We need to be able to sustain service delivery and retain staff during periods of funding constraints.
- **The impact of Covid-19 on local authority budgets**
  Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of timing of renewal**
  It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. In addition, there can be a significant time lag between projects starting and the funding being finalised and received, so we need to be able to fund our work in the interim period.
- **Grant payment cash flow**
  We have to be able to fund the costs of grant funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

Consideration of the adequacy of current reserve levels

(Refer Note 20 to the financial statements)

At the end of March 2021, unrestricted free reserves were £500,154, equivalent to 2.1 months expenditure (2020: £466,241 - 2 months) creating a gap of £219,636 to achieve the minimum target of three months expenditure. (2020: £230,876 gap).

In considering the adequacy of the current free reserves level, the trustees have also taken account of the fact that restricted funding made up 56 to 58% of the Foundation's annual income over the last three years and therefore the level of restricted reserves and secured income for the forthcoming year is a mitigating factor in assessing whether our unrestricted reserves are at an acceptable level.

Total reserves excluding balances held in fixed assets amount to £1,146,424 (2020: £1,121,813) equivalent to 4.8 months expenditure excluding gifts in kind (2020: 4.8 months expenditure). The trustees are satisfied that the total reserves meet the Foundation's medium term needs and that they are sufficient

to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

Longer term reliance on restricted funding support may be more tenuous and therefore the unrestricted reserves target of three to six months remains in place and the commitment to rebuild the unrestricted reserves in line with this policy will be prioritised by the Board and the executive team.

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when the charity is growing as the monetary amount required keeps increasing annually. However, two factors make it reasonable to conclude that the target is achievable within a reasonable time frame of five years.

- The unrestricted grant funding already secured for the next three years provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and development, advocacy and awareness raising that have previously relied on surplus income generated by the professional fees.
- There is strong demand for our higher margin professional services and we will be able to use a growing percentage of the surplus from this work to replenish reserves.

The budget for 2022 assumes we will add £50,000 to unrestricted reserves by March 2022 and we have planned to add a further £200,000 in the following two years with the expectation and executive's commitment to try and exceed these levels.

Going concern

The trustees have reviewed the Foundation's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future and therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the executive team and the Board, with mitigation steps put in place and monitored on an ongoing basis. The potential impact of the continuing Covid-19 crisis is considered and action taken where necessary as part of this process.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the governance, finance and general purposes committee.

Related party transactions

There were no related party transactions in the year ended 31 March 2021.

Statement of trustees' responsibilities

The trustees (who are also directors of The Lucy Faithfull Foundation 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 Generally Accepted Accounting Practice (United Kingdom Accounting Standards).

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 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 charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards 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 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, 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, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. 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.

Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make themself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The Trustees' Report was approved by the Board of Trustees on 3rd September 2021 and signed on its behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych.

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of 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 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper 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; or

•the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' directors' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

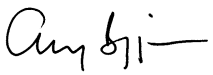
Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within grant income, donations income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management about their own identification and assessment of the risks of irregularities, designing audit procedures over income, sample testing on the posting of journals, reviewing accounting estimates for biases and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

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, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 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 charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Guy Biggin
Senior Statutory Auditor

For and on behalf of
Crowe U.K. LLP, Statutory Auditor
Fourth Floor, St James House
St James Square, Cheltenham, GL50 3PR

Date: 19 October 2021

Statement of financial activities

(Incorporating an Income and Expenditure Account) for the year ended 31 March 2021

		Unrestricted Funds 2021 £	Restricted Funds 2021 £	**Total Funds 2021 £**	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Income from:							
Donations and legacies	2	252,015	-	**252,015**	114,472	-	114,472
Charitable activities	5	1,085,954	1,677,646	**2,763,600**	1,134,254	1,717,762	2,852,016
Investments	3	-	-	**-**	3,160	-	3,160
Total Income		**1,337,969**	**1,677,646**	**3,015,615**	1,251,886	1,717,762	2,969,648
Expenditure on:							
Raising funds	4	108,615	-	**108,615**	66,879	-	66,879
Charitable activities	6	1,210,600	1,689,763	**2,900,363**	1,142,992	1,637,324	2,780,316
Total Expenditure		**1,319,215**	**1,689,763**	**3,008,978**	1,209,871	1,637,324	2,847,195
Net income (expenditure) and movement in funds		18,754	(12,117)	**6,637**	42,015	80,438	122,453
Reconciliation of funds							
Total funds brought forward		498,569	659,057	**1,157,626**	456,554	578,619	1,035,173
Total funds carried forward	18, 19	**517,323**	**646,940**	**1,164,263**	498,569	659,057	1,157,626

The notes on pages 117 to 137 form part of these financial statements.

Balance sheet

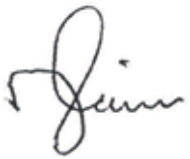
as on 31 March 2021

Registered number: 02729957

	Note	2021 £	2020 £
Fixed assets			
Intangible assets	11	**-**	-
Tangible assets	12	**17,739**	35,713
Investments	13	**100**	100
		17,839	35,813
Current assets			
Debtors	15	**542,644**	704,297
Cash at bank and in hand		**1,013,901**	768,202
		1,556,545	1,472,499
Creditors			
Amounts falling due within one year	16	**(410,121)**	(350,686)
Net current assets		**1,146,424**	1,121,813
Net assets		**1,164,263**	1,157,626
Funds			
Unrestricted funds	18	**517,323**	498,569
Restricted funds	19	**646,940**	659,057
Total funds	18, 19	**1,164,263**	1,157,626

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 3rd September 2021 and signed on their behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych
Chair

The notes on pages 117 to 137 form part of these financial statements.

Statement of cash flows

for the year ended 31 March 2021

	Note	2021 £	2020 £
Cash flows from operating activities			
Net cash provided by/(used in) operating activities	24	**245,699**	55,045
Cash flows from investing activities			
Interest received	3	**-**	3,160
Purchase of tangible fixed assets	12	**-**	(13,218)
Net cash (used in)/provided by investing activities		**-**	(10,058)
Change in cash and cash equivalents in the reporting period		**245,699**	44,987
Cash and cash equivalents at the beginning of the reporting period		**768,202**	723,215
Cash and cash equivalents at the end of the reporting period		**1,013,901**	768,202

The notes on pages 117 to 137 form part of these financial statements.

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in

the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The charity is a private company limited by guarantee (company no. 02729957) and a registered charity in England and Wales (charity no. 1013025), and in Scotland (Scottish registered charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

Despite the continuing uncertainties arising from Covid-19, the trustees believe that the Charity's financial resources and contingency planning is sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis.

The cash balance at the year end was £1,013,901 of which £467,886 was unrestricted. The unrestricted cash holding had already been reduced by 26% to cover £161,826 of restricted grant expenditure incurred ahead of grant payments being received.

We expect the unrestricted cash reserves at March 21 to increase, with £225k of unrestricted grant funding coming through in Quarter 1 of 21/22 and our professional services continuing to generate reasonable surpluses.

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently we are confident that the budgeted surplus of £50,000 for 2021/22 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors.

Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from grants (including government grants), where related to performance and specific deliverables, is accounted for as the Charity earns the right to consideration by its performance.

Donations are recognised on a receipt basis.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Where material, donated facilities and services or gifts-in-kind are recognised in the Statement of Financial Activities at market value.

The Charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accruals basis.

(g) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Dilapidation provision – the charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company.

Redundancy and termination payments are made in line with the terms of settlement agreements and accrued for at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the charity recognises the value of donated services as income in Gifts in Kind (refer note 2) and records the expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary asset (in excess of £1,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films	**33.33% straight line**

Amortisation is included within charitable activities.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment	**20% - 33.33% straight line**
Furniture and fittings	**20% - 25% straight line**

The charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the year-end.

Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year but where the terms and conditions imposed on this income have not been met. Therefore the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts and short-term deposit accounts with a maturity of three months or less from the date of opening the account.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the charity to the obligation.

(p) Taxation

The company is a registered charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

- **Volunteers**
  Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We benefit from seven volunteers who supplement our staffing resource with specialist clinical skills or administrative support.
- **Pensions**
  With effect from May 2014 the charity automatically enrols all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities. The costs are split between restricted and unrestricted in line with the related income and funding for the activity.
- **Critical accounting judgements and key sources of estimation uncertainty**
  In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Residuary legacies – The Charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.
- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	**Total Funds 2021 £**	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Donations	109,330	-	109,330	47,305	-	47,305
Gifts in kind	129,819	-	129,819	58,728	-	58,728
Service users' donations	2,096	-	2,096	4,320	-	4,320
Fundraising events	2,075	-	2,075	3,872	-	3,872
Legacy	-	-	-	247	-	247
Coronavirus job retention scheme grant	8,695	-	8,695	-	-	-
Total income from donations and legacies	**252,015**	**-**	**252,015**	114,472	-	114,472

Gifts in kind includes the value of Google, Facebook and Bing advertising provided at no charge for our websites, which was £129,819 (2020: £57,903). The balance in 2021 of £1,500, relates to the value of the work provided by law firm CMS Cameron McKenna Nabarro Olswang LLP to assist us with new lease arrangements for the Edinburgh office (2020: Alpha Consulting work on Salesforce, £825).

3. Income from investments

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	**Total Funds 2021 £**	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Bank interest from monies on deposit	**-**	**-**	**-**	3,160	-	3,160

4. Expenditure on raising funds

	Staff Costs 2021 £	Support Costs 2021 £	**Total Costs 2021 £**	Staff Costs 2020 £	Support Costs 2020 £	Total Costs 2020 £
Fundraising costs	**92,387**	**16,228**	**108,615**	38,938	27,941	66,879

5. Income from charitable activities

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	**Total Funds 2021 £**	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Government funding for:						
Stop It Now! helpline	-	648,748	**648,748**	-	620,731	620,731
Online offending deterrence campaign	-	167,428	**167,428**	-	199,843	199,843
IT costs related to Covid-19	-	-	**-**	-	25,000	25,000
CSA Prevention during Covid-19	-	70,000	**70,000**	-	-	-
Stop It Now! Scotland	-	253,736	**253,736**	-	211,926	211,926
Stop It Now! Wales	7,284	3,791	**11,075**	-	206,498	206,498
Working with young people and their families	-	5,000	**5,000**	-	-	-
	7,284	**1,148,703**	**1,155,987**	-	1,263,998	1,263,998
Charitable trust grant funding for:						
Stop It Now! helpline	10,000	19,956	**29,956**	-	7,596	7,596
Stop It Now! international work	-	14,247	**14,247**	-	90,372	90,372
Stop It Now! prevention activities	-	123,900	**123,900**	-	27,739	27,739
Stop It Now! Scotland	10,000	137,123	**147,123**	-	79,484	79,484
Stop It Now! Wales	-	-	**-**	-	5,669	5,669
Tackling online sexual abuse	16,000	22,449	**38,449**	-	38,801	38,801
Working with young people and their families	15,000	183,286	**198,286**	-	148,631	148,631
Research and development	-	23,782	**23,782**	-	6,393	6,393
Staff welfare and management response to Covid-19	-	-	**-**	-	49,079	49,079
Strategic development and core activities	28,373	4,200	**32,573**	-	0	-
	79,373	**528,943**	**608,316**	-	453,764	453,764
Other income generated from:						
Training and consultancy activities for local authorities, statutory agencies and other organisations	150,161	-	**150,161**	238,774	-	238,774
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	699,344	-	**699,344**	718,635	-	718,635
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	149,792	-	**149,792**	176,845	-	176,845
	999,297	**-**	**999,297**	1,134,254	-	1,134,254
Total income from charitable activities	**1,085,954**	**1,677,646**	**2,763,600**	1,134,254	1,717,762	2,852,016

6. Expenditure on charitable activities 2020/21

	Unrestricted Expenditure 2020/21			Restricted Expenditure 2020/21			**Total Expenditure 2020/21**		
	Staff Costs £	Other Costs £	**Total Costs £**	Staff Costs £	Other Costs £	**Total Costs £**	**Staff Costs £**	**Other Costs £**	**Total Costs £**
Stop It Now! prevention activities	29,379	152,683	**182,062**	133,671	77,195	**210,866**	**163,050**	**229,878**	**392,928**
Stop It Now! Wales	6,594	4,584	**11,178**	107,739	74,902	**182,641**	**114,333**	**79,486**	**193,819**
Stop It Now! Scotland	24,916	7,057	**31,973**	304,272	67,861	**372,133**	**329,188**	**74,918**	**404,106**
Stop It Now! Helpline	39,985	11,294	**51,279**	540,355	152,635	**692,990**	**580,340**	**163,929**	**744,269**
Tackling online sexual abuse	127,971	35,774	**163,745**	16,714	3,987	**20,701**	**144,685**	**39,761**	**184,446**
Working with young people and their families	14,791	2,960	**17,751**	75,472	23,407	**98,879**	**90,263**	**26,367**	**116,630**
Training and consultancy	77,387	35,284	**112,671**	964	256	**1,220**	**78,351**	**35,540**	**113,891**
Assessments and intervention	509,435	112,211	**621,646**	4,359	952	**5,311**	**513,794**	**113,163**	**626,957**
Research and development and international work	6,018	12,277	**18,295**	44,151	43,696	**87,847**	**50,169**	**55,973**	**106,142**
Strategic development and Covid-19 response activities	-	-	**-**	11,747	5,428	**17,175**	**11,747**	**5,428**	**17,175**
	836,476	**374,124**	**1,210,600**	**1,239,444**	**450,319**	**1,689,763**	**2,075,920**	**824,443**	**2,900,363**

Expenditure on charitable activities 2019/20

	Unrestricted Expenditure 2019/20			Restricted Expenditure 2019/20			Total Expenditure 2019/20		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! prevention activities	17,006	74,471	91,477	190,201	89,570	279,771	207,207	164,041	371,248
Stop It Now! Wales	21,456	7,512	28,968	32,330	11,318	43,648	53,786	18,830	72,616
Stop It Now! Scotland	18,136	5,420	23,556	262,478	81,475	343,953	280,614	86,895	367,509
Stop It Now! helpline	2,260	1,778	4,038	452,221	190,743	642,964	454,481	192,521	647,002
Tackling online sexual abuse	130,574	48,791	179,365	32,970	10,072	43,042	163,544	58,863	222,407
Working with young people and their families	61	20	81	106,721	37,765	144,486	106,782	37,785	144,567
Training and consultancy	98,612	59,393	158,005	4,033	1,444	5,477	102,645	60,837	163,482
Assessments and intervention	491,373	140,356	631,729	2,827	803	3,630	494,200	141,159	635,359
International work, research and publications	10,426	15,347	25,773	73,682	56,671	130,353	84,108	72,018	156,126
	789,904	353,088	1,142,992	1,157,463	479,861	1,637,324	1,947,367	832,949	2,780,316

7. Support costs 2020/21

	Finance 2021 £	IT 2021 £	HR 2021 £	**Total 2021 £**
Stop It Now! prevention activities	27,709	13,611	6,638	**47,958**
Stop It Now! Wales	8,622	4,234	2,065	**14,921**
Stop It Now! Scotland	15,198	7,465	3,641	**26,304**
Stop It Now! helpline	27,991	13,749	6,705	**48,445**
Tackling online sexual abuse	6,937	3,407	1,662	**12,006**
Working with young people and their families	6,072	2,982	1,454	**10,508**
Training and consultancy	14,687	7,214	3,518	**25,419**
Assessments and intervention	72,326	35,524	17,325	**125,175**
International work, research and publications	3,992	1,961	956	**6,909**
Fundraising	4,085	2,006	979	**7,070**
	187,619	**92,153**	**44,943**	**324,715**

Support costs 2019/20

	Finance 2020 £	IT 2020 £	HR 2020 £	Total 2020 £
Stop It Now! prevention activities	43,537	17,845	11,631	73,013
Stop It Now! Wales	2,716	1,113	726	4,555
Stop It Now! Scotland	17,903	7,338	4,783	30,024
Stop It Now! helpline	24,169	9,906	6,457	40,532
Tackling online sexual abuse	8,339	3,418	2,228	13,985
Working with young people and their families	5,408	2,216	1,445	9,069
Training and consultancy	14,330	5,874	3,829	24,033
Assessments and intervention	60,178	24,666	16,077	100,921
International work, research and publications	5,840	2,393	1,560	9,793
Fundraising	2,502	1,025	668	4,195
	184,922	75,794	49,404	310,120

8. Net income is stated after charging

	Staff costs £	Support costs £	**2021 Total £**	2020 Total £
Governance costs:				
Auditor's remuneration:				
Fees payable to the auditor for the audit of the annual financial statements	-	23,556	23,556	21,663
Fees payable to the auditor in respect of advisory services	-	4,540	**4,540**	266
Fees payable to the auditor in respect of assurance services	-	1,500	1,500	-
Trustees' expenses/meetings	-	-	-	3,685
Company secretarial	6,411	39	6,450	6,325
Apportionment of management time	20,552	2,677	23,229	16,005
	26,963	**32,312**	**59,275**	**47,944**
Depreciation costs			**17,974**	**21,948**
Operating lease payments			**102,611**	**116,090**

9. Staff

	2021 Full time equivalent no.	2020 Full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	**61**	52
Governance	**1**	1
	62	53

The average headcount for 2021 is 110 (2020: 97).

	2021 £	2020 £
Staff costs for the group comprised:		
Wages and salaries	**1,945,179**	1,782,927
Social security costs	**173,523**	157,568
Healthcare	**5,748**	6,622
Pension costs	**43,857**	39,188
Total staff costs	**2,168,307**	1,986,305

In 2021, one employee earned between £60,000 and £70,000 (2020: one employee earned between £60,000 and £70,000).

The total employee benefits of the key management personnel of the charity were £324,844 (2020: £370,208) During 2021 the key personnel included the trustees, chief executive officer and the directors of finance, operations, Stop It Now! Scotland and the Stop It Now! helpline. During 2020, key personnel also included the director of fundraising.

There were no termination or ex gratia costs in the year. (2020: £6,000 termination and no ex gratia costs).

10. Trustees

There were no reimbursed expenses incurred in the year on behalf of trustees (2020: £1,297 for five trustees relating to travel).

No trustees received renumeration during either accounting period.

11. Intangible fixed assets

	Internally developed website & films £
At 1 April 2020	269,340
At 31 March 2021	**269,340**
Amortisation	
At 1 April 2020	269,340
Charge for the year	-
At 31 March 2021	**269,340**
Net book value	
At 31 March 2020	-
At 31 March 2021	**-**

12. Tangible fixed assets

Office & Refurbishment	Computer & Equipment £	Furniture & Fittings £	**Total £**
At 1 April 2020	90,578	65,740	**156,318**
Additions	-	-	**-**
Disposals	(9,729)	-	**(9,729)**
At 31 March 2021	**80,849**	**65,740**	**146,589**
Depreciation			
At 1 April 2020	75,547	45,058	**120,605**
Charge for the year	8,784	9,190	**17,974**
Depreciation on disposals	(9,729)	-	**(9,729)**
At 31 March 2021	**74,602**	**54,248**	**128,850**
Net book values			
At 31 March 2020	15,031	20,682	**35,713**
At 31 March 2021	**6,247**	**11,492**	**17,739**

13. Investments

	2021 Total £	2020 Total £
Unlisted investment in dormant subsidiaries	**100**	100
	100	100

The charity holds unlisted investments at a net book value of £100 (original cost of £200) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Principal activity
Stop It Now! UK & Ireland Limited: Company No: 4197678	England	Dormant
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant

14. Taxation

The company is a registered charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2021 £	2020 £
Trade debtors	**200,312**	162,482
Prepayments	**56,960**	61,393
Accrued income from charitable activities	**40,499**	41,384
Accrued grants income	**244,873**	439,038
	542,644	704,297

16. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	**112,347**	139,258
Amount due to group undertakings	**100**	100
Taxation and social security	**71,377**	63,070
Accruals	**147,623**	103,870
Deferred income	**78,674**	44,388
	410,121	350,686
Deferred income is made up as follows:		
Deferred income at 1 April 2020	**44,388**	29,677
Resources deferred in the year	**77,414**	42,672
Amounts released from previous years	**(43,128)**	(27,961)
Deferred income as at 31 March 2021	**78,674**	44,388

As at 31 March 2021 the Charity was holding funds received in advance for work that will be undertaken in 2021/22.

17. Financial instruments

Financial assets that are debt instruments measured at settlement value.

	2021 £	2020 £
Trade debtors	**200,312**	162,482
Accrued income from charitable activities	**40,499**	41,384
Accrued grant income	**244,873**	439,038
Cash at bank and in hand	**1,013,901**	768,202
	1,499,585	1,411,106

The impairment to trade debtors during the year was £NIL (2020: £350).

Financial liabilities at settlement value.

	2021 £	2020 £
Trade creditors	**112,347**	139,258
Amount due to group undertakings	**100**	100
Accruals	**147,623**	103,870
	260,070	243,228

As at 31 March 2021 the charity was holding funds received in advance for work that will be undertaken in 2021/22.

18. Funds

	1 April 2020 £	Income £	Expenditure £	**31 March 2021 £**
Unrestricted				
General funds	466,341	1,249,901	1,215,988	**500,254**
Grants				
Charitable trusts				
Esmée Fairbairn	-	54,373	54,373	**-**
Anonymous Trust	-	25,000	25,000	**-**
Government				
Job retention scheme	-	8,695	8,695	**-**
Designated funds				
Helpline office changes	10,338	-	3,864	**6,474**
New head office set up	21,890	-	11,295	**10,595**
Total unrestricted funds	498,569	1,337,969	1,319,215	**517,323**
Total restricted funds (refer Note 19)	659,057	1,677,646	1,689,763	**646,940**
Total funds	1,157,626	3,015,615	3,008,978	**1,164,263**

	1 April 2019 £	Income £	Expenditure £	**31 March 2020 £**
Unrestricted				
General funds	418,694	1,238,668	1,191,021	466,341
Designated funds				
Helpline office changes	4,404	13,218	7,284	10,338
New head office set up	33,456	-	11,566	21,890
Total unrestricted funds	456,554	1,251,886	1,209,871	498,569
Total restricted funds (refer Note 19)	578,619	1,717,762	1,637,324	659,057
Total funds	1,035,173	2,969,648	2,847,195	1,157,626

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds but the trustees have specifically set aside a total of £17,069 to cover the future years cost of depreciation relating to the refurbishments of the Epsom/helpline office and the setup of the new head office at Birch House.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objects of the Charity. These grants support the Charity's work in relation to practitioner-led tasks, offering clinical and other support on offence prevention programmes, assessment, intervention and consultancy related to adults and young people who abuse children. A breakdown of these is included in Note 19.

Included in the restricted reserves balance at 31 March 2021 is an amount of £670 to cover the undepreciated cost of refurbishments relating to Stop It Now! Scotland's Edinburgh office.

19. Restricted funds 2021

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Government Funding				
Ministry of Justice				
for Stop It Now! Helpline	-	216,727	216,727	**-**
Home Office				
for Stop It Now! helpline	-	432,021	432,021	**-**
for online offending deterrence campaign	58,213	167,428	154,716	**70,925**
emergency grant for IT costs related to Covid-19 response	4,470	-	4,470	**-**
Grant to support CSA prevention during Covid-19	-	70,000	70,000	**-**
NHS				
for tackling child sexual exploitation	4,959	-	-	**4,959**
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	-	**82,229**
The Scottish Government				
for Stop It Now! Scotland activities	3,920	237,236	229,186	**11,970**
Education Scotland				
for Stop It Now! Scotland activity	-	16,500	16,500	**-**
The Welsh Government				
for Stop It Now! Wales early intervention	95,986	(13,709)	77,643	**4,634**
for Stop It Now! Wales primary prevention	88,738	-	82,350	**6,388**
for Stop It Now! Wales digital leaflets	-	7,500	7,500	**-**
Conwy County Borough Council				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	**-**
Dyfed-Powys Police and Crime Commissioner				
for Stop It Now! Wales prevention activity	2,826	-	2,826	**-**
Surrey Police and Crime Commissioner				
for Inform Young People	-	5,000	4,000	**1,000**
Total Government funds	**341,341**	**1,148,703**	**1,307,939**	**182,105**

£7,732 of the funding remaining on Welsh government grants will be deducted from the year 2 Welsh government grant funding for 2021/22.

19. Restricted funds 2021 (cont.)

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Charitable Trust Funding				
Porticus UK				
for Inform, Inform Plus & Inform Young People	9,053	50,000	44,774	**14,279**
for international situational prevention	44,079	-	12,659	**31,420**
The Dulverton Trust				
for Stop It Now! prevention activity	22,866	16,775	16,693	**22,948**
for Stop It Now! helpline awareness raising	-	19,956	-	**19,956**
29th May Charitable Trust				
for Inform, Inform Plus, Engage Plus and Inform Young People	-	4,000	-	**4,000**
Gwyneth Forrester Trust				
for Inform Young People	-	20,000	-	**20,000**
Esmée Fairbairn Foundation				
for young people services	63,202	100,517	44,653	**119,066**
for consultancy on strategy development	-	4,200	4,200	**-**
Charles Haywood Foundation				
for young people website	-	25,000	-	**25,000**
Oak Foundation				
for ECSA toolkit and prevention strategies	58,919	-	58,919	**-**
Neo Philanthropy				
for international development research	-	14,247	-	**14,247**
Tides Foundation				
emergency grant for Covid-19 crisis response	40,919	-	40,919	**-**
The Emmanuel Kaye Foundation				
for Inform work with families of online offenders	20,512	6,218	12,730	**14,000**
for paedophile self-help materials and online self-directed interventions	1,893	(1,893)	-	**-**
for online mutual support service for families	3,289	25,675	16,047	**12,917**
Global Partnership to End Violence Against Children (EVAC)				
for online deterrence chatbot	-	107,125	7,656	**99,469**
Anonymous Trust				
for Stop It Now! Scotland prevention activity	8,655	33,335	30,222	**11,768**
Christina Mary Hendrie Trust				
for Stop It Now! Scotland prevention activity	-	5,000	-	**5,000**
The RS Macdonald Charitable Trust				
for Stop It Now! Scotland prevention activity	17,462	62,788	42,185	**38,065**
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	-	10,000	10,000	**-**
Nota Scotland				
for Stop It Now! Scotland research	2,667	-	2,667	**-**
A B Charitable Trust				
for Stop It Now! Scotland prevention activity	15,000	-	15,000	**-**
The Robertson Trust				
for Stop It Now! Scotland prevention activity	-	16,000	10,000	**6,000**
Ryvoan Trust				
for Stop It Now! Scotland prevention activity	2,500	-	2,500	**-**
The Volant Trust				
for Stop It Now! Scotland prevention activity	6,700	10,000	10,000	**6,700**
Total Charitable Trust funds	**317,716**	**528,943**	**381,824**	**464,835**
Total Restricted funds	**659,057**	**1,677,646**	**1,689,763**	**646,940**

19. Restricted funds 2020

	1 April 2019 £	Income £	Expenditure £	**31 March 2020 £**
Government Funding				
Her Majesty's Prison and Probation Service				
for Stop It Now! helpline	-	216,727	216,727	-
Home Office				
for Stop It Now! helpline	-	404,004	404,004	-
for online offending deterrence campaign	130,564	199,843	272,194	58,213
for IT costs related to Covid response		25,000	20,530	4,470
NHS				
for online offending deterrence campaign	5,959	-	1,000	4,959
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	83,782	-	1,553	82,229
The Scottish Government				
for Stop It Now! Scotland activities	18,595	211,926	226,601	3,920
The Welsh Government				
for Stop It Now! Wales activities	4,153	-	4,153	-
for Stop it Now! Wales early intervention	-	96,512	526	95,986
for Stop it Now! Wales primary prevention	-	89,986	1,248	88,738
Conwy County Borough Council				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	-
Dyfed-Powys Police & Crime Commissioner				
for Stop It Now! Wales Parents Protect	-	10,000	7,174	2,826
Total Government funds	243,053	1,263,998	1,165,710	341,341

There are no unfulfilled conditions requiring repayment of any of the government grant income, with the exception of £2,024 repaid in 2020/21 on one of the Scottish Government grants.

19. Restricted funds 2020 (cont.)

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
Charitable Trust Funding				
Porticus UK				
for Inform, Inform Plus & Inform Young People	23,286	49,000	63,233	9,053
for international situational prevention	49,665	-	5,586	44,079
The Clothworkers Foundation				
for refurbishment of helpline offices	-	9,400	9,400	-
The Dulverton Trust				
for Stop It Now! prevention activity	-	33,694	10,828	22,866
The Pilgrim Trust				
for Stop it Now! Wales Parents Protect	8,917	-	8,917	-
29th May 1961 Charitable Trust				
for Inform, Inform Plus & Inform Young People	-	4,000	4,000	-
Esmée Fairbairn Foundation				
for young people services	57,962	108,745	103,505	63,202
Oak Foundation				
for ECSA toolkit and prevention strategies	86,557	90,372	118,010	58,919
for Stop It Now! Wales prevention activity	3,490	-	3,490	-
Tides Foundation				
Emergency grant for the COVID-19 crisis response		49,079	8,160	40,919
The Emmanuel Kaye Foundation				
for Inform work with families of internet offenders	9,500	23,700	12,688	20,512
for the Get Support website	2,342	1,300	1,749	1,893
for the family and friends forum	3,099	5,000	4,810	3,289
Anonymous Trust				
for Stop It Now! Scotland prevention activity	46,101	-	37,446	8,655
Christina Mary Hendrie Trust				
for Stop It Now! Scotland situational prevention	1,722	-	1,722	-
The RS MacDonald Charitable Trust				
for Stop It Now! Scotland ROSA project	15,432	54,474	52,444	17,462
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	5,000	-	5,000	-
Nota Scotland				
for Stop It Now! Scotland research	3,843	-	1,176	2,667
The A B Charity Trust				
for Stop It Now! Scotland work with families	-	15,000	-	15,000
The Ryvoan Trust				
for Stop It Now! Scotland prevention activity	10,000	-	7,500	2,500
The Volant Trust				
for Stop It Now! Scotland work with families	6,700	10,000	10,000	6,700
Total Charitable Trust funds	333,616	453,764	469,664	317,716
Other fundraising				
Harpenden dentists				
for Parents Protect work	1,950	-	1,950	-
Total Other Restricted funds	1,950	-	1,950	-
Total Restricted funds	578,619	1,717,762	1,637,324	659,057

20. Analysis of net assets between funds for the year ended March 2021

	Fixed Assets £	Net Current Assets £	**Fund Balances £**
Unrestricted funds	17,169	500,154	**517,323**
Restricted funds	670	646,270	**646,940**
Total funds	**17,839**	**1,146,424**	**1,164,263**

Analysis of net assets between funds for the year ended March 2020

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	32,328	466,241	498,569
Restricted funds	3,485	655,572	659,057
Total funds	35,813	1,121,813	1,157,626

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2021 (2020: 13).

22. Commitments under operating leases

At 31 March 2021 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & Buildings 2021 £	**Other 2021 £**	Land & Buildings 2020 £	Other 2020 £
Not later than one year	**111,517**	**2,366**	105,342	4,732
One to five years	**202,134**	**-**	285,676	2,366
	313,651	**2,366**	391,018	7,098

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400. (2020:£11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds. (2020:£3,300)

23. Related party transactions

There were no related party transactions during the year.

In the prior year there were 3 related party matters to report.

We received legal advice from Bates Wells to the value of £6,419 in 2020. The entity was deemed to be a related party as Mr J Trotter was a trustee of The Lucy Faithfull Foundation at the time and was still associated with Bates, Wells & Braithwaite London LLP.

The trustee, Derek Perkins, is part of a research group based at the University of Lincoln. The Lucy Faithfull Foundation collaborated with a research project that Derek Perkins was involved in which started in 2016. Since then, the University of Lincoln paid the Foundation £4,600 in recognition of the Foundation staffs' contribution to the project. Income recognised in 2020 was £1,609.

The son of the director of finance was a director at Alpha Financial Markets Consulting, a company which provided gifts in kind to The Lucy Faithfull Foundation during 2020 in the form of software support from a developer and a consultant developer, totalling £825.

24. Reconciliation of net income to net cash flow from operating activities

	Notes	**2021 £**	2020 £
Net income/(loss) for the reporting period		**6,637**	122,453
Adjustments for:			
Depreciation charges	8, 12	**17,974**	21,948
Interest received	3	**-**	(3,160)
Profit on sale of fixed assets	12	**-**	-
Decrease (Increase) in debtors	15	**161,653**	(142,156)
Increase in creditors	16	**59,435**	55,960
Net cash provided by/(used in) operating activities		**245,699**	55,045

25. Analysis of changes in net debt

	1 April 2020 £	Cashflow £	**31 March 21 £**
Cash at bank	768,202	245,699	**1,013,901**

Thank you

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

England

Charles Haywood Foundation

The Dulverton Trust

The Emmanuel Kaye Foundation

Esmée Fairbairn Foundation

Global Partnership to End Violence Against Children

Greater Manchester Police and Crime Commissioner

Gwyneth Forrester Trust

Home Office

29th May 1961 Charitable Trust

Ministry of Justice

Neo Philanthropy

NHS

Oak Foundation

Porticus UK

Surrey Police and Crime Commissioner

Tides Foundation

Anonymous Trust

Scotland

The A B Charitable Trust

Christina Mary Hendrie Trust

Education Scotland

Hugh Fraser Foundation

NOTA Scotland

The Robertson Trust

The RS Macdonald Charitable Trust

The Ryvoan Trust

The Scottish Government

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The Welsh Government

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Alpha Financial Markets Consulting

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Board of trustees

Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych (Chair)
Mike is a consultant in general and forensic psychiatry, having worked in high, medium and low secure services and the community. He has previously been a medical director, operational executive director and chief executive in the NHS and the independent sector. Mike still practises psychiatry privately and supervises doctors who have mental health problems for the GMC.

He was a prison psychiatrist for 10 years, a member of the Nottinghamshire Probation Committee, chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He was the visiting psychiatrist to the Gracewell Clinic, the forerunner to The Lucy Faithfull Foundation. He is currently chair of Improving Lives, a Nottingham-based mental health charity and a governor of St Andrews Healthcare. He also chairs a Nottingham Jewish charity and is a custodian trustee of another.

"The last year with Covid-19 and the lockdowns is likely to have made the already huge problem of childhood sexual abuse far worse. Young people have been stuck at home, with some confined with the perpetrators of the abuse. They have been isolated from school where some of those problems would have been picked up. The Covid-19 restrictions have been hard for almost everyone but have been far worse for those most in need. The need for The Foundation is more evident now than ever.

I remain in awe of the professionalism of all of our staff and I admire those perpetrators and their relatives who have summoned up enough courage to come forward and seek help to prevent abuse from happening – it must be very hard, but it is essential. I am also immensely grateful to both my fellow trustees and to our funders.

It is a privilege to chair The Foundation and to do what I can to help the fantastic work done by the staff who have achieved so much throughout the pandemic."

Jane Leach BSc FCA (Vice-Chair)
Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years' experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role.

"I'm inspired by the people at LFF who work tirelessly, in often painfully difficult circumstances, to both share the experience and knowledge built up by The Foundation over many years, and put it into practice to prevent the tragedy of child sexual abuse."

Joy Chamberlain FCA (Treasurer)
Joy is a qualified Chartered Accountant. She has previously worked at PWC, later specialising in healthcare and moved to Partnerships in care in 1997. Since that time she took over as CEO in 2011 and led the sale of 22 hospitals from Partnerships in Care and Priory in 2016, thus forming Elysium Healthcare where she was appointed CEO. Having worked in healthcare for the last 20 years, Joy is passionately engaged in delivering great quality mental health services.

"Since becoming treasurer for LFF, I got to understand the organisation better and I cannot emphasise enough how important the work of The Lucy Faithfull Foundation is. Our children are the future, and they deserve to be safe, nurtured, and free to grow without threat.

The Lucy Faithfull Foundation, along with its partner organisations are breaking down barriers and driving forward the aspirations of us all. I am immensely proud of what has been achieved and I applaud the strategy for the future."

Dr Victoria Baines MA (Oxon)
Victoria is a leading authority in the field of online safety and cybersecurity. She currently holds visiting fellowships at the universities of Oxford and Bournemouth, and is a guest lecturer at Stanford University. In 2019, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. She is Senior Advisor to Disrupting Harm, a project of the Global Fund to End Violence Against Children whose aim is to map the threat and response to OCSEA in Sub-Saharan Africa and Southeast Asia. For several years, Victoria was Facebook's trust and safety manager for Europe, Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre. Victoria serves on the advisory boards of Reliance ACSN and the International Association of Internet Hotlines (INHOPE).

"The evidence is compelling: if we are truly to approach the problem of child sexual abuse as a public health issue, we need to provide support to offenders and those at risk of offending. In my time in both law enforcement and the technology industry, I have been a passionate advocate for the work of The Lucy Faithfull Foundation. Its expertise and services are held up around the world as the gold standard. I am thrilled now to be able to contribute directly to its success."

Martin Brewer
Martin is a retired solicitor who now sits as a judge in both the Employment Tribunals and the Immigration and Asylum Tribunal. As a solicitor Martin specialised in employment law and practice and acted for a wide range of employers in both the public and private sectors including a number of large NHS Trusts and Foundation Trusts. Martin is a published author on various aspects of employment law.

Dr Gopi Krishnan *(app. December 2020)*
Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading on the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed at first hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of The Foundation is now more important than ever – preventive intervention before harm occurs."

David Lundholm BA (Hons) MBA
David is a Director, New Income Streams at Legal & General. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"I'm delighted to be able to contribute to the essential work that The Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Dr Michael Marett-Crosby
Michael leads a group of healthcare and education charities that work in and around Myanmar with the UN and other agencies to deliver humanitarian relief, human rights monitoring, healthcare and education in refugee settings. His international and Burmese teams support scholarships, access to learning and mobile health units across the country. He was previously a Catholic priest and worked with young people in prison settings..

"The charity's mission - to create a world where children can live free of fear - has become all the more urgent during the Covid-19 pandemic. The Lucy Faithfull Foundation's dedicated staff show extraordinary commitment to their brave and innovative work to keep children safe. I know that we can and must do more to deliver this mission, and I am proud to support this as a trustee."

Jill Mason *(app. March 2021)*
Jill is a partner at national law firm, Mills & Reeve LLP, where she is Head of the Health and Care Sector. She is a healthcare lawyer with over 25 years' experience advising NHS and independent sector organisations on all aspects of the law relating to the care of patients, particularly with regard to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Outside of work, she is on the Zero Suicide Alliance Governance Board.

"This is my first year as a trustee and I look forward to supporting the really vital work undertaken by The Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't...."

Dr Paul Monks BA MB BChir MSc MRCPsych
Paul is a consultant in general and forensic psychiatry. He has worked in low and medium secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. He currently works solely with young people, many of whom have suffered serious psychological trauma. He has been clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers.

Professor D Perkins BSc MSc PhD CPsychol AFBPsS
Derek is a clinical and forensic psychologist with West London NHS Trust, and professor of forensic psychology at Royal Holloway University of London. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service) from 1986-2013, having previously worked in the UK prison service and Midland Centre for Forensic Psychiatry. He is the co-director of the onlineProtect research group on internet-related sexual offending. He has carried out clinical work and research on the assessment and treatment of sex offenders, including the interface between personality disorders and sexual offending, psychophysiological and other lab-based assessments of sexual interest, internet related sexual offending, child sexual abuse and sexual homicide.

"I have a long history with LFF, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic – the only full-time residential facility for the treatment of sexual offenders in the UK. From then The Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Lynn Saunders OBE
Lynn is the governor of Whatton prison, the largest treatment site for people with sexual convictions in Europe. She started her career as a social worker and worked as a probation officer for five years before joining the prison service on their management fast-track programme. She co-founded a charity, the Safer Living Foundation in 2014, with the objective to prevent sexual crime. She has been awarded honorary doctorates from Nottingham Trent and Keele Universities, and an OBE in the 2017 New Year's Honours list and a PhD in socio legal studies from the University of Nottingham in 2020. She is an honorary Professor of Social Sciences of the Nottingham Trent University.

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of The Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

Professor Alec Spencer BA (Hons) MA MRes

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

"I believe the Stop It Now! helpline plays a significant role both in supporting families and children and young people who are concerned with being at risk, and in providing the initial step to assist offenders and potential offenders reduce their risk of abusing others. This contributes to a safer world for children."

John Trotter LLB (Hons) ***(resigned December 2021)***

John is a consultant solicitor in London with Bates Wells Braithwaite London LLP, where he has been the senior partner and head of public and regulatory law. Part of the work John has been involved with over the years includes representation of the British Association of Social Workers since the 1970s and for many years he represented its members in numerous cases. In particular, John represented social workers and the profession of social work in many child death and child abuse inquiries such as the inquiries into the deaths of Darren Clark, Paul Brown, Jasmine Beckford, Kimberly Carlisle, The Cleveland Inquiry, Victoria Climbie and others. John also represented ChildLine for many years and other organisations concerned with the safety and welfare of children.

"The work of LFF is a vital element in the fight against child sexual abuse. I am enormously impressed by the expertise and commitment of its staff and they deserve our determined support."

Paul West QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the chief constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012 and a member of the Prison Service Pay Review Body since 2016.

Paul's voluntary roles include significant experience of school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings he is also the board's nominated safeguarding lead.

He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

"I have valued deeply my association with LFF throughout the last nine years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children currently in education in a wide variety of settings. The Foundation really does make a huge and positive difference in so many people's lives."

Find out more about our work to protect children at:
lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline at:
stopitnow.org.uk

Stop It Now! Scotland:
stopitnow.org.uk/stop-it-now-scotland

Stop It Now! Wales
stopitnow.org.uk/wales

For prevention information visit:
parentsprotect.co.uk

Facebook: @stopitnowukandireland

Twitter: @StopItNowUK

YouTube: @stopitnowukireland

LinkedIn: the-lucy-faithfull-foundation

Confidential freephone helpline: **0808 1000 900**

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Names of case studies have been changed to protect anonymity.

THE LUCY FAITHFULL FOUNDATION

Working to protect children