THE CHILD ACCIDENT PREVENTION TRUST

England & Wales · Charity number 1053549

Details

Other names	CAPT, CHILD ACCIDENT PREVENTION TRUST
Status	Registered
Legal form	Charitable company
Company number	03147845
Registered	1996-03-12
Register	View on the Charity Commission register

Contact

Address	PO Box 79890 New Eltham London England SE9 9HN
Phone	0207603828
Email	safe@capt.org.uk
Website	www.capt.org.uk

Activities

Objects: THE PRESERVATION AND PROMOTION OF LIFE AND GOOD HEALTH AMONG CHILDREN AND YOUNG PEOPLE BY EDUCATION AND RESEARCH OR BY OTHER MEANS CONCERNING ACCIDENT AND INJURY PREVENTION AND SUBJECTS RELATED THERETO.

Activities: The Child Accident Prevention Trust's mission is to reduce the number of children who are killed, disabled or seriously injured in preventable accidents. Our vision is of a world where children lead active, healthy lives. Our activities include providing: community education and engagement; practical support for frontline staff; a centre of specialist knowledge on child accident prevention.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training
- **Who:** Children/young People, Other Defined Groups

Downloaded from opencharities.uk/ew/1053549

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£329,283	£299,064	-	-
2024-03-31	£188,418	£248,896	-	-
2023-03-31	£308,916	£290,896	-	-
2022-03-31	£314,732	£277,114	-	-
2021-03-31	£276,032	£264,170	-	-

Trustees

Name	Role	Appointed
Clive Higglesden		2023-06-22
Helen Anna Louise Bunting		2019-12-10
Ian Richard Gethin		2019-12-10
Paul John Leggat		2016-10-13
Randy William Packer Weeks		2019-12-10
Robert Lloyd Manning		2019-12-10

Downloaded from opencharities.uk/ew/1053549

THE CHILD ACCIDENT PREVENTION TRUST

England & Wales - Charity number 1053549

Accounts

Charity registration number 1053549 (England and Wales)

Charity registration number SC051312 (Scotland)

Company registration number 03147845 (England and Wales)

THE CHILD ACCIDENT PREVENTION TRUST

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

THE CHILD ACCIDENT PREVENTION TRUST

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	H Bunting S Cawthra I Gethin C Higglesden P Leggat R Manning R Weeks
Secretary	Ms KL Phillips
Charity number (England and Wales)	1053549
Charity number (Scotland)	SC051312
Company number	03147845
Registered office	C/O Sedulo Office 605 Albert House 256-260 Old Street London EC1V 9DD
Independent examiner	Sedulo London Limited Office 605 Albert House 256 - 260 Old Street London EC1V 9DD

THE CHILD ACCIDENT PREVENTION TRUST

CONTENTS

	Page
Chair’s foreword	1
Trustees' report	2 - 9
Statement of trustees' responsibilities	10
Independent examiner's report	11
Statement of financial activities	12
Balance sheet	13
Statement of cash flows	14
Notes to the financial statements	15 - 29

THE CHILD ACCIDENT PREVENTION TRUST

CHAIR'S FOREWORD

FOR THE YEAR ENDED 31 MARCH 2025

"All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy."

Consultant paediatrician

Far too many children die, or suffer life-changing injuries, due to accidents that are completely preventable. The poorest children are at greatest risk.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. We educate and empower families, create inclusive resources tailored to their needs, support trusted frontline staff to share our advice, and work with business and government to create a safer world for all our children.

We are a tiny charity with an outsized impact. Thanks to our committed staff team:

- We have massively increased our digital reach to parents and practitioners, with the audience for our safety advice now numbering in the millions. Our engaged online community tells us how we help them keep their children safe.
- We have reached deep into disadvantaged communities to families in greatest need, for example through our Scar Free project in Manchester.
- Our tips on button battery safety have been included in BSI's standards for business, launched at a parliamentary reception this spring.

After a difficult year in 2023-24, when we sustained an unplanned deficit due to illness within our small team, we moved back to surplus in 2024-25. This enabled us to start to rebuild our reserves, in what continues to be a turbulent and precarious period within the charity sector. I have been fortunate to benefit from the wise counsel of a dedicated Board of Trustees.

Our investment in fundraising has started to bear fruit, with grants from nine new funders. I would like to extend my personal thanks to all our funders, whose support enables us to make a positive difference to the lives of children and their families across the UK.

If you share my belief that one child's death or life-changing injury from a preventable accident is one too many, I invite you join us, follow us on social media, donate to us or invite us to speak to you and share in our vision of a safer world for all our children.

.....
Paul J Leggat
Chair of Trustees

Date: 10 December 2025

THE CHILD ACCIDENT PREVENTION TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

The need for our work

"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."

Young man who fell into scalding bathwater aged 18 months

Last year, far too many children were killed or suffered disfiguring or disabling injuries in accidents that are completely preventable. In fact, accidental injury is one of the biggest killers of the UK's children and a leading cause of disability for otherwise healthy children.

The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and 3 times more likely to be admitted to hospital with serious injuries.

The personal consequences of a serious accident can be devastating, including years of painful skin grafts or permanent brain damage. They can impair a child's mental health, education, and job prospects, and put family relationships under serious strain.

On top of these devastating human costs, there are high financial costs for our hard-pressed NHS. The Chief Medical Officer has estimated that it costs £9 million a year to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital.

We were founded by two children's doctors who could not bear to keep treating the same injuries day after day; and who sometimes, despite their best efforts, had to give the news that no parent ever wants to hear.

They knew that many of the children's deaths or life-changing injuries were needless and they became determined to prevent them. Four decades on, we are still driven by that same passion to keep children safe.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. We focus on the three pillars of accident prevention: empowerment, education and influence. Our vision is a safer world for all our children.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone and so we develop strong relationships with partners who share our objectives in the corporate, public, voluntary and community sectors, helping to amplify our voice and reach more children and families with life-saving information.

Review of the year

We prioritise three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year looks at each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

Spreading knowledge and changing behaviour

"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."

Mother whose two-year-old daughter died after swallowing a lithium button battery

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow stupid or negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

We empower families to keep children safe from harm, spreading knowledge, building confidence and using insights from behavioural science to support changes in behaviour. While our work benefits all children and their parents, we target disadvantaged families and communities where children are at greatest risk of serious harm.

We create compelling educational campaigns and resources that bring safety messages to life. We cover a wide range of topics affecting children of all ages. Child Safety Week, our community education initiative held in June each year, acts as a catalyst for thousands of family-friendly safety activities UK-wide.

Our safety advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk. We use short sentences, colloquial language and visually-appealing imagery, including of families from diverse backgrounds.

Given the cost-of-living pressures facing many families, we take care not to stigmatise parents who buy cheap but potentially harmful products out of necessity. Instead we position bargain-hunting as something we all do, then explain how to reduce the risks to children.

Knowing that parents consume online information in very different ways, we offer both social media posts and links to more advice on our website, including our advice hubs, downloadable fact sheets and parents pack. In 2024-25:

- Our social media posts reached 5.5 million people (up 60% on 2023-24).
- 262,000 people visited our website (a 33% increase), with 500,000 page views of our advice (a 25% increase).

"I think your Facebook page is great. I feel much better equipped with possible hazards as a first-time mum with a very active toddler. Thank you for what you do."

In the run-up to Christmas 2024, we highlighted the dangers of buying cheap toys from online marketplaces, especially superstrong magnets that can rip through a child's gut, water beads that can block a child's bowels, and easy-access button batteries that can burn through sensitive tissue to the main artery and kill a child in two hours. Parents' comments demonstrate how they acted on our safety advice:

"@NAME oh have you? I've had that one in my basket to order too but not bothering now! Yeah, defo scary to think isn't it xxx"

"Someone purchased my son some lights and the remote had an easy access button battery. Thankfully I noticed before giving him it and it was disposed of in the bin!!"

We also look to reach families in other ways. For instance, our oversized button battery safety posters are seen by 50,000 families a year in the emergency department waiting rooms at Manchester Children's Hospital. Families from deprived and marginalised communities are over-represented among those waiting. We are now providing digital posters for hospitals' waiting room screens.

In November 2024, we asked parents for their views on our work. Feedback was overwhelmingly positive:

- 98% had been reminded about important dangers to their child.
- 95% had learnt new things about dangers to their child.
- 89% had shared our advice with their family and friends.
- 70% had made practical changes thanks to our advice.

"Now cooking at the back of the hob and turning handles in. Encouraging family to keep hot drinks much further away than they would think is needed. I did not know how much of a hazard blind cords can be."

Support for frontline practitioners

Frontline staff play a vital role in sharing information with the families they support, especially disadvantaged parents who face barriers accessing the advice they need to keep their children safe. As trusted professionals working in familiar settings, they can offer timely advice in context, for example, as children reach their developmental milestones.

We take our expertise to the frontline of family support, mobilising our 7,500 strong network of staff and volunteers who work alongside parents and children in communities UK-wide. We enhance their knowledge via our safety alerts and online advice hubs, and equip them with evidence-based educational campaigns and resources to share with families.

"We use the CAPT website for everything. All the time. We can send people to you and know that the information is reliable. There's nowhere else".

Our online resource centre offers session plans for engaging groupwork, easy-read fact sheets, impactful posters, short films and translated information in community languages. In 2024-25, 60,000 free resources were downloaded from our website, with many displayed in community settings or copied for onward sharing with families. Practitioners tell us:

"All of your resources were brilliant, really useful for our families."

"We held discussions and demonstrations on many areas of child safety. Many of the mothers told me they didn't realise how dangerous things could be. I like empowering the mothers, so they have all the information they need to become the best parents possible."

Our training helps frontline staff understand more about the links between child development and children's accidents, the main causes of serious accidents and what works in preventing them, the impact of deprivation, and how to engage effectively with families on a topic often viewed as difficult to discuss. In the year under review, we trained 450 staff.

"I have learnt some really good ways of explaining things and great practical ideas to help some of our vulnerable families to engage."

We recognise the barriers that stop some families accessing the advice they need to keep their children safe, including poor literacy, digital poverty and English as an additional language. In response, we provide advice in translation and printed advice materials, including our picture booklets for parents who struggle with reading. Practitioners tell us:

"When I shared your translated resources, parents really welcomed them."

"We always make sure we have these booklets on hand because they're so useful. Very pictorial and creates discussion with young parents who can't read / have low reading ability. Pictures really speak to them."

In the year under review, we distributed 143,620 printed resources UK-wide, including 98,360 free printed materials. An advice leaflet on button battery safety reached 50,000 new parents across Scotland through the Baby Box programme.

We work through our local partners to reduce inequality by reaching families whose children are at greatest risk. For example, serious burns can have devastating consequences for young children, including years of painful skin grafts and the trauma of scarring. Children from the poorest homes are 3 times more likely to be admitted to hospital.

In 2024-25, during the development phase for our Scar Free project, we reached out to over 250 grassroots community groups and support services across Manchester, the city with the UK's highest rate of serious childhood burns.

With input from families and frontline staff, we co-created picture-based handouts and posters that clearly illustrate the risks and practical prevention measures and show what good first aid looks like. We also developed an education pack, with picture prompts and ideas for props and questions, to enable staff to run interactive safety sessions with families.

Thanks to the relationships we forged with local groups, we are now reaching vulnerable families via baby banks, food banks, community hubs, hostels and refuges.

Specialist knowledge and influencing for change

Evidence-based learning informs everything that we do. We review data sources, liaise with universities and maintain close links with clinicians to stay abreast of emerging risks to children. Our aim is to provide a trusted and authoritative source of information for everyone with a concern for child accident prevention in the UK.

We offer an independent voice on a complex and nuanced issue. We work UK-wide with government departments and agencies, the NHS, local authorities, companies, trade associations and standards bodies, using our specialist knowledge and insights to help secure positive change for children.

In the year under review, we worked to put child road safety on the agenda of potential partners, including healthcare and public health, safeguarding, family support, education, early years and childcare, with the aim of developing a shared understanding of and responsibility for this issue. We hope that the long-awaited Road Safety Strategy will provide a clear national direction for work on child road safety.

We again placed a particular emphasis on consumer safety. We are seeing a frightening rise in the numbers of dangerous products for sale on online marketplaces. UK law has not kept pace with changes in how we shop. If a seller is based overseas, and sells online, they can evade the safety responsibilities that UK sellers are required to adhere to, even for children's toys or baby products.

As a result, both families and small traders on our high streets unwittingly import goods that pose a serious risk to children. We have raised our concerns through our active membership of the Office for Product Safety and Standards (OPSS) Consumer Reference Panel, BSI's Consumer Forum Council and the Cross-Party Group on Safety in the Scottish Parliament.

We welcomed the passing of the Product Regulation and Metrology Act this summer. This is an enabling act that heralds more detailed secondary legislation on consumer safety. However, as changes to the law are still some years away, we continue to share insights and intelligence from clinicians on unsafe products, to inform OPSS risk assessments and enable them to recall dangerous products from sale.

Finally, we have continued to drive forward work UK-wide on button battery safety. Button batteries, especially lithium coin cell batteries, can seriously hurt or even kill a young child if they are swallowed.

We chair an OPSS Working Group with a focus on developing and sharing clear consumer safety messages on button battery safety. Five top tips were agreed by the group's members including the British Retail Consortium, British and Irish Portable Battery Association and online marketplaces, adopted by BSI in their update of the safety standard and launched at a parliamentary reception in spring 2025.

Financial review

It is very pleasing to report a strong surplus of £30,219 in 2024-25, following the unplanned deficit from the previous financial year. Whilst the surplus is very welcome as it increases the charity's reserves, there are some important details behind the high-level numbers to be addressed and managed in 2025-26.

Total income increased from £188,418 in 2023-24 to £329,283 in 2024-25, whilst total expenditure increased from £248,896 to £299,064, resulting in a surplus of £30,219 compared to a deficit of £60,478 in the previous year.

Reserves increased from £38,956 to £69,175.

However, the income figure included an exceptional grant of £49,900 from OPSS. Without this, the charity would have recorded a deficit of circa £20,000, which would have further weakened reserves and our ability to continue our work. The CEO and Board were delighted to accept the additional funding, as it enabled us to complete more work enabling consumers to make safer purchases and so reduce the risk of harm to children.

As with any set of financial statements, some commentary around the operating environment is necessary to help inform the understanding of the strategy and performance.

In line with the rest of the economy, the economic environment remains very challenging for all participants in both government and the private sector. This has led to increased financial pressures on charities, increasing their demand for funding whilst, at the same time, reducing the pools of available funding. Trusts and Foundations are receiving an unprecedented level of funding requests from charities, which has resulted in some being closed to new applicants or reductions in the size and/or tenure of grants being awarded.

As noted last year, in recognition of the challenges and risks to our historical funding model, we have invested in the services of an experienced Trusts and Foundations fundraiser. During the year we received new funding from seven charitable trusts and foundations, which is a very credible performance from effectively a standing start. Having established a relationship, we work very hard to develop it, keeping the funder appraised of our work and how their money has supported us. This should help secure further funding in subsequent years.

The Board has also made the strategic decision to selectively form corporate partnerships with a small number of companies who are interested in supporting our work. We believe we have mutual interests in promoting child safety and our experience and skill set can be both complimentary and accretive to a company's objectives.

We were delighted in September 2025 to form a partnership with AXA UK to promote road safety. We have begun discussions with a small number of other companies regarding potential partnerships across our range of child safety initiatives. This source of funding further diversifies and de risks our funding profile which is very important in the current environment. To assist us, we have engaged an experienced corporate partnerships advisor on a part time basis.

As ever, we are extremely grateful to everyone who has supported our work. Due to our very lean and efficient structure, a very high percentage of their funding is used in activities to help keep children safe.

Going concern

At the year end, the charity had a cash balance of £54,198 and unrestricted reserves of £60,589. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the Trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the Trustees believe that the preparation of the financial statements on a going concern basis is appropriate.

Reserves policy

It is the long-term aim of the Trustees to maintain free reserves of three months of fixed costs plus ancillary closure costs. This is to act as a financial safety net during times of uncertainty.

Free reserves now stand at £60,144 while three months of fixed costs and ancillary closure costs is projected to be £72,308. The free reserves are therefore below the level the Trustees would like them to be. Trustees are continuing to take steps to diversify income and reduce the funding risk profile, to put the charity's funding on a more sustainable basis, including increasing the reserves to the desired level.

Our supporters

We received welcome government grant funding from the Office for Product Safety and Standards for our work on product safety and from the Department for Transport to support work on child road safety.

We benefited from support from a number of companies and trade bodies including: AbbVie UK and Westfield Health for our Scar Free project; Amazon, for awareness raising on button battery safety; Bitrex and the British Blind and Shutter Association, both longstanding sponsors of our work on child safety; the British and Irish Portable Battery Association, a longstanding partner in our work on button battery safety; the Capital Group towards our ongoing costs; and our corporate patrons, including Leigh Day and Origin Pharma.

Our investment in securing new funding from trusts and foundations began to bear fruit, with grants from the Garfield Weston Foundation, Golden Bottle Trust, Grocers Charity, Headley Trust, Tedworth Charitable Trust, William Allen Young Foundation and Yorkshire Building Society Foundation. This complemented existing support from the VTCT Foundation.

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates, given the current economic position and more stretched government, corporate and trust finances.

Finance is now a standing agenda item at all Board Meetings. The Trustees have also formally introduced cash flow trigger points and risk events to aid monitoring and decision making.

Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

Structure, governance and management

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee (registered number: 03147845) and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

Charitable objects and powers

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Public Benefit

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit.

Trustees

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

H Bunting
S Cawthra
I Gethin
C Higglesden
P Leggat
R Manning
R Weeks

Recruitment and appointment of trustees

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Staffing
Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

Core staff

Katrina Phillips OBE	Chief Executive
Ian Evans	Senior Consultant
Teri Frecknall	Content Manager
Pam Prentice	Senior Communications and Engagement Manager

Freelance and outsourced staff

Caroline Danks	Director, Larkowl
Laura Harris	Laura Harris Copywriting (to May 2024)
Mike Hayes	Associate Trainer (Stay One Step Ahead)
Ceri Hewitt	Associate Trainer (from September 2025)
Kevin Lowe	Associate Trainer (to August 2025)
Zaki Shah	Compliance Accountant, Sedulo
Jenny Weeks	Community Engagement (from July 2024)

Decision making
Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

The trustees' report was approved by the Board of Trustees.

.....
P Leggat
Trustee

Date: 10 December 2025 .....

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2025

The trustees, who are also the directors of The Child Accident Prevention Trust for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

In preparing these financial statements, the trustees are required to:
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

THE CHILD ACCIDENT PREVENTION TRUST

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE CHILD ACCIDENT PREVENTION TRUST

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2025.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006.

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or

4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

E Houghton

Emma Houghton FCCA
Sedulo London Limited

Office 605 Albert House
256 - 260 Old Street
London
EC1V 9DD
United Kingdom

Dated: 10 December 2025

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	**2**	74,456	-	74,456	41,591	-	41,591
Charitable activities	**3**	42,221	174,950	217,171	37,230	90,000	127,230
Other trading activities	**4**	36,659	-	36,659	17,650	-	17,650
Investments	**5**	997	-	997	1,947	-	1,947
Total income		154,333	174,950	329,283	98,418	90,000	188,418
Expenditure on:							
Raising funds	**6**	46,816	-	46,816	3,940	-	3,940
Charitable activities	**7**	85,884	166,364	252,248	154,956	90,000	244,956
Total expenditure		132,700	166,364	299,064	158,896	90,000	248,896
Net income/(expenditure) and movement in funds		21,633	8,586	30,219	(60,478)	-	(60,478)
Reconciliation of funds:							
Fund balances at 1 April 2024		38,956	-	38,956	99,434	-	99,434
Fund balances at 31 March 2025		60,589	8,586	69,175	38,956	-	38,956

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE CHILD ACCIDENT PREVENTION TRUST

BALANCE SHEET

AS AT 31 MARCH 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible assets	**13**		445		304
Current assets					
Stocks	**15**	6,147		8,770	
Debtors	**16**	57,091		49,438	
Cash at bank and in hand		54,198		58,242	
		117,436		116,450	
Creditors: amounts falling due within one year	**18**	(45,169)		(63,849)	
Net current assets			72,267		52,601
Total assets less current liabilities			72,712		52,905
Creditors: amounts falling due after more than one year	**19**		(3,537)		(13,949)
Net assets			69,175		38,956
The funds of the charity					
Restricted income funds	**21**		8,586		-
Unrestricted funds			60,589		38,956
			69,175		38,956

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2025.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 10 December 2025

.....
C Higglesden
Trustee

.....
P Leggat
Trustee

Company registration number 03147845 (England and Wales)

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	**25**		5,598		(56,942)
Investing activities					
Purchase of tangible fixed assets		(483)		-	
Proceeds from disposal of subsidiaries		-		100	
Investment income received		997		1,947	
Net cash generated from investing activities			514		2,047
Financing activities					
Repayment of bank loans		(10,156)		(9,910)	
Net cash used in financing activities			(10,156)		(9,910)
Net decrease in cash and cash equivalents			(4,044)		(64,805)
Cash and cash equivalents at beginning of year			58,242		123,047
Cash and cash equivalents at end of year			54,198		58,242

1 Accounting policies

Charity information

The Child Accident Prevention Trust is a private company limited by guarantee incorporated in England and Wales. The registered office is C/O Sedulo Office 605, Albert House 256-260 Old Street, London, EC1V 9DD.

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2025 and the charitable company’s financial position as at that date.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

1.3 Charitable funds

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

1 Accounting policies **(Continued)**

Grants receivable
Grants, including government grants, are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

Project income
Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

Other income
Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

Donations and voluntary income
Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

Investment income
Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

Allocation of costs
Support and governance costs are reallocated to raising funds and charitable activities based on their use of total staff costs, as detailed below:

2025

Raising Funds	- 8.93%
Promotion of Child Safety	- 91.07%

2024

Raising Funds	- 1.14%
Promotion of Child Safety	- 98.86%

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33.33% per annum straight line

1 Accounting policies **(Continued)**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1 Accounting policies **(Continued)**

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Donations	32,155	41,591
Grants	42,301	-
	74,456	41,591

3 Income from charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Promotion of child safety						
Project Income						
Child Safety Week	-	-	-	-	30,000	30,000
Staying Safe with Sam	-	-	-	-	10,000	10,000
Office for Product Safety and Standards	-	99,900	99,900	12,080	50,000	62,080
Manchester Burns Outreach	-	34,990	34,990	-	-	-
Department for Transport Project	-	40,060	40,060	-	-	-
Other Income						
Publications Income	18,456	-	18,456	17,062	-	17,062
Training	12,995	-	12,995	7,838	-	7,838
Consultancy	10,770	-	10,770	250	-	250
	42,221	174,950	217,171	37,230	90,000	127,230

Amounts in Project Income include government grants totalling £139,960 (2024: £80,000)

4 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Commercial participation and corporate affiliates	900	1,650
Sponsorships	35,130	16,000
Other income	629	-
	36,659	17,650

5 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	997	1,947

6 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Direct fundraising costs	27,355	1,641
Staff costs	16,120	1,932
Support costs	3,341	367
	46,816	3,940

7 Expenditure on charitable activities

	Promotion of child safety 2025 £	Promotion of child safety 2024 £
Direct costs		
Staff costs	156,392	159,928
Projects and contracts	14,770	15,723
Publications	14,372	6,409
Training	8,371	3,150
Education and information services	9,711	9,280
Temporary and freelance staff	10,733	15,770
	214,349	210,260
Share of support and governance costs (see note 8)		
Support	34,089	31,831
Governance	3,810	2,865
	252,248	244,956
Analysis by fund		
Unrestricted funds	85,884	154,956
Restricted funds	166,364	90,000
	252,248	244,956

8 Support costs allocated to activities

	2025	2024
	£	£
Staff costs	8,060	7,726
Depreciation	342	280
Finance support	11,400	11,400
Business development	-	1,114
Stationery	244	455
Bad debts	-	155
Postage and telephone	2,434	2,396
Computers	1,900	1,891
Miscellaneous	963	1,777
Irrecoverable VAT	8,451	2,255
Insurance	2,508	2,154
Staff training and expenses	1,129	595
Governance costs	3,809	2,865
	41,240	35,063
Analysed between:		
Fundraising	3,341	367
Promotion of child safety	37,899	34,696
	41,240	35,063

Governance costs comprise:	2025 £	2024 £
Independent examination	750	750
Accountancy	350	-
Accounts preparation	2,100	1,250
Legal and professional	291	460
Other governance expenses	318	405
	3,809	2,865

9 Net movement in funds

	2025	2024
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	750	750
Depreciation of owned tangible fixed assets	342	280

10 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

Trustee expenses
There were no trustees' expenses paid for the year ended 31 March 2025 nor for the year ended 31 March 2024.

11 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Direct charitable work	4	4

Employment costs	2025 £	2024 £
Wages and salaries	160,689	151,121
Social security costs	12,162	10,886
Other pension costs	7,721	7,579
	180,572	169,586

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2025 Number	2024 Number
£60,000 - £69,999	1	1

Remuneration of key management personnel

The Key Management Personnel in the year ended 31 March 2025 were the Chief Executive Officer and the trustees. The total amount of employee benefits (including employer's national insurance and pensions contributions) received by Key Management Personnel was £80,597 (2024: £77,260).

12 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

13 Tangible fixed assets

	Computers
	£
Cost	
At 1 April 2024	841
Additions	483
At 31 March 2025	1,324
Depreciation and impairment	
At 1 April 2024	537
Depreciation charged in the year	342
At 31 March 2025	879
Carrying amount	
At 31 March 2025	445
At 31 March 2024	304

14 Fixed asset investments

	Total
	£
Cost or valuation	
Carrying amount	
At 31 March 2025	-
At 31 March 2024	-

At the beginning of the prior year, the charity beneficially owned the whole of the issued share capital of Child Safety Services Limited, a company registered in England with number 02491998. The charity made an application to dissolve Child Safety Services Limited on 15th February 2024, and received the issued share capital for this in the year ended 31 March 2024.

The company was formally dissolved in the current financial year on 14th May 2024.

15 Stocks

	2025	2024
	£	£
Publications for sale	6,147	8,770

16 Debtors

	2025	2024
Amounts falling due within one year:	**£**	**£**
Trade debtors	20,400	42,099
Other debtors	201	-
Prepayments and accrued income	36,490	7,339
	57,091	49,438

17 Loans and overdrafts

	2025	2024
	£	**£**
Bank loans	13,955	24,111
Payable within one year	10,418	10,162
Payable after one year	3,537	13,949

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first year's interest and any associated fees.

18 Creditors: amounts falling due within one year

	Notes	2025	2024
		£	**£**
Bank loans	**17**	10,418	10,162
Other taxation and social security		5,968	6,569
Deferred income	**20**	15,625	23,000
Trade creditors		8,801	6,799
Other creditors		992	13,601
Accruals		3,365	3,718
		45,169	63,849

19 Creditors: amounts falling due after more than one year

	Notes	2025	2024
		£	**£**
Bank loans	**17**	3,537	13,949

20 Deferred income

	2025	2024
	£	£
Other deferred income	15,625	23,000

Deferred income is included in the financial statements as follows:

	2025	2024
	£	£
Deferred income is included within:		
Current liabilities	15,625	23,000
Movements in the year:		
Deferred income at 1 April 2024	23,000	14,750
Released from previous periods	(23,000)	(14,750)
Resources deferred in the year	15,625	23,000
Deferred income at 31 March 2025	15,625	23,000

21 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 April 2024	Incoming resources	Resources expended	At 31 March 2025
	£	£	£	£
Office for Product Safety and Standards 2024-25	-	99,900	(99,900)	-
AbbVie - 2024	-	5,000	(5,000)	-
Westfield Health - 2024-25	-	5,000	(5,000)	-
VTCT Foundation EDI - 2024-25	-	24,990	(16,404)	8,586
Department for Transport - 2024-25	-	40,060	(40,060)	-
	-	174,950	(166,364)	8,586

21 Restricted funds **(Continued)**

Previous year:	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
Scottish Government 2023-24	-	30,000	(30,000)	-
Staying Safe With Sam 2023-24	-	10,000	(10,000)	-
Office for Product Safety and Standards 2023-24	-	50,000	(50,000)	-
	-	90,000	(90,000)	-

Office for Product Safety and Standards
During the year ended 31 March 2025, funds from the Office for Product Safety and Standards supported the charity to enable consumers to make safer purchases, reducing the risk of harm to children and young people in the UK.

AbbVie, Westfield Health and VTCT Foundation
Funds from these three funders supported the charity with their Manchester Burns Outreach project ('Scar Free') during the year to equip grassroots groups to empower parents to reduce life-changing injuries from burns to babies and toddlers, targeting deprived neighbourhoods where children are at greatest risk.

Department for Transport
Funds from the Department for Transport supported a project to reduce the instances of children being killed or seriously injured on the road, and engage stakeholders on road safety measures.

22 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2024 £	Incoming resources £	Resources expended £	At 31 March 2025 £
General funds	38,956	154,333	(132,700)	60,589

Previous year:	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
General funds	99,434	98,418	(158,896)	38,956

23 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
At 31 March 2025:			
Tangible assets	445	-	445
Current assets/(liabilities)	63,681	8,586	72,267
Long term liabilities	(3,537)	-	(3,537)
	60,589	8,586	69,175

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 March 2024:			
Tangible assets	304	-	304
Current assets/(liabilities)	52,601	-	52,601
Long term liabilities	(13,949)	-	(13,949)
	38,956	-	38,956

24 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).

25 Cash generated from/(absorbed by) operations	2025 £	2024 £
Surplus/(deficit) for the year	30,219	(60,478)
Adjustments for:		
Investment income recognised in statement of financial activities	(997)	(1,947)
Depreciation and impairment of tangible fixed assets	342	280
Movements in working capital:		
Decrease in stocks	2,623	210
(Increase) in debtors	(7,653)	(4,493)
(Decrease)/increase in creditors	(11,561)	1,236
(Decrease)/increase in deferred income	(7,375)	8,250
Cash generated from/(absorbed by) operations	5,598	(56,942)

26 Analysis of changes in net funds

	1 April 2024	Cash flows	31 March 2025
	£	£	£
Cash at bank and in hand	58,242	(4,044)	54,198
Loans falling due within one year	(10,162)	(256)	(10,418)
Loans falling due after more than one year	(13,949)	10,412	(3,537)
	34,131	6,112	40,243

THE CHILD ACCIDENT PREVENTION TRUST

England & Wales - Charity number 1053549

Accounts

Charity registration number 1053549 (England and Wales)

Charity registration number SC051312 (Scotland)

Company registration number 03147845 (England and Wales)

THE CHILD ACCIDENT PREVENTION TRUST

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

THE CHILD ACCIDENT PREVENTION TRUST

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	H Bunting S Cawthra I Gethin C Higglesden P Leggat R Manning R Weeks	(Appointed 22 June 2023)
Secretary	K L Phillips	
Charity number (England and Wales)	1053549	
Charity number (Scotland)	SC051312	
Company number	03147845	
Registered office	c/o PKF Littlejohn LLP 15 Westferry Circus London E14 4HD	
Independent examiner	Sedulo London Limited Office 605 Albert House 256 - 260 Old Street London EC1V 9DD	

THE CHILD ACCIDENT PREVENTION TRUST

CONTENTS

	Page
Chair’s foreword	1
Trustees' report	2 - 11
Statement of trustees' responsibilities	12
Independent examiner's report	13
Statement of financial activities	14
Balance sheet	15
Statement of cash flows	16
Notes to the financial statements	17 - 31

THE CHILD ACCIDENT PREVENTION TRUST

CHAIR'S FOREWORD

FOR THE YEAR ENDED 31 MARCH 2024

"All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy."

Consultant paediatrician

The Child Accident Prevention Trust is a small, national charity that is recognised for its expertise amongst healthcare professionals, government, parents and those who work with children and families. We are the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. Our vision is a safer world for all our children.

If you have been following our progress, you will know this and that we had delivered surpluses in the five preceding years, despite what continues to be a turbulent and precarious period within the charity sector. This is thanks, in no small part, to our expert and passionate core executive team.

Sadly, the year to March 2024 saw us sustain a deficit due to long term illness within our team, impacting our ability to raise much-needed funding. We are fortunate to have built sufficient reserves in recent years to allow us to continue and, with the full support of our dedicated Board of Trustees, we have redoubled our efforts to build resilience and longevity.

- We have invested in support for fundraising to reduce the risk for the charity and help diversify income streams.
- We have massively improved our digital reach to parents and community practitioners, with our audience now numbering in the millions.
- We have reached deep into disadvantaged communities to families in greatest need, for example through our work in Manchester.
- We have raised our concerns for unsafe toys and baby products sold on online marketplaces and welcome forthcoming legislation to keep children safe.

We continue to fight for our belief that one childhood death or serious injury from a preventable accident is one too many. We would invite you, now more than ever, to support us, join us, follow us on social media, donate to us or invite us to speak to you and share in our vision of a safer world for all our children.

.....

Paul J Leggat

Chair of Trustees

Date: 20 December 2024 .....

THE CHILD ACCIDENT PREVENTION TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2024

The trustees present their annual report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Objectives and activities

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Why we exist

"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."

Mother whose two-year-old daughter died after swallowing a lithium button battery

Last year, far too many children were killed or suffered disfiguring or disabling injuries in accidents that are completely preventable. In fact, accidental injury is one of the biggest killers of the UK's children and a leading cause of disability for otherwise healthy children.

The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and three times more likely to be admitted to hospital with serious injuries.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents.

Our vision is a safer world for all our children.

We were set up 40 years ago by two consultant paediatricians who could not bear to keep treating the same injuries day after day; and who sometimes, despite their best efforts, had to give the news that no parent ever wants to hear. They knew that many of the children's deaths or life-changing injuries were needless and they became determined to prevent them.

We are still driven by that same passion to keep children safe. We focus on the three pillars of accident prevention: empowerment, education and influence. We enable parents to make sense of safety advice and nurture happy, healthy families. We provide educational resources, advice and training for everyone working with children and families. And we use our expertise to advise businesses and government.

The scale of the problem is huge. Children should be safe in their own homes yet every year, in England alone, 370,000 under-fives have an injury that requires a visit to hospital, 40,000 will be admitted to hospital because of their injuries and tragically 35 will die. The emergency hospital admission rate is 40% higher for children from the most deprived communities.

59 children died on our roads last year and 2,337 were seriously injured in road accidents. Children living in the most deprived areas are three times more likely to be killed or seriously injured as a pedestrian and six times more likely to be killed or seriously injured as a cyclist.

The personal consequences of a serious accident can be devastating, including years of painful skin grafts or permanent brain damage. They can impair a child's mental health, education, and job prospects, and put family relationships under serious strain.

"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."
Young man who fell into scalding bathwater aged 18 months

On top of these devastating human costs, there are high financial costs for our hard-pressed NHS. The Chief Medical Officer has estimated that it costs £9 million a year to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital. The cumulative costs are even higher. In just one year, children who suffer serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

Public benefit

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit.

Our work

"We held discussions and demonstrations on many areas of child safety. Many of the mothers told me they didn't realise how dangerous things could be. I like empowering the mothers, so they have all the information they need to become the best parents possible."
Young Parents' Support Worker participating in Child Safety Week

We empower families to keep children safe from harm, spreading knowledge, building confidence and using insights from behavioural science to support changes in behaviour. While our work benefits all children and their parents, we target disadvantaged families and communities where children are at greatest risk of serious harm.

We take our expertise to the frontline of family support, mobilising our 7,000 strong network of staff and volunteers who work alongside parents and children in communities UK-wide. We enable them to act as local child safety champions, equipping them with educational programmes and resources to deliver direct to families, and providing them with expert advice via our newsletters, training events and website.

Finally, we provide a trusted, expert voice on a complex issue. We work with the NHS and public sector, companies, trade associations, standards bodies and government, raising the profile of child accident prevention and using our specialist knowledge to secure positive changes to services, products and the ways products are sold.

Our approach

"I always thought choking would have been more obvious. But the silence and the panic in his eyes will stay with me forever."

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow stupid or negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

For example, few parents know that the concentrated detergent in washing capsules can cause breathing difficulties, eye damage or caustic burns if their baby bites into one, or that a hot drink can still burn a young child 15 minutes after it has been made. Even experienced parents can be taken by surprise by what their child does next.

We recognise that experimenting and risk-taking are a natural part of growing up and never advocate 'wrapping children in cotton wool'. With so much misinformation online, we help people to understand the real risks to children's safety and then manage or minimise those risks, sharing our insights into the links between accidents and child development.

Evidence-based learning informs everything that we do. We review data sources, liaise with universities and maintain close links with clinicians to stay abreast of emerging risks to children. Our aim is to provide a trusted and authoritative source of information for everyone with a concern for child accident prevention.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone. So we develop strong relationships with partners who share our objectives in the corporate, public, voluntary and community sectors, helping to amplify our voice and reach more children and families with life-saving information.

Review of the year

The work we do to address serious childhood accidents prioritises three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year looks at each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

Spreading knowledge and changing behaviour

We create compelling and emotionally engaging educational campaigns and resources that bring safety messages to life for families. We cover a wide range of topics affecting children of all ages, including home safety, product safety, water safety and safety on our roads. Child Safety Week, our community education initiative held in June each year, acts as a catalyst for thousands of family-friendly safety activities UK-wide.

Our safety advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk. We use short sentences, colloquial language and visually-appealing imagery, including of families from diverse backgrounds.

Given the cost-of-living pressures facing many families, we take care not to stigmatise parents who purchase cheap but potentially harmful products out of necessity, positioning bargain-hunting as something we all do, then explaining how to mitigate the risks to children.

We interrogate our advice to see if the call to action is clear, practical and feasible for parents under pressure, including those facing additional challenges from poverty, using insights from behavioural science to support changes in behaviour and everyday routines.

We recognise the barriers that stop some families accessing the advice they need to keep their children safe, including poor literacy, digital exclusion and English as an additional language. In response, we provide advice in translation – our button battery fact sheet is now available in 20 community languages – and a wide range of printed advice materials, including our acclaimed picture booklets for the poorest parents who struggle with reading.

"We always make sure we have these booklets on hand because they're so useful. Very pictorial and creates discussion with young parents who can't read / have low reading ability. Pictures really speak to them."
Family nurse

In the year under review, we distributed 129,880 printed resources UK-wide, including 96,965 free printed materials. While an advice leaflet on button battery safety, produced in collaboration with the Scottish Government, reached 50,000 new parents through their Baby Box programme.

Knowing that parents consume online information in very different ways, we offer both short-form content (social media posts, reels and videos) and links to more advice on our website, including our advice hubs, downloadable fact sheets and parents pack. In 2023-24:

- Our social media posts reached 3.8 million people, with total engagement (likes, shares and comments) of 290,491.
- Our short safety films were viewed 398,443 times.
- 191,140 people visited our website, with 401,526 page views of our advice.

This coincided with significant organic growth in the number of our followers on Facebook (up 23%) and Instagram (up 42%) over the year.

"I think your Facebook page is great. I feel much better equipped with possible hazards as a first-time mum with a very active toddler. Thank you for what you do."

We also reach parents through more traditional media outlets. For example, in December 2023, we collaborated with the Institute of Health Visiting and the Lullaby Trust on a piece for ITV Regional News on unsafe baby products sold on online marketplaces. This alerted over 4 million people to the dangers. The story was then picked up by The Sun and Scottish Sun, with additional content on ITV's website and other online outlets, reaching millions more.

Additionally, we have a geographical focus on reaching families in areas with significant levels of child poverty and childhood accidents. For instance:

- We rolled out our Staying Safe with Sam education programme to all reception classes in Manchester's 137 primary schools, reaching 7,635 pupils and their families.

"The resources were accessible to all the children in my class and they all understood the key safety messages. The story was engaging and there was a lot for the children to notice and discuss in the illustrations. The children also recognised some of the products from home and so were able to make links to home and real-life situations."
A teacher in a deprived area of Manchester on 'Staying Safe with Sam'

- Our oversized button battery safety posters will be seen by 50,000 families a year in the A&E waiting rooms at Manchester Children's Hospital. Families from deprived and marginalised communities are over-represented among those waiting.

In October 2023, we asked parents and carers for their views on our work. Feedback was overwhelmingly positive:

- 93% told us they had been reminded about important dangers to their child.
- 87% had learnt new things about dangers.
- 74% said our advice has helped them make changes to make their child safer with over half making changes at home, including moving dangerous products out of children's reach and fitting safety locks to cupboards.
- 74% had shared our advice with their family/friends.
- 72% said they now knew more about dangers as their child develops.

"Now cooking at the back of the hob and turning handles in. Encouraging family to keep hot drinks much further away than they would think is needed. I did not know how much of a hazard the cord to blinds can be."

Support for frontline professionals

Frontline staff play a vital role in sharing safety information with the families they support, especially disadvantaged parents who face barriers accessing the advice they need to keep their children safe. As trusted professionals working in familiar settings, they can offer timely advice in context, for example, as children reach their developmental milestones.

They rely on us to distil data and research, advise them on accident priorities including new threats to children, and develop effective educational materials and campaigns. They say:

"We use the CAPT website for everything. All the time. We can send people to you and know that the information is reliable. There's nowhere else".

"Just keep up the great work that you do – our families really appreciate it."

Our network of over 7,000 local stakeholders come from a very wide range of backgrounds across the UK, including community development, family support, youth work, early learning and childcare, education, health visiting, public health, healthcare, fire service, police, road safety and trading standards.

A number work in in areas of multiple deprivation, including health visitors targeting the most disadvantaged parents with intensive support, family nurses and others supporting young parents, Home-Start volunteers supporting vulnerable families in their own homes, trusted local community groups, and those supporting families fleeing domestic abuse, homeless or poorly housed families, and refugee families living in hotels.

Our approach sees us enhancing their knowledge via our email newsletters and online subject hubs, and equipping them with evidence-based educational campaigns, resources and social media posts to share with families.

Our online resource centre offers session plans for engaging groupwork, easy-read fact sheets, impactful posters, short films and translated information in community languages. In 2023-24, 58,299 free resources were downloaded from our website, with many displayed in community settings or copied for onward sharing with families. Practitioners tell us:

"***All of your resources were brilliant, really useful for our families."***

"***I don't know what we'd do without the Child Accident Prevention Trust."***

We also offer training to help frontline staff understand more about the links between child development and children's accidents, the main causes of serious childhood accidents and what works in preventing them, the impact of deprivation, and how to engage effectively with families on a topic often viewed as difficult to discuss.

Recognising the pressures that many frontline services face, our approach is designed to help practitioners weave child safety into their routine work with families.

In the year under review, we ran our first open online course, training 17 frontline staff, and secured a two-year contract to train 200 community practitioners across Durham County Council. Feedback has been very positive:

"I have learnt some really good ways of explaining things and great practical ideas to help some of our vulnerable families to engage."

Specialist knowledge and influencing for change

We are the leading authority on child accident prevention in the UK, offering a trusted, independent voice on a complex and nuanced issue. Our team brings over 50 years' combined expertise in child safety. We work UK-wide with government departments and agencies, the NHS, local authorities, companies, trade associations and standards bodies, using our specialist knowledge and insights to help secure positive change for children.

In the year under review, we again placed a particular emphasis on product safety. We are seeing a frightening rise in the numbers of dangerous products for sale on online marketplaces. UK law has not kept pace with changes in how we shop. If a seller is based overseas, and sells online, they can evade the safety responsibilities that UK sellers are required to adhere to, even for children's toys or baby products.

As a result, both families and small traders on our high streets unwittingly import goods into the UK that pose a serious risk to children. Indeed, as our recent survey demonstrated, most parents think: "if I can buy it, it must be safe", with three-quarters mistakenly believing that any product aimed at children under 5 has to be fully tested and certified safe by an independent body before it can be sold online.

We have raised our concerns through our active membership of the Office for Product Safety and Standards (OPSS) Consumer Reference Panel, BSI's Consumer Forum Council and the Cross-Party Group on Safety in the Scottish Parliament.

We have also continued to support the British Toy and Hobby Association with its work to highlight sales of dangerous toys on online marketplaces, including toys that have previously been recalled, and have a close working relationship with the Chartered Trading Standards Institute, supporting the launch of their manifesto at the House of Commons.

Additionally, we have raised our concerns directly with online marketplace and their sellers. This included a presentation at the first meeting of the British Retail Consortium's online marketplaces group, alongside representatives from OPSS, and presentations on button battery dangers to online sellers on well-known online marketplaces.

We welcomed the inclusion of the Product Regulation and Metrology Bill in the King's Speech this summer. This is an enabling bill that heralds more detailed secondary legislation on consumer safety. However, as changes to the law are still some years away, we continue to share insights and intelligence from clinicians on unsafe products, to inform OPSS risk assessments and enable them to recall dangerous products from sale.

Finally, we have continued to drive forward work UK-wide on button battery safety. Button batteries, especially lithium coin cell batteries, can seriously hurt or even kill a young child if they are swallowed. If a battery gets stuck in the food pipe, chemicals from the battery react with saliva to create caustic soda, which can burn through the food pipe, causing catastrophic injury or even death.

We chair the consumer awareness and education activity strand of the OPSS Working Group on Button Battery Safety. Our focus has been to develop clear and consistent consumer safety messaging on button battery safety. Five top tips have now been agreed by the group's members including the British Retail Consortium, British and Irish Portable Battery Association and online marketplaces, and adopted by BSI in their update of the standard. We are looking forward to a parliamentary launch in spring 2025.

Financial review

The financial year to March 2024 was a very difficult one for the charity.

As a small national charity, the structure is very lean and efficient. There is only one full-time employee (plus part-time employees), which means we punch way above our weight in terms of the work we do. A consequence of having such a lean structure is that the absence of a key employee has a significant impact.

Sadly, this happened in the financial year 2023/24, resulting in an unplanned deficit of £60,478. For a long time, it was the responsibility of our Chief Executive to deliver all of the fundraising activities. Last year, she unexpectedly had over three months off work for a major operation and recovery period. As a result, income was proportionally reduced and it was necessary to use some of our reserves to continue to deliver our work.

The deficit of £60,478 was in contrast to a surplus of £18,020 in the previous financial year. This resulted in the unrestricted funds of the charity falling from £99,434 to £38,956. Income reduced from £308,916 in the previous year to £188,418 with expenditure reducing from £290,896 to £248,896.

Funding

The Trustees recognised that the historic funding model posed both a risk to the charity's ability to operate and was a limiting factor to grow and expand our work. For the financial year 2024/25 we have invested in an experienced Trusts and Foundations fundraiser to grow income for the charity.

This will lower the funding risk profile, diversify funding sources, allowing the charity to rebuild reserves and ultimately grow to increase charitable activities and the positive impact this has on the lives of children and their families.

We strongly believe that securing new funding from trusts and foundations, together with multi-year funding awards, is a critical success factor to achieving these objectives.

Additionally, we are growing our partnerships with business, recognising that companies have a responsibility to keep children safe and can help to champion our cause. A good example of this is the work we have started with Amazon.

We are proud that, in an environment where the real-term value and availability of government grants and contracts has been reducing, we have continued to secure statutory support for our work. Diversifying our income and investing in fundraising is necessary if we are to achieve the meaningful change needed for children and families.

Our supporters

Among our corporate supporters, in 2023-24, we benefited from donations and sponsorship from: Bitrex and the British Blind and Shutter Association, both longstanding sponsors of Child Safety Week; the British and Irish Portable Battery Association, a longstanding partner in our work on button battery safety; the Capital Group towards our ongoing costs; and our corporate patrons, including Leigh Day.

We received welcome government grant funding from: Building Safer Communities in the Scottish Government for our work on child accident prevention in Scotland; and the Office for Product Safety and Standards for our work on product safety.

We also received an RSA Climate Change and Education Grant to roll out our Staying Safe with Sam education programme to all reception classes in Manchester. And we secured a small contract from the Office for Product Safety and Standards for a pilot project in the emergency department waiting room of Manchester children's hospital.

Going concern

The charity had a deficit of £60,478 and net assets of £38,956 at year end. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the trustees believe that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

Reserves policy

It is the long-term aim of the Trustees to maintain free reserves of three months of fixed costs plus ancillary closure costs. This is to act as a financial safety net during times of uncertainty.

Free reserves now stand at £38,956, down from £99,434 at 31st March 2023 as a result of the deficit incurred during the year. The charity aims to hold three months of fixed costs and ancillary closure costs which are currently estimated to be £77,481. Free reserves are currently 50% of this figure and are therefore well below the level the Trustees would like them to be. However, the reduction in 2023-24 was due to an exceptional unplanned event as outlined above.

Furthermore, through hiring an experienced Trusts and Foundations fundraiser, the Trustees have taken steps to diversify income and reduce the funding risk profile, to put the charity's funding on a more sustainable basis, including increasing the reserves to the desired level. At the time of writing, funding has been approved by eight new trusts and foundations, which is very positive.

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates, especially in the current economic position and more stretched government, corporate and trust and foundation finances. In addition to external fundraising volatility, the trustees have also identified the over-reliance on a single member of staff for fundraising as a risk and have taken steps to mitigate this, as outlined above.

Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

Structure, governance and management

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee (registered number: 03147845) and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

H Bunting	
S Cawthra	
I Gethin	
C Higglesden	(Appointed 22 June 2023)
P Leggat	
R Manning	
R Weeks	
J Scott-Gatty	(Resigned 9 August 2023)
J Moore	(Resigned 14 December 2023)

Recruitment and appointment of trustees

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Staffing

Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

Core staff

Katrina Phillips OBE	Chief Executive
Ian Evans	Senior Consultant/Trainer
Teri Frecknall	Content Manager
Pam Prentice	Senior Communications and Engagement Manager

Freelance, temporary and outsourced staff

Caroline Danks	Director, LarkOwl (from May 2024)
Laura Harris	Laura Harris Copywriting (to May 2024)
Mike Hayes	Associate Consultant/Trainer (Stay One Step Ahead)
Kevin Lowe	Associate Consultant/Trainer
Zaki Shah	Compliance Accountant, Sedulo (from November 2023)
Jenny Weeks	Community Engagement (from July 2024)
Dan Wilson	Head of Management Accounts, Sedulo (to December 2023)

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

The trustees' report was approved by the Board of Trustees.

.....
P Leggat
Trustee

Date: 20 December 2024

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2024

The trustees, who are also the directors of The Child Accident Prevention Trust for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE CHILD ACCIDENT PREVENTION TRUST

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE CHILD ACCIDENT PREVENTION TRUST

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2024.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 (the 2005 Act), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 (the 2006 Act). You are satisfied that the financial statements of the charity are not required by charity or company law to be audited and have chosen instead to have an independent examination.

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or

4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Emma Houghton FCCA
Sedulo London Limited

Office 605 Albert House
256 - 260 Old Street
London
EC1V 9DD
United Kingdom

Dated: 20 December 2024

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	**3**	41,591	-	41,591	42,794	-	42,794
Charitable activities	**4**	37,230	90,000	127,230	123,250	123,500	246,750
Other trading activities	**5**	17,650	-	17,650	18,336	-	18,336
Investments	**6**	1,947	-	1,947	1,036	-	1,036
Total income		98,418	90,000	188,418	185,416	123,500	308,916
Expenditure on:							
Raising funds	**7**	3,940	-	3,940	10,130	-	10,130
Charitable activities	**8**	154,956	90,000	244,956	157,266	123,500	280,766
Total expenditure		158,896	90,000	248,896	167,396	123,500	290,896
Net income/(expenditure) and movement in funds		(60,478)	-	(60,478)	18,020	-	18,020
Reconciliation of funds:							
Fund balances at 1 April 2023		99,434	-	99,434	81,414	-	81,414
Fund balances at 31 March 2024		38,956	-	38,956	99,434	-	99,434

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE CHILD ACCIDENT PREVENTION TRUST

BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	**14**		304		584
Investments	**15**		-		100
			304		684
Current assets					
Stocks	**16**	8,770		8,980	
Debtors	**17**	49,438		44,945	
Cash at bank and in hand		58,242		123,047	
		116,450		176,972	
Creditors: amounts falling due within one year	**18**	(63,849)		(54,111)	
Net current assets			52,601		122,861
Total assets less current liabilities			52,905		123,545
Creditors: amounts falling due after more than one year	**20**		(13,949)		(24,111)
Net assets			38,956		99,434
The funds of the charity					
Unrestricted funds			38,956		99,434
			38,956		99,434

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on 20 December 2024

.....	.....
C Higglesden	P Leggat
Trustee	**Trustee**

Company registration number 03147845 (England and Wales)

THE CHILD ACCIDENT PREVENTION TRUST

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Cash flows from operating activities					
Cash absorbed by operations	**27**		(56,942)		(24,735)
Investing activities					
Purchase of tangible fixed assets		-		(841)	
Proceeds from disposal of subsidiaries		100		-	
Investment income received		1,947		1,036	
Net cash generated from investing activities			2,047		195
Financing activities					
Repayment of bank loans		(9,910)		(9,668)	
Net cash used in financing activities			(9,910)		(9,668)
Net decrease in cash and cash equivalents			(64,805)		(34,208)
Cash and cash equivalents at beginning of year			123,047		157,255
Cash and cash equivalents at end of year			58,242		123,047

1 Accounting policies

Charity information

The Child Accident Prevention Trust is a private company limited by guarantee incorporated in England and Wales. The registered office is c/o PKF Littlejohn LLP, 15 Westferry Circus, London, E14 4HD.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2024 and the charitable company’s financial position as at that date.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

1.3 Charitable funds

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

1 Accounting policies **(Continued)**

Grants receivable
Grants, including government grants, are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

Project income
Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

Other income
Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

Donations and voluntary income
Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

Investment income
Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

Allocation of costs
Support and governance costs are reallocated to raising funds and charitable activities based on their use of total staff costs, as detailed below:

2024

Raising Funds	- 1.14%
Promotion of Child Safety	- 98.86%

2023

Raising Funds	- 4.28%
Promotion of Child Safety	- 95.72%

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33.33% per annum straight line

1 Accounting policies **(Continued)**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

1 Accounting policies **(Continued)**

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Change in accounting policy

Allocation of costs

In the prior year, a secondary reallocation was undertaken within the Promotion of Child Safety charitable activity to allocate direct staff costs and support costs to sub-categories relating to Project, Publishing, Consultancy, Training and Education and Information Services costs. In the current year, the allocation of costs policy has been revised to remove this secondary allocation in view of the difficulty of accurately calculating the use of direct staff time across the sub-categories listed above. It is also considered that this reallocation does not materially enhance the understandability of the financial statements or provide relevant information regarding the activities of the charity.

The breakdown of costs within the Promotion of Child Safety charitable activity for the prior year have been restated in light of this change of policy. There has been no change to the aggregate expenditure allocated to charitable activities per the Statement of Financial Activities.

3 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and legacies	41,591	42,794

3 Income from donations and legacies **(Continued)**

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and legacies		
Donations	7,951	5,644
Corporate fundraising	33,640	37,150
	41,591	42,794

4 Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Promotion of child safety						
Project Income						
Child Safety Week	-	30,000	30,000	-	60,000	60,000
Tesco Community Grants	-	-	-	-	1,000	1,000
VTCT New Ways of Working	-	-	-	-	12,500	12,500
Office for Product Safety and Standards	12,080	50,000	62,080	89,827	50,000	139,827
Staying Safe with Sam	-	10,000	10,000	-	-	-
Other Income						
Publications Income	17,062	-	17,062	22,798	-	22,798
Training	7,838	-	7,838	9,525	-	9,525
Consultancy	250	-	250	1,100	-	1,100
	37,230	90,000	127,230	123,250	123,500	246,750

Amounts in Project Income include government grants totalling £80,000 (2023: £110,000)

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Commercial participation and corporate affiliates	1,650	1,836
Sponsorships	16,000	16,500
Other trading activities	17,650	18,336

6 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	1,947	1,036

7 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Direct fundraising costs	1,641	1,213
Staff costs	1,932	7,505
Support costs	367	1,412
	3,940	10,130

8 Expenditure on charitable activities

	Promotion of child safety 2024 £	Promotion of child safety 2023 £
Direct costs		
Staff costs	159,928	158,250
Projects and contracts	15,723	56,201
Publications	6,409	10,462
Training	3,150	3,556
Education and information services	9,280	10,638
Temporary and freelance staff	15,770	5,960
	210,260	245,067
Share of support and governance costs (see note 9)		
Support	31,831	32,607
Governance	2,865	3,092
	244,956	280,766
Analysis by fund		
Unrestricted funds	154,956	157,266
Restricted funds	90,000	123,500
	244,956	280,766

9 Support costs allocated to activities

	2024	2023
	£	£
Staff costs	7,726	12,733
Depreciation	280	257
Finance support	11,400	8,550
Business development	1,114	449
Stationery	455	408
Bad debts	155	-
Postage and telephone	2,396	2,151
Computers	1,891	1,805
Miscellaneous	1,777	2,313
Irrecoverable VAT	2,255	2,855
Insurance	2,154	2,007
Staff training and expenses	595	491
Governance costs	2,865	3,092
	35,063	37,111
Analysed between:		
Fundraising	367	1,412
Promotion of child safety	34,696	35,699
	35,063	37,111

Governance costs comprise:	2024 £	2023 £
Independent examination	750	1,250
Accounts preparation	1,250	1,000
Legal and professional	460	509
Other governance expenses	405	333
	2,865	3,092

10 Net movement in funds

	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	750	1,250
Depreciation of owned tangible fixed assets	280	257

11 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

Trustee expenses
There were no trustees' expenses paid for the year ended 31 March 2024 nor for the year ended 31 March 2023.

12 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Direct charitable work	4	3

Employment costs	2024 £	2023 £
Wages and salaries	151,121	159,145
Social security costs	10,886	12,499
Other pension costs	7,579	6,844
	169,586	178,488

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2024 Number	2023 Number
£60,000 - £69,999	1	1

Remuneration of key management personnel

The Key Management Personnel in the year ended 31 March 2024 were the Chief Executive Officer and the trustees. The total amount of employee benefits (including employer's national insurance and pensions contributions) received by Key Management Personnel was £77,260 (2023: £70,915).

13 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

14 Tangible fixed assets

	Computers £
Cost	
At 1 April 2023	841
At 31 March 2024	841
Depreciation and impairment	
At 1 April 2023	257
Depreciation charged in the year	280
At 31 March 2024	537
Carrying amount	
At 31 March 2024	304
At 31 March 2023	584

15 Fixed asset investments

	Other investments £
Cost or valuation	
At 1 April 2023	100
Disposals	(100)
At 31 March 2024	-
Carrying amount	
At 31 March 2024	-
At 31 March 2023	100

In the prior year, the charity beneficially owned the whole of the issued share capital of Child Safety Services Limited, a company registered in England with number 02491998.

There were no activities during the prior year and the company was dormant. Consequently consolidated financial statements were not prepared.

In the year ended 31st March 2024, an application to dissolve Child Safety Services Limited was made on 15th February 2024 and the paid up share capital was returned to the charity. The company was subsequently dissolved on 14th May 2024.

	2024 £	2023 £
Other investments comprise:		
Investment in subsidiary (representing 100 ordinary shares of £1 each)	-	100

16 Stocks

	2024	2023
	£	£
Publications for sale	8,770	8,980

17 Debtors

	2024	2023
Amounts falling due within one year:	£	£
Trade debtors	42,099	38,485
Prepayments and accrued income	7,339	6,460
	49,438	44,945

18 Creditors: amounts falling due within one year

	Notes	2024	2023
		£	£
Bank loans	**21**	10,162	9,910
Other taxation and social security		6,569	5,541
Deferred income	**19**	23,000	14,750
Trade creditors		6,799	17,130
Other creditors		13,601	1,435
Accruals		3,718	5,345
		63,849	54,111

19 Deferred income

	2024	2023
	£	£
Other deferred income	23,000	14,750

Deferred income is included in the financial statements as follows:

	2024	2023
	£	£
Deferred income is included within:		
Current liabilities	23,000	14,750

Movements in the year:

19 Deferred income **(Continued)**

Deferred income at 1 April 2023	14,750	37,025
Released from previous periods	(14,750)	(37,025)
Resources deferred in the year	23,000	14,750
Deferred income at 31 March 2024	23,000	14,750

20 Creditors: amounts falling due after more than one year

	Notes	2024 £	2023 £
Bank loans	**21**	13,949	24,111

21 Loans and overdrafts

	2024 £	2023 £
Bank loans	24,111	34,021
Payable within one year	10,162	9,910
Payable after one year	13,949	24,111

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first year's interest and any associated fees.

22 Retirement benefit schemes

Defined contribution schemes	2024 £	2023 £
Charge to profit or loss in respect of defined contribution schemes	7,579	6,844

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

23 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 April 2023	Incoming resources	Resources expended	At 31 March 2024
	£	£	£	£
Scottish Government 2023-24	-	30,000	(30,000)	-
Staying Safe With Sam 2023-24	-	10,000	(10,000)	-
Office for Product Safety and Standards 2023-24	-	50,000	(50,000)	-
	-	90,000	(90,000)	-

Previous year:	At 1 April 2022	Incoming resources	Resources expended	At 31 March 2023
	£	£	£	£
Scottish Government 2022-23	-	30,000	(30,000)	-
Office for Product Safety and Standards 2022-23	-	50,000	(50,000)	-
Department for Transport 2022-23	-	30,000	(30,000)	-
VTCT New Ways of Working	-	12,500	(12,500)	-
Tesco Community Grants	-	1,000	(1,000)	-
	-	123,500	(123,500)	-

Scottish Government
Funds from the Building Safer Communities programme in the Scottish Government supported Child Safety Week and other activities to reduce harm to Scotland's children during the year ended 31 March 2024.

Staying Safe With Sam
Funds from the RSA Climate Change and Education grants programme funded our Staying Safe With Sam project during the year ended 31 March 2024.

Office for Product Safety and Standards
During the year ended 31 March 2024, funds from the Office for Product Safety and Standards supported the charity to enable consumers to make safer purchases, reducing the risk of harm to children and young people in the UK.

24 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2023	Incoming resources	Resources expended	At 31 March 2024
	£	£	£	£
General funds	99,434	98,418	(158,896)	38,956

Previous year:	At 1 April 2022	Incoming resources	Resources expended	At 31 March 2023
	£	£	£	£
General funds	81,414	185,416	(167,396)	99,434

25 Prior year adjustment

The prior year figures have been restated to account for income and expenditure which was incorrectly allocated against restricted funds. This resulted in an overstatement of restricted income and expenditure and an understatement of unrestricted income and expenditure.

The prior year figures have also been restated to reclassify income originally included in Charitable Activities as Other Trading Income.

There has been no change in the total income for the prior year or the net balance of restricted and unrestricted funds as of 31st March 2023. The effect of the correction has been detailed in the table below.

	2023 Previous £	2024 Restated £	Adjustment £
Income			
Donations and legacies - Unrestricted	44,594	42,794	(1,800)
Charitable activities - Restricted	140,000	123,500	(16,500)
Other trading income - Unrestricted	36	18,336	18,300
	184,630	184,630	-
Expenditure			
Charitable activities - Restricted	140,000	123,500	(16,500)
Charitable activities - Unrestricted	140,766	157,266	16,500
	280,766	280,766	-
Unrestricted movement in funds	(96,136)	(96,136)	-
Restricted movement in funds	-	-	-

26 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

27 Cash generated from operations

	2024	2023
	£	£
(Deficit)/surpus for the year	(60,478)	18,020
Adjustments for:		
Investment income recognised in statement of financial activities	(1,947)	(1,036)
Depreciation and impairment of tangible fixed assets	280	257
Movements in working capital:		
Decrease/(increase) in stocks	210	(5,684)
(Increase) in debtors	(4,493)	(7,695)
Increase/(decrease) in creditors	1,236	(6,322)
Increase/(decrease) in deferred income	8,250	(22,275)
Cash absorbed by operations	(56,942)	(24,735)

28 Analysis of changes in net funds

	1 April 2023	Cash flows	31 March 2024
	£	£	£
Cash at bank and in hand	123,047	(64,805)	58,242
Loans falling due within one year	(9,910)	(252)	(10,162)
Loans falling due after more than one year	(24,111)	10,162	(13,949)
	89,026	(54,895)	34,131

THE CHILD ACCIDENT PREVENTION TRUST

England & Wales - Charity number 1053549

Accounts

child accident prevention trust

The Child Accident Prevention Trust

Annual report and accounts for the year ended 31 March 2023

Registered charity no: 1053549 (England and Wales); SC051312 (Scotland)

Company limited by guarantee: Company registration number: 03147845

Contents

Chair's foreword 2

Trustees' report for the year

Why we exist 3

Our work 4

Our approach 4

Review of the year 5

Spreading knowledge and changing behaviour 5

Support for frontline professionals 7

Specialist knowledge and influencing for change 8

Financial review 9

Staffing 11

Governance 12

Independent examiner's report 14

Statement of financial activities 15

Balance sheet 16

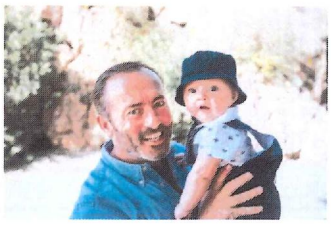
Statement of cashflow 17

Notes to the accounts 18

Chair's foreword

"All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy."

Consultant paediatrician



After a successful career in business, I felt it was the right time to try to give something back. I was also about to become a grandfather for the first time, and I was acutely aware of how risks had changed since we brought up our own children. This drew me to supporting the work of the Child Accident Prevention Trust, first as a Trustee and then as Chair.

The Child Accident Prevention Trust is a small, national charity that is recognised for its expertise amongst health professionals, government, parents, and the childcare profession. We are the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. Our vision is a safer world for all our children.

In what continues to be a turbulent and precarious period within the charity sector, I am pleased to report that we have marked another milestone on our road to financial and organisational resilience, producing a year-end surplus of just over £18,000. This marks a remarkable recovery to attaining our reserves policy.

As you will see in this report, our passionate executive team, led by our Chief Executive, Katrina Phillips, have undertaken an incredible amount of work and really extended our reach, particularly in relation to the families in greatest need. I would like to take the opportunity to express my gratitude to them, our funders and our partners for making this possible. Recognition also needs to be given to our amazing team of Trustees who give tirelessly of their expertise and time to govern and shape our positive trajectory.

We are all firm in the knowledge that we continue to make a positive impact to children and families across the UK. We believe that one childhood death or serious injury from a preventable accident is one too many.

If, like me, you feel the time is right to give something back, then why not support us, join us, follow us on social media, donate to us or invite us to speak to you and share in our vision of a safer world for all our children. All support received will be spent very wisely as the charity is very efficient, with over 96p in every £1 received used for charitable purposes.

Paul J Leggat
Chair of Trustees
December 2023

Why we exist

"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."

Mother whose two-year-old daughter died after swallowing a lithium button battery

Last year, far too many children were killed or suffered disfiguring or disabling injuries in accidents that are completely preventable. In fact, accidental injury is one of the biggest killers of the UK's children and a leading cause of disability for otherwise healthy children.

The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and three times more likely to be admitted to hospital with serious injuries.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. Our vision is a safer world for all our children.

We were set up 40 years ago by two consultant paediatricians who could not bear to keep treating the same injuries day after day; and who sometimes, despite their best efforts, had to give the news that no parent ever wants to hear. They knew that many of the children's deaths or life-changing injuries were needless and they became determined to prevent them.

We are still driven by that same passion to keep children safe. We focus on the three pillars of accident prevention: empowerment, education and influence. We enable parents to make sense of safety advice and nurture happy, healthy families. We provide educational resources, advice and training for everyone working with children and families. And we use our expertise to advise businesses and government.

The scale of the problem is huge: every year, in England alone, 55 under-fives die due to accidents in their own homes and 40,000 are admitted to hospital. The emergency hospital admission rate is 40% higher for children from the most deprived communities.

45 children died on our roads last year and 2,200 were seriously injured in road accidents. Children living in the most deprived areas are three times more likely to be killed or seriously injured as a pedestrian and six times more likely to be killed or seriously injured as a cyclist.

The personal consequences of a serious accident can be devastating, including years of painful skin grafts or permanent brain damage. They can impair a child's mental health, education, and job prospects, and put family relationships under serious strain.

"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."

Young man who fell into scalding bathwater aged 18 months

On top of these devastating human costs, there are high financial costs for our hard-pressed NHS. The Chief Medical Officer has estimated that it costs £9 million a year to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital. The cumulative costs are even higher. In just one year, children who suffer serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

"Everyone in the burns unit was there because of an accident. None of them were born that way and they hadn't developed a disease to make them disfigured. In a split second their whole life changed."

Mother of a 10-month-old who suffered life-changing burns

Our work

"We held discussions and demonstrations on many areas of child safety. Many of the mothers told me they didn't realise how dangerous things could be. I like empowering the mothers, so they have all the information they need to become the best parents possible."

Young Parents' Support Worker participating in Child Safety Week

We empower families to keep children safe from harm, spreading knowledge, building confidence and using insights from behavioural science to support changes in behaviour. While our work benefits all children and their parents, we target disadvantaged families and communities where children are at greatest risk of serious harm.

We take our expertise to the frontline of family support, mobilising our 7,000 strong network of staff and volunteers who work alongside parents and children in communities UK-wide. We enable them to act as local child safety champions, equipping them with educational programmes and resources to deliver direct to families, and providing them with expert advice via our newsletters, training events and website.

Finally, we provide a trusted, expert voice on a complex issue. We work with the NHS and public sector, companies, trade associations, standards bodies and government, raising the profile of child accident prevention and using our specialist knowledge to secure positive changes to services, products and the ways products are sold.

Our approach

"I always thought choking would have been more obvious. But the silence and the panic in his eyes will stay with me forever."

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow stupid or negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

For example, few parents know that the concentrated detergent in washing capsules can cause breathing difficulties, eye damage or caustic burns if their baby bites into one, or that a hot drink can still burn a young child 15 minutes after it has been made. Even experienced parents can be taken by surprise by what their child does next.

We recognise that experimenting and risk-taking are a natural part of growing up and never advocate 'wrapping children in cotton wool'. With so much misinformation online, we help people to understand the real risks to children's safety and then manage or minimise those risks, sharing our insights into the links between accidents and child development.

Evidence-based learning informs everything that we do. We review data sources, liaise with universities and maintain close links with clinicians to stay abreast of emerging risks to children. Our aim is to provide a trusted and authoritative source of information for everyone with a concern for child accident prevention.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone. So we develop strong relationships with partners who share our objectives in the corporate, public, voluntary and community sectors, helping to amplify our voice and reach more children and families with life-saving information.

Review of the year

The trustees of the charity submit their report and accounts for the year ended 31 March 2023. The trustees who served during the period are disclosed on page 12 of this report.

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit (see page 12).

The work we do to address serious childhood accidents prioritises three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year looks at each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

SPREADING KNOWLEDGE AND CHANGING BEHAVIOUR

We create compelling and emotionally engaging educational campaigns and resources that bring safety messages to life for families. We cover a wide range of topics affecting children of all ages, including home safety, product safety, water safety and safety on our roads.

We reach parents direct through our digital channels, including our Facebook, Instagram and YouTube channels, our monthly newsletter and our website offering practical advice and downloadable fact sheets. We also provide a wide range of printed educational materials, including our acclaimed picture booklets for the poorest parents who struggle with reading.

Our safety advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk. We use short sentences, colloquial language and visually-appealing imagery, including of families from diverse backgrounds.

We recognise the barriers that stop some families accessing the advice they need to keep their children safe, including poor literacy, digital exclusion and English as an additional language. In response, we provide advice in translation, picture-based advice for parents with poor literacy and printed resources for those who are digitally excluded.

> ***"We always make sure we have these booklets on hand because they're so useful. Very pictorial and creates discussion with young parents who can't read / have low reading ability. Pictures really speak to them."*** *Family Nurse*

During the year under review, our UK-wide educational campaigns included:

- Child Safety Week, our community education initiative held in June each year, which acts as a catalyst for thousands of family-friendly safety activities. Topics highlighted included blind cord strangulation, laundry and cleaning products, and child road safety.
- An awareness campaign on product recalls, highlighting how dangerous products that have been recalled can still be sold on some online marketplaces.
- A comprehensive safety education campaign on button batteries. We describe this in more detail overleaf to demonstrate how we work and the impact of what we do.

Button batteries, especially lithium coin cell batteries, can seriously hurt or even kill a young child if they are swallowed. If a battery gets stuck in the food pipe, chemicals from the battery react with saliva to create caustic soda, which can burn through the food pipe, causing catastrophic injury or even death.

Our campaign had two interlinked elements: mobilising practitioners to raise awareness of the risks with families; and sharing practical advice to help parents make their homes safer.

We harnessed our relationships with our partners UK-wide to promote the safety messages and free resources. In April 2022, we ran a free webinar for community practitioners attended by 150 delegates and subsequently viewed a further 2,490 times.

We also provided dedicated support to local focus areas with high levels of child poverty, enabling frontline staff to reach vulnerable families with button battery safety messages, including digitally excluded parents and those without English as their first language.

In the year under review, we distributed over 150,000 free printed educational resources for parents via our network of local stakeholders, including over 34,500 picture-based booklets for parents with poor literacy and over 10,000 picture-based posters showing where button batteries can be found in our homes.

We also distributed over 5,000 translated fact sheets for families speaking English as an additional language, across 17 community languages.

Our time-lapse video highlighting just how quickly a lithium coin cell battery can cause serious harm was viewed over 14,000 times. While our social media campaign had a total reach of over 522,000, resulting in over 17,000 page views of our button battery advice hub.

We also worked in partnership with the Scottish Government to develop an advice leaflet for Scotland's Baby Box. complemented by advice on the Parent Club website. Distribution of this leaflet started in October 2022, reaching 50,000 new parents each year.

External communication channels included a full-page promotional feature in the Bounty Buying Guide (126,000 parents-to-be), a sponsored article with a link to the time-lapse video in Bounty's App and media coverage reaching 3 million via ITV Evening News.

Feedback on the campaign has been overwhelmingly positive, with practitioners telling us that the resources have helped parents and carers to understand the dangers of button batteries and make changes to keep their children safe.

"The parents didn't realise the danger and that they are in so many products. The picture with the house showing all the places they could be was really good and surprised them."

"She was given the leaflet in a play session and that weekend her son had a new toy. When he dropped it, it smashed, and the button battery fell out and he picked it up. Because she had read the information, she was aware of the danger and quickly took it off him. Had she not read the leaflet, she might not have thought much about it, thinking that it wasn't really a risk."

Parents have told us:

"Very careful now to check security of toys and remotes."

"Anything unavoidable with a button battery now lives in full view on a high shelf so we can see quickly if it isn't there."

"The leaflets will definitely raise a warning. I'm so thankful they were made. I just wish I'd received one earlier and my son would still be with us."

SUPPORT FOR FRONTLINE PROFESSIONALS

"I don't know what we'd do without the Child Accident Prevention Trust."

Hard-pressed local organisations rely on us as trusted experts to distil new data and research, advise them on accident priorities and develop effective educational materials and campaigns to prevent life-changing injuries.

We work alongside our network of 7,000 local partners – mostly frontline staff who work with families in local communities – equipping them with evidence-based advice and resources and supporting them to cascade accurate safety messages to families UK-wide. They tell us:

"All of your resources were brilliant, really useful for our families."

"Feedback was very good, pictorial was easy to read, colourful pictures. Overcame language barrier. Loved it."

"Just keep up the great work that you do – our families really appreciate it."

Our partners include health visitors, community nursery nurses, family nurses, children's centre staff, teachers, childminders, nursery staff, road and fire safety officers, family support and community workers, as well as public health consultants, early years managers, and managers of Safeguarding Children Boards and Child Death Overview Panels.

A number of our local partners provide services to families in poverty including vulnerable younger parents, families fleeing domestic abuse, homeless or poorly housed families, and refugee families living in hotels. They include Family Nurse Partnership staff, Home-Start volunteers supporting vulnerable families in their homes, trusted local community groups and health visitors targeting the most disadvantaged parents with intensive support.

Continuing support from the Scottish Government has enabled us to extend the support we offer to frontline staff working with children and families in poverty. We also work closely with national membership charities such as Children in Scotland and professional associations such as the Institute of Health Visiting, signposting useful resources, providing articles and blogs and encouraging involvement in our work.

We use our email newsletters to flag up safety concerns to the community practitioners on our database and equip them with practical advice and free downloads and printed educational resources to cascade to families UK-wide. We also use our social media channels, and external social media posts, blogs and articles for local and national partners, to drive traffic to safety advice and resources on our website.

We also offer training to help frontline staff understand more about the links between child development and children's accidents, the main causes of serious childhood accidents and what works in preventing them, and how to engage effectively with families on a topic often viewed as difficult to discuss. With time at a premium, it is designed to help them integrate child accident prevention into their routine work with families, making every contact count.

We completed the delivery of 19 virtual courses and workshops for practitioners working with families across East Sussex County Council, and delivered seven full-day and one half-day face-to-face courses to six more agencies. Feedback has been very positive:

"Fantastic mix of listening and talking with slides and information. Loved the interactive components."

"From now on I will engage with conversation, linking it to child development rather than giving a long safety talk."

SPECIALIST KNOWLEDGE AND INFLUENCING FOR CHANGE

We are the leading authority on child accident prevention in the UK, offering a trusted, independent voice on a complex and nuanced issue. Our team brings over 50 years' combined expertise in child safety. We work UK-wide with government departments and agencies, the NHS, local authorities, companies, trade associations and standards bodies, using our specialist knowledge and insights to help secure positive change for children.

In the year under review, we again placed a particular emphasis on product safety. Most parents think: "if I can buy it, it must be safe". Indeed, our survey of over 2,000 parents conducted in March 2023 showed that:

- Half (54%) mistakenly believed that sellers on online platforms are checking the safety of their products.
- Three-quarters (74%) wrongly believed that any product aimed at children under 5 has to be fully tested and certified safe by an independent body before it can be sold online.

In fact, UK law has not kept pace with changes in how we shop, particularly the huge growth in online sales. If an online seller is based overseas, and sells through an online platform, they can evade their safety responsibilities, even for children's toys or nursery products.

As a result, both families and small traders on our high streets unwittingly import goods into the UK that pose a serious risk to children. While it is hoped that the government's forthcoming Product Safety Review will tackle this problem, legislation is still some way off.

Through our close links with the Office for Product Safety and Standards (OPSS), we have shared insights and intelligence from clinicians on potentially dangerous products. This has informed OPSS risk assessments and led to some products being recalled from sale.

For instance, in November 2022, OPSS issued an urgent UK-wide safety alert for self-feeding baby pillows, saying: "this category of product will always be dangerous due to their design and intended use, and can never be made safe". As Professor Peter Fleming, a consultant paediatrician and leading baby safety expert explained:

> ***"With this device, the baby cannot adjust the angle of the bottle or the rate of flow of the milk. There is a real risk that milk will get into the back of the baby's throat and they will stop breathing. Plus, there is a risk of aspiration pneumonia, a life-threatening illness which, if not recognised and treated, can kill a small baby in a few hours."***

We are active members of the Cross-Party Group on Safety in the Scottish Parliament, whose Convenor, Clare Adamson MSP, is a longstanding champion for child safety. We are also active contributors to the OPSS Consumer Reference Panel and BSI's Consumer Forum Council, advising on areas of concern alongside bodies such as Which?

We continued to support the British Toy and Hobby Association with its work to highlight sales of dangerous toys on online marketplaces, including toys that have previously been recalled. We also developed a close working relationship with the Chartered Trading Standards Institute, whose members do such valuable work to keep consumers safe.

We are active members of the Ministerial Working Group on button battery safety, and lead the activity strand on education and awareness raising. This sees us building relationships with the British Retail Consortium and online marketplaces, exploring opportunities to educate consumers at point-of-sale. Jo Gideon MP, a longstanding champion for button battery safety, held a reception in the House of Commons during Child Safety Week 2022, supported by the British and Irish Portable Battery Association and attended by the Minister.

Financial review

The financial year to March 2023 was a successful one for the charity, delivering an overall surplus of £18,020. Although this is £19,598 lower than the previous year, it is both pleasing and notable that £45,059 more was spent on charitable activities during 2022-23 than in 2021-22. This enabled the completion of a number of projects of benefit to the public.

Income from all sources was broadly similar to the previous year, £308,916 compared to £314,732. The composition of income did change, with donations and legacies at a much reduced £44,594 compared to £121,207 in the prior year. This anticipated ending of a one-off pandemic-related corporate donation was largely offset by an increase in project income, which rose from £166,582 to £229,827.

Annual expenditure increased by £13,782 to £290,896 (£277,325). Within this, as noted above, expenditure on charitable activities increased by £45,059. As a consequence, over 96p in every £1 was spent on our charitable activities, up from 85p in 2021-22.

The overall impact on the charity's total funds was an increase of £18,020 from £81,414 to £99,434, enabling the charity to finally attain the level set in its reserves policy.

Our supporters

Among our corporate supporters, we benefited from donations and sponsorship from: Bitrex, a longstanding sponsor of Child Safety Week; the British Blind and Shutter Association; the British and Irish Portable Battery Association, a longstanding partner in our work on button battery safety; the Capital Group towards our ongoing costs; and our corporate patrons.

We continued to receive welcome grant funding from: Building Safer Communities in the Scottish Government; Department for Transport for our work on child road safety; and the VTCT Foundation for digital capacity building. We were also fortunate to secure new grant funding from the Office for Product Safety and Standards and Tesco Community Grants.

We continued to deliver a large contract from the Office for Product Safety and Standards to raise awareness of the dangers posed to young children by lithium coin cell batteries. We also secured two smaller contracts from the Office for Product Safety and Standards.

We continued to build our financial and organisational resilience, seeking funds across diverse income streams including statutory grants and contracts, grants from charitable trusts and foundations, corporate donations and sponsorship, as well as individual giving.

We also offered both virtual and face-to-face training to practitioners supporting families in their local communities. In a fast-moving environment for income generation, it is important to retain the flexibility needed to adapt to changing circumstances and opportunities.

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates, especially in the current economic position and more stretched government and corporate finances.

Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

Going concern

The charity made an overall surplus of £18,020 and has net assets of £99,434 at year end. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the trustees believe that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

Reserves policy

It is the long-term aim of the trustees to maintain free reserves of three months of fixed costs plus all ancillary closure costs. This is to act as a financial safety net during times of uncertainty. Free reserves now stand at £99,434, while three months of fixed costs plus closure costs is projected to be £87,675. The free reserves are therefore now above the desired level stated in the reserves policy.

We hold a designated fund so that, in extremis, the charity can meet its legal obligations to staff and third parties should it need to close. Following the move to remote working, there are no longer costs relating to lease terminations. The designated fund for closure costs increased from £32,825 at the end of March 2022 to £34,973 at the end of March 2023.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

Staffing

Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

Core staff

Katrina Phillips OBE	Chief Executive
Ian Evans	Senior Consultant/Trainer
Teri Frecknall	Content Manager
Pam Prentice	Senior Communications and Engagement Manager

Freelance, temporary and outsourced staff

Adrian Edgington	Head of Operations (to July 2022)
Laura Harris	Laura Harris Copywriting
Mike Hayes	Associate Consultant/Trainer (Stay One Step Ahead)
Kevin Lowe	Associate Consultant/Trainer
Zaki Shah	Compliance Accountant, Sedulo (from November 2023)
Dan Wilson	Head of Management Accounts, Sedulo (to December 2023)

Decision making

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

Governance

The directors of the charitable company (the charity) are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

Charitable objects and powers

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Constitution

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

The guarantors of the company are the trustees named below. The liability in respect of the guarantee, as set out in the memorandum, is limited to £1 per member of the company.

Trustees

Paul Leggat	(Chair)
James Scott-Gatty	(Treasurer) to August 2023
Helen Bunting	
Sarah Cawthra	
Ian Gethin	
Clive Higglesden	from June 2023, (Treasurer) from August 2023
Rob Manning	
Jo Moore	to December 2023
Randy Weeks	

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

Company secretary

Katrina Phillips OBE (Chief Executive)

Registered office

c/o PKF Littlejohn LLP
15 Westferry Circus
London E14 4HD

Postal address

PO Box 79890
London SE9 9HN

Independent examiner

Richard F Hopper, Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh, Denbighshire LL16 4RJ

Statement of Trustees' responsibilities

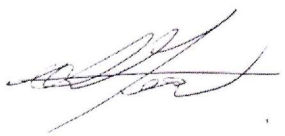
The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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 its income and expenditure, for the year. In preparing those financial statements the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate and sufficient accounting records that are sufficient to show and explain the charity's transactions, and 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 Charities Act 2011 and regulations made thereunder and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The report was approved by the Board of Trustees on 27 December 2023 and signed on behalf of the Board by Paul J Leggat, Chair of Trustees



Independent Examiner's Report to the Trustees of The Child Accident Prevention Trust

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2023.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Richard F Hopper

Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh
Denbighshire LL16 4RJ

Dated: 27 December 2023

Statement of Financial Activities
(Including Income & Expenditure Account)
for the year ended 31 March 2023

	Note	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Total 2022 £
Income					
Donations and Legacies	2	44,594	-	44,594	121,207
Income from Charitable Activities					
Project income	3	89,827	140,000	229,827	166,582
Other income	4	33,423	-	33,423	26,850
Income from Investments		1,036	-	1,036	39
Income from other Trading Activities		36	-	36	54
Total Income & Endowments		168,916	140,000	308,916	314,732
Expenditure					
Expenditure on Raising Funds		(10,130)	-	(10,130)	(41,407)
Net incoming resources available for charitable application		**158,786**	**140,000**	**298,786**	**273,325**
Expenditure on Charitable Activities	5	(140,766)	(140,000)	(280,766)	(235,707)
Total resources expended	7	**(150,896)**	**(140,000)**	**(290,896)**	**(277,114)**
Net Income/(Expenditure)		18,020	-	18,020	37,618
Transfer between funds	14	-	-	-	-
Reconciliation of Funds		18,020	-	18,020	37,618
Total funds brought forward		81,414	-	81,414	43,796
Total funds carried forward	14	**99,434**	**-**	**99,434**	**81,414**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure are derived from continuing activities.

The notes on pages 18 to 28 form an integral part of these accounts.

Balance sheet

as at 31 March 2023
(Company registration number: 3147845)

	Notes	2023 £	2022 £
Fixed assets			
Tangible assets	9	584	-
Investment in subsidiary	10	100	100
		684	100
Current assets			
Stock		8,980	3,296
Debtors and prepayments	11	44,945	37,250
Cash at bank and in hand		123,047	157,255
		176,972	197,801
Liabilities			
Creditors: Amount falling due within 1 year	12	(54,111)	(82,465)
Net current assets		122,861	115,336
Total assets less current liabilities		**123,545**	**115,436**
Non-current liabilities			
Creditors: amounts falling due after more than one year	13	(24,111)	(34,022)
Total assets less total liabilities		**99,434**	**81,414**
Charity Funds			
Designated funds	14	34,973	32,825
General funds	14	64,461	48,589
Total funds	14	**99,434**	**81,414**

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts.

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 27 December 2023

Clive Higglesden)

) Trustees

Paul Leggat)

Statement of Cash flow

for the year ended 31 March 2023

	Notes	2023 £	2022 £
Cash flow from operating activities	16	(35,243)	(48,995)
Cash provided by financing activities:			
Interest received		1,036	39
Increase/(Decrease) in cash in the year		(34,207)	(48,956)
Cash & cash equivalents at the beginning of the year		157,255	206,211
Total cash & cash equivalents at the end of the year		123,047	157,255

Notes on the accounts
for the year ended 31 March 2023

1. Accounting Policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Child Accident Prevention Trust 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 notes.

b) Preparation of the accounts on a going concern basis

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2023 and the charitable company's financial position as at that date. The charity made an overall surplus of £18,020 and has net assets of £99,434 at the year end.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

The subsidiary undertaking Child Safety Services Ltd has been dormant for the year ended 31 March 2023. This is the reason for not preparing consolidated financial statements.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Trust.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

The designated funds are funds set aside at the discretion of the trustees for a particular purpose and carry no restrictions.

All income and expenditure is shown in the Statement of Financial Activities.

Incoming resources

- **Grants receivable**

  Grants are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

- **Project income**

  Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

- **Gifts in Kind**

  The value of gifts in kind are recognised when received. The value is calculated on the most appropriate basis for the type of gift received e.g. an individual's salary costs.

- **Other income**

  Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

- **Donations and voluntary income**

  Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

- **Investment income**

  Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure represents those items not falling into the categories

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

e) Support costs allocation

Charitable expenditure comprises expenditure related to the furtherance of CAPT's charitable objectives and the governance of the charity. Costs of generating funds include costs relating to fundraising.

Where costs cannot be directly attributed, they have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) full cost recovery model. We have allocated salary and other overhead costs using the bases of allocation recommended by ACEVO, thereby ensuring the accuracy of the true full cost of each activity. This model provides the most appropriate way of allocating costs in accordance with an accepted standard of good practice within the charity sector.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.
The analysis of these costs is included in note 7.

f) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended. Items costing £750 or more intended to be of ongoing use to CAPT in carrying out its activities are capitalised as tangible fixed assets.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office furniture and equipment:	15/20% per annum straight line basis
Computer equipment:	25% per annum straight line basis
Computer software:	33% per annum straight line basis

All fixed assets are fully depreciated.

g) Investments

Investments are measured at cost less impairment.

h) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

i) Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

j) Provisions

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

k) Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

l) Employee benefits

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

m) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010. It therefore meets the definition of a charitable company for UK corporation tax purposes.

2. Donations and legacies	2023	2022
	£	£
Donations	5,644	84,336
Corporate fundraising	38,950	36,871
	44,594	**121,207**

In the current year £44,594 of income from donations was credited to unrestricted funds (2022: £121,207 and £0 was credited to restricted funds (2022: £0).

3. Project income	2023	2022
	£	£
Restricted Income		
Child Safety Week	76,500	71,000
Edith Murphy Foundation	-	4,950
Office for Product Safety and Standards	50,000	-
Garfield Weston	-	6,667
Tesco Community Grants	1,000	-
VTCT New Ways of Working	12,500	8,922
Total Restricted Income	**140,000**	**91,539**
Unrestricted Income		
Office for Product Safety and Standards	89,827	75,043
Total Unrestricted Income	**89,827**	**75,043**
Total Project Income	**229,827**	**166,582**

Notes to the accounts (continued)
for the year ended 31 March 2023

4	Other income	2023 £	2022 £
	Publication sales	22,798	16,030
	Training	9,525	10,820
	Consultancy income	1,100	-
		33,423	**26,850**

In the current year £33,423 of income from other income was credited to unrestricted funds (2022: £26,850) and £0 was credited to restricted funds (2021: £0).

5	Expenditure on Charitable Activities	2023 £	2022 £
	Project costs	140,000	91,539
	Contract costs	85,326	89,021
	Publication costs	19,249	14,948
	Consultancy costs	-	-
	Training costs	7,544	6,700
	Education and information services	23,855	27,537
		275,974	229,745
	Governance	4,792	5,962
		280,766	**235,707**

In the current year £156,673 of expenditure on charitable activities was debited from unrestricted funds (2022: £144,168) and £86,112 was debited from restricted funds (2022: £91,539)

Governance costs are comprised of:

	2023 £	2022 £
Governance & Trustee Expenses	813	105
Audit & Accountancy	3,245	4,530
Legal & Professional	734	1,327
	4,792	**5,962**

6	Net incoming/(outgoing) resources is stated after charging:	2023 £	2022 £
	Independent examiner's remuneration	1,250	1,250

7 **Total resources expended**

	Direct Staff Costs	Other Direct Costs	Apportioned Costs	2023 Total	2022 Total
	£	£	£	£	£
Project and contract costs	142,336	56,202	26,789	225,326	180,560
Publishing	7,395	10,462	1,392	19,249	14,948
Consultancy	-	-	-	-	-
Training	3,356	3,556	632	7,544	6,700
Education and information services	11,124	10,638	2,094	23,855	27,537
Fundraising	7,505	1,212	1,412	10,130	41,407
Governance	3,752	333	706	4,792	5,962
	175,468	**82,403**	**33,025**	**290,896**	**277,114**

Indirect costs are apportioned in line with the respective amounts of direct staff costs

Analysis of other direct costs:	2023 £	2022 £
Direct project costs	56,202	49,318
Printing	6,838	4,606
Miscellaneous	19,363	18,671
	82,403	**72,595**

Analysis of apportioned costs:	2023 £	2022 £
Support Services staff costs	17,531	20,151
Insurance	2,007	2,352
Business development	448	-
Irrecoverable VAT	2,855	3,437
Post, phones, fax	2,151	2,139
Office stationery	408	316
Computer software & renewals	1,805	3,563
Staff training and expenses	491	1,195
Independent examination and accounts preparation	2,250	2,250
Legal & professional	509	659
Miscellaneous	2,570	2,215
	33,025	**38,277**

Staff costs	2023 £	2022 £
Wages and salaries	173,656	170,335
Social security costs	12,499	10,185
Pension costs	6,844	5,873
	192,999	**186,393**

One employee earned over £60,000 during the year (2022: one).

The total amount of employee benefits received by key management personnel during the year was £70,915 (2022: £71,378). The Trust considers its key management personnel to comprise the Chief Executive.

The average number of employees on a full time equivalent basis, analysed by function was:

	2023 Number	2022 Number
Direct charitable work	3	3
	3	**3**

Trustees

The trustees neither received nor waived any emoluments during the year.

	2023 £	2022 £
Travel expenses were reimbursed to 0 trustees (2022: 0)	-	-

8 Taxation

The company is a charity within the meaning of Paragraph 1 Schedule 6 Finance Act 2010. Accordingly, the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part II of the Corporation Tax Act 2010, to the extent that such income is applied exclusively for charitable purposes. No tax charge arose in the period.

9 Tangible fixed assets

	Equipment	Computers	**Total**
	£	£	£
Cost			
At 01/04/2022	-	-	-
Additions	-	841	841
Disposals	-	-	-
At 31/03/2023	-	841	**841**
Depreciation			
At 01/04/2022	-	-	-
Charge for year	-	257	**257**
Disposals	-	-	-
At 31/03/2023	-	257	**257**
Net book value			
At 31/03/2023	-	**584**	584
At 31/03/2022	-	-	-

10 Fixed asset investments

The Trust beneficially owns the whole of the issued share capital of Child Safety Services Limited, a company registered in England.

There were no activities during the year. This is the reason for not preparing consolidated financial statements

Investment in the Trading Company is represented by:	**2023**	**2022**
	£	£
Net current assets	100	100
Funds (representing 100 ordinary shares of £1 each)	100	100

11 Debtors

	2023	2022
	£	£
Trade debtors	38,485	31,824
Accrued Income & Prepayments	6,460	5,426
	44,945	**37,250**

12 Creditors: amount falling due within one year

	2023	2022
	£	£
Trade creditors	17,130	20,479
Bank Loans	9,910	9,667
Other creditors including taxation & social security	6,976	13,044
Accruals	5,345	2,250
Deferred income	14,750	37,025
	54,111	**82,465**

13 Creditors: amount falling due after more than one year

	2023	2022
	£	£
Bank Loans	24,111	34,022
	24,111	**34,022**

14 Bounce Back Loan

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first year's interest and any associated fees

Notes to the accounts (continued)
for the year ended 31 March 2023

14a Analysis of net assets between funds for the year ended 31 March 2023

	Unrestricted funds	Restricted funds	Total 2023
	£	£	£
Fixed assets	684	-	684
Net current assets	98,750	-	98,750
Net assets	99,434	-	99,434

14b Analysis of net assets between funds for the year ended 31 March 2022

	Unrestricted funds	Restricted funds	Total 2022
	£	£	£
Fixed assets	100	-	100
Net current assets	81,314	-	81,314
Net assets	81,414	-	81,414

15a Statement of funds for the year ended 31 March 2023

	Balance 01/04/2022	Income	Expenditure	Transfer between funds	Balance 31/03/2023
	£	£	£	£	£
Restricted funds					
Child Safety Week		76,500	(76,500)	-	-
Office for Product Safety and Standards		50,000	(50,000)	-	-
Tesco Community Grants		1,000	(1,000)	-	-
VTCT New Ways of Working		12,500	(12,500)	-	-
Total restricted funds	0.00	140,000	(140,000)	-	-
Unrestricted funds					
General funds	48,589	168,916	(150,896)	(2,148)	64,461
Designated funds					
Closure Costs	32,825			2,148	34,973
Total unrestricted funds	81,414	168,916	(150,896)	-	99,434
Total funds	81,414	308,916	(290,896)	-	99,434

15b Statement of funds for the year ended 31 March 2022

	Balance 01/04/2021	Income	Expenditure	Transfer between funds	Balance 31/03/2022
	£	£	£	£	£
Restricted funds					
Child Safety Week	-	71,000	(71,000)	-	-
Edith Murphy Foundation	-	4,950	(4,950)	-	-
Garfield Weston	-	6,667	(6,667)	-	-
VTCT New Ways of Working		8,922	(8,922)		
Total restricted funds	-	91,539	(91,539)	-	-
Unrestricted funds					
General funds	19,060	223,193	(185,575)	(8,089)	48,589
Designated funds					
Closure Costs	24,736	-		8,089	32,825
Total unrestricted funds	43,796	223,193	(185,575)	-	81,414
Total funds	43,796	314,732	(277,114)	-	81,414

Child Safety Week
Funds from the Department for Transport's Road Safety Partnership Grant Scheme, Building Safer Communities in the Scottish Government, Macfarlan Smith, the British Blind and Shutter Association and Leigh Day supported Child Safety Week during the year ended 31 March 2023.

VTCT Foundation
During the year ended 31 March 2023, funds from the VTCT Foundation's New Ways of Working programme enabled the charity to build digital capability and virtual capacity.

Office for Product Safety and Standards
During the year ended 31 March 2023, funds from the Office for Product Safety and Standards supported the charity to enable consumers to make safer purchases, reducing the risk of harm to children and young people in the UK.

Tesco Community Grants
Funds from the Tesco Community Grants Programme supported the charity's educational work in Birmingham.

16 Reconciliation of net movement in funds to net cash flow from operating activities

	2023	2022
	£	£
Net income	18,020	37,618
Interest income	(1,036)	(39)
shown in investing activities		
Depreciation	257	-
Fixed Asset Additions	(841)	-
Decrease / (increase) in stock	(5,684)	2,034
Decrease / (increase) in debtors	(7,695)	(17,124)
Increase / (decrease) in creditors	(38,265)	(71,484)
Cash flow from operating activities	(35,243)	(48,995)

THE CHILD ACCIDENT PREVENTION TRUST

England & Wales - Charity number 1053549

Accounts

child accident prevention trust

The Child Accident Prevention Trust

Annual report and accounts for the year ended 31 March 2022

Registered charity no: 1053549 (England and Wales); SC051312 (Scotland)

Company limited by guarantee: Company registration number: 03147845

Contents

Chair's foreword 2

Trustees' report for the year

Why we exist 3

Our work 3

Our approach 4

Review of the year 5

Spreading knowledge and changing behaviour 6

Support for frontline professionals 11

Specialist knowledge and influencing for change 12

Future plans 13

Financial review 14

Staffing 16

Governance 17

Independent examiner's report 19

Statement of financial activities 20

Balance sheet 21

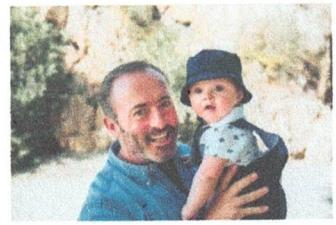
Statement of cashflow 22

Notes to the accounts 23

Chair's foreword

"All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy."

Consultant paediatrician



After a successful career in business, I felt it was the right time to try to give something back. I was also about to become a grandfather for the first time, and I was acutely aware of how risks had changed since we brought up our own children. This drew me to supporting the work of the Child Accident Prevention Trust, first as a Trustee and then as Chair.

The Child Accident Prevention Trust is a small, national charity that is recognised for its expertise amongst health professionals, government, parents, and the childcare profession. We are the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. Our vision is a safer world for all our children.

In what continues to be a turbulent and precarious period within the charity sector, I am pleased to report that we have marked another milestone on our road to financial and organisational resilience through, during the year in review, increasing our charitable income by 14% and producing a year-end surplus of just over £37,000. This marks a remarkable recovery to almost attaining our reserves policy and, crucially, has given us the wherewithal to deliver significantly more of our much-needed resources and services.

As you will see in this report, our passionate executive team, led by our Chief Executive, Katrina Phillips, have undertaken an incredible amount of work and really extended our reach, particularly in relation to the families in greatest need. I would like to take the opportunity to express my gratitude to them, our funders and our partners for making this possible. Recognition also needs to be given to our amazing team of Trustees who give tirelessly of their expertise and time to govern and shape our positive trajectory.

We are all firm in the knowledge that we continue to make a positive impact to children and families across the UK. We believe that one childhood death or serious injury from a preventable accident is one too many.

If, like me, you feel the time is right to give something back, then why not support us, join us, follow us on social media, donate to us or invite us to speak to you and share in our vision of a safer world for all our children.

Paul J Leggat
Chair of Trustees
December 2022

Why we exist

"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."

Mother whose two-year-old daughter died after swallowing a lithium button battery

Last year, far too many children were killed or suffered disfiguring or disabling injuries in accidents that are completely preventable. In fact, accidental injury is one of the biggest killers of the UK's children and a leading cause of disability for otherwise healthy children.

The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and three times more likely to be admitted to hospital with serious injuries.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to children from avoidable accidents. Our vision is a safer world for all our children.

We were set up 40 years ago by two consultant paediatricians who could not bear to keep treating the same injuries day after day; and who sometimes, despite their best efforts, had to give the news that no parent ever wants to hear. They knew that many of the children's deaths or life-changing injuries were needless and they became determined to prevent them.

We are still driven by that same passion to keep children safe. We focus on the three pillars of accident prevention: empowerment, education and influence. We enable parents to make sense of safety advice and nurture happy, healthy families. We provide educational resources, advice and training for everyone working with children and families. And we use our expertise to advise businesses and government.

The scale of the problem is huge: every year, in England alone, 55 under-fives die due to accidents in their own homes and 40,000 are admitted to hospital. The emergency hospital admission rate is 40% higher for children from the most deprived communities.

36 children died on UK roads last year and 2,235 were seriously injured in road accidents. Children living in the most deprived areas are three times more likely to be killed or seriously injured as a pedestrian and six times more likely to be killed or seriously injured as a cyclist.

The personal consequences of a serious accident can be devastating, including years of painful skin grafts or permanent brain damage. They can impair a child's mental health, education, and job prospects, and put family relationships under serious strain.

"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."

Young man who fell into scalding bathwater aged 18 months

On top of these devastating human costs, there are high financial costs for our hard-pressed NHS. The Chief Medical Officer has estimated that it costs £9 million a year to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital. The cumulative costs are even higher. In just one year, children who suffer serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

"Everyone in the burns unit was there because of an accident. None of them were born that way and they hadn't developed a disease to make them disfigured. In a split second their whole life changed."

Mother of a 10-month-old who suffered life-changing burns

Our work

We empower families to keep children safe from harm, spreading knowledge, building confidence and supporting changes in behaviour. While our work benefits all children and their parents, we target disadvantaged communities where families have least access to opportunities to learn about safety and children are at greatest risk of serious harm.

We take our expertise to the frontline of family support, mobilising our network of 14,320 staff and volunteers who work alongside parents and children in communities UK-wide. We enable them to act as local child safety champions, equipping them with engaging educational programmes and resources to deliver direct to families, and providing them with expert advice via our newsletters, training events and website.

"We held discussions and demonstrations on many areas of child safety. Many of the mothers told me they didn't realise how dangerous things could be. I like empowering the mothers, so they have all the information they need to become the best parents possible."

Young Parents' Support Worker participating in Child Safety Week

Finally, we provide a trusted, expert voice on a complex issue. We work with the NHS and public sector, companies, trade associations, standards bodies and government, raising the profile of child accident prevention and using our specialist knowledge to secure positive changes to services, products and the ways products are sold.

Our approach

"There was stuff I hadn't known about. Now I'm telling other parents. The ones that look like a jelly (washing capsules) are dangerous."

Mother participating in our Staying Safe with Sam programme

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow stupid or negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

For example, few parents know that the concentrated detergent in washing capsules can cause breathing difficulties, eye damage or caustic burns if their baby bites into one, or that a hot drink can still burn a young child 15 minutes after it has been made. Even experienced parents can be taken by surprise by what their child does next.

We use recognisable scenarios to bring our safety advice to life, share surprising facts that parents and practitioners want to pass on, tackle common questions and misconceptions and explain consequences without scaremongering. Our advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk.

"Parents were surprised by the facts around the time hot drinks can still burn and also drowning in shallow water. Parents took your information home to share with their extended family."

Children's Centre

We recognise that experimenting and risk-taking are a natural part of growing up and never advocate 'wrapping children in cotton wool'. With so much misinformation online, we help people to understand the real risks to children's safety and then manage or minimise those risks, sharing our insights into the links between accidents and child development.

Evidence-based learning informs everything that we do. We review data sources, maintain active links with clinicians and researchers, and provide an authoritative source of information for everyone with a concern for child accident prevention.

Children living in poverty are far more likely to be killed or seriously injured in accidents than their better-off counterparts, so we prioritise reaching their families. We recognise the many barriers that stop families accessing the advice they need to keep their children safe, including poor literacy, digital exclusion and English as a second language. In response, we develop inclusive educational resources and support trusted local community groups.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone. So we develop strong relationships with partners who share our objectives in the corporate, public and voluntary sectors, helping to amplify our voice and reach more children and families with life-saving information. We also highlight the benefits of collaboration to our partners, encouraging them to work together to keep more children safe.

Review of the year

The trustees of the charity submit their report and accounts for the year ended 31 March 2022. The trustees who served during the period are disclosed on page 17 of this report.

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit (see page 17).

The work we do to address serious childhood accidents prioritises three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year assesses the impact of the pandemic on our work, then looks at each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

"We have families all cooped up together in one room. The need is huge."

In the year under review, the pandemic had a significant impact on families and the support our local partners could offer to them. Parent support groups were suspended. Face-to-face services operated under tight restrictions, with skeleton staffing levels and face-to-face contact and home visits limited to urgent referrals. Staff worked under intense pressure as they tried to make sure that no vulnerable families fell through the net.

Despite these considerable challenges, feedback from our local partners has been overwhelmingly positive, with our educational work seen as hugely timely and supportive to vulnerable families. If anything, the pandemic served to deepen our relationships with local agencies working in deprived communities in ways we could not have foreseen.

We sent out over 46,600 printed educational resources to frontline staff to give to digitally-excluded families. This included over 22,000 copies of our acclaimed picture-based booklets for parents with poor literacy, benefiting 39,000 of the poorest parents and their children. We also translated and printed five of our safety fact sheets and distributed them to 2,525 families with English as a second language living in areas of multiple deprivation.

Building on this work, in February 2022, we were asked to lead a UK-wide safety education campaign on button battery safety, tasked with reaching vulnerable parents and mobilising and equipping the staff and volunteers who support families in their local communities.

With the support of our funders, we were also able to seize the digital opportunities precipitated by the pandemic to:

- Engage directly with parents as a trusted source of advice, creating compelling, shareable digital content;
- Equip our local partners to engage effectively with families through digital channels, including developing online hubs of shareable educational resources;
- Develop interactive virtual training.

Of course, education and empowerment are not enough to keep children safe, which is why we also use our specialist expertise to inform and influence business and government.

The pandemic saw many more of us buying online, including from online marketplaces. Our growing worries about the safety of goods sold through online marketplaces saw us developing a closer relationship with the Office for Product Safety and Standards, the government body responsible for protecting UK consumers.

May 2021 saw the launch of a voluntary standard on button battery safety, whose development we were instrumental in supporting. We have since been working with responsible businesses on its adoption.

SPREADING KNOWLEDGE AND CHANGING BEHAVIOUR

We create compelling and emotionally engaging educational campaigns and resources that bring safety messages to life. Our work is evidence-based and data-driven, ensuring parents and professionals focus on the real risks to children and what works to keep children safe.

We build strong relationships with partners in the charitable, public and corporate sectors to amplify the reach of our safety messages to children and families UK-wide.

During the year under review, our educational work included:

- Rolling out Staying Safe with Sam, our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.
- Running Child Safety Week 2021, our flagship community education initiative, which acts as a catalyst for thousands of family-friendly safety activities UK-wide.
- Developing our educational campaign on button battery safety, helping parents and practitioners to understand the hidden risks in many everyday household products and keep young children safe from life-changing injury or even death.
- Supporting National Burn Awareness Day and three Office for Product Safety and Standards awareness campaigns on magnets, fireworks and Christmas safety.
- Using digital channels to reach parents directly, including via our website, Facebook, Instagram and YouTube channels.
- Providing a wide range of colourful, engaging educational materials for families, including our acclaimed picture booklets for the poorest parents who struggle with reading.

"Many of the parents we support do not read very well. So short, easy-read information with illustrations helps them to access important safety messages."

Charity offering family support

Staying Safe with Sam

While laundry and cleaning products make adults' lives easier, in the hands of unsuspecting young children they can cause serious harm such as caustic burns to eyes, throat or skin. In addition, when small children swallow harmful products, they are more likely to suffer serious consequences as they have faster metabolic rates and their bodies are less capable of neutralising harmful chemicals. The poorest children are 3.5 times more likely to be admitted to hospital due to poisoning, linked to overcrowding and a lack of suitable storage facilities.

Staying Safe with Sam is our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.

Over four weeks, teachers use our lesson plans and extension activities to bring our oversized story book to life, focusing on a different safety scenario each week. They also send home our family pack with a story book for parents to read with their child, an activity sheet and song for the child and an engaging safety fact sheet for parents. 90% of teachers report that the programme is effective in teaching children how to stay safe:

"The story book was good, very focused. The children would say 'You mustn't drink any of those'."

The programme also improves parents' knowledge and behaviour, with 53% of parents learning something new and 45% prompted to change how they keep their children safe:

"Usually I put cleaning products under the sink. I've stopped doing that since reading the book with him. Now I put them on the top cupboard they can't reach."

We rolled out Staying Safe with Sam across Manchester and East Sussex, and targeted accident hot spots in Warwickshire. All have significantly higher than average hospital admission rates from accidental poisoning, particularly in deprived areas. A total of 528 reception classes received a free teacher's pack, while 15,150 children received a free family pack to take home, reaching 26,800 parents.

Feedback has been very positive, with teachers agreeing that the programme supports early learning and the early years curriculum, engages children and parents in learning, enhances children's understanding of safety concepts, is effective in teaching children how to stay safe around laundry and cleaning products and helps parents keep their children safe.

"The children were completely engaged by the characters, story and rhymes. They could be heard repeating the refrains/messages in their play, which was simply wonderful, showing how powerful the resource was and how well they had taken the learning.

"The parents welcomed such clear and engaging materials to use at home and their children were able to 'teach them' what they had learnt at school. Several parents commented on how the resource had helped them make different and safer choices at home."

Of parents who made changes at home, 48% had moved laundry and cleaning products out of children's reach, 48% now put products away as soon as they had used them, while 23% had fitted safety locks to cupboards. Parents also reported that the programme taught their child to stay safe, with 73% stating that their child was more aware of possible dangers.

"It's engaging and relatable, especially for my independent son who often likes to have a go at things!"

"It really helped my daughter to understand the dangers."

Child Safety Week 2021

Held annually in the first full week of June, Child Safety Week has been running successfully for more than two decades. Interactive and experiential, it acts as a catalyst for thousands of community-based safety activities where families can get involved in hands-on learning.

In the past, we equipped local organisers with an action pack offering practical advice on how to run interactive events, with group work activities, demonstrations using props, the chance to debate and discuss, and reminders of how to put learning into practice.

Child Safety Week 2021 ran from 7 to 13 June, at a time during the pandemic when almost all face-to-face group work for parents was suspended and many children's centres were operating with skeleton staffing levels and limiting face-to-face contact to urgent referrals. We therefore needed to pivot towards supporting virtual advice and group work.

We developed an online hub for parents and community practitioners, with:

- An information pack outlining the scale of the problem, highlighting why some children at greater risk and providing an overview of the theme and resources.
- Downloadable fact sheets providing bite-sized facts and safety tips on the main accident risks to children. We also brought together all our fact sheets in a Parents' Pack.
- Five fact sheets translated into five languages – Urdu, Panjabi, Bengali, Polish and Arabic (for Somali speakers) – for speakers of English as an additional language.
- A set of eight downloadable 'session plans' to use in virtual group work. These comprised prompt cards illustrating common safety scenarios, complemented by short workshop outlines with questions to stimulate discussion and safety tips to share.

The Child Safety Week online hub had 28,682 unique page views from 23,787 unique users, and there was a total of 9,546 downloads of the different resources. Comments included:

"The content was just right for our families. Easy to understand and to the point in a user-friendly way"

We also had a positive response to the provision of advice in translation, with requests for both more languages and for other forms of support for vulnerable parents with little or no English. One family support manager from a charity in London said:

"Unfortunately, it is really difficult to find helpful translated information to support parenting. But parents require this information, as emergency hospital attendance and lack of understanding of the risks to young children in and around the home is prevalent in these communities."

The downloadable resources were complemented by Facebook posts using vibrant illustrations and a parent-to-parent tone of voice, with links to the fact sheets, to make it as easy as possible for community practitioners to share advice with parents during lockdown. We also launched our first animation, highlighting the risks posed by laundry capsules. This new approach to social media proved popular, with an estimated post reach of 181,585.

Inclusive safety advice for families living in poverty

Children in poverty are far more likely to be killed or seriously injured in avoidable accidents than their better-off counterparts, so we prioritise reaching their families. This means recognising barriers to effective advice sharing, such as poor literacy, digital exclusion and English as a second language, and developing effective, inclusive educational resources.

While the pandemic pushed digital communications to the fore, many of the poorest parents rely on pay-as-you go data services or lack smartphones or internet access. Our frontline partners told us: ***"A large proportion of my clients don't use the internet and definitely not smartphones"*** and ***"We need doorstep delivery with physical copies. This enables families with no access to a laptop, wi-fi or social media to access safety content"***.

Conscious of this growing digital divide, we sought to increase the distribution of our printed resources, targeting deprived communities with high child accident rates. This included our innovative picture-based booklets for parents with poor literacy.

8 million adults in the UK have serious literacy problems. The poorest parents are six times more likely to struggle to read and so misunderstand or simply miss the advice other parents take for granted. Vulnerable parents who lack confidence in their parenting also need encouragement to work out safe options and make safe choices about everyday routines.

Our picture-based resources make safety advice accessible to the parents who need it most. In our booklets, babies and children introduce the accidents by which they are most likely to be badly hurt and explain in simple, non-judgemental language how parents can keep them safe. Colourful illustrations bring their advice to life.

In the year under review, we distributed over 22,000 picture-based booklets. This included targeting five areas with high levels of deprivation and hospital admissions for accidental injury to young children – Manchester, Coventry, the West Midlands, Sunderland and Hull – benefiting 39,000 of the poorest parents and their children.

Frontline staff working with parents reported that the picture books were: helpful for parents with poor literacy (100% of survey respondents); helpful for parents with English as an additional language (80%); and helped parents to: learn about accidents to children (100%); recognise when their child may be at risk (100%); understand the links between accidents and child development (80%); and keep their children safe (100%).

> ***"We always make sure we have these booklets on hand because they're so useful. Very pictorial and creates discussion with young parents who can't read / have low reading ability. Pictures really speak to them."*** *Family Nurse*

> ***"Feedback was very good, pictorial was easy to read, colourful pictures. Overcame language barrier. Loved it."*** *Local community group*

> ***"The picture booklet is a really useful resource for our families. Nice and simple and easy to understand. Parents have said they are more aware of dangers to their children."*** *Home-Start family support project*

We also received positive feedback from the parents we surveyed: 97% felt more informed about safety risks while 72% had made changes at home since receiving the booklets. These changes included: keeping blind cords tied away; moving furniture to stop climbing; strapping their child into their highchair; putting cold water into the bath first; keeping pans at the back of the cooker; keeping harmful things out of reach of babies and toddlers; and fitting safety equipment such as window catches or safety gates.

We produce a range of other resources for parents and carers. All are based on data about the most common and serious preventable accidents to children at different ages and stages of development. They are driven by evidence about what works in supporting behaviour change to keep children safe from harm, and are regularly updated to ensure our advice stays abreast of the latest developments in child safety.

> ***"Very user-friendly resources deliver messages in a way that parents find interesting, enjoyable and non-threatening"*** *Home-Start family support project*

Supporting our partners' safety awareness campaigns

Building strong relationships with national partners helps to amplify the reach of safety messages to children and families UK-wide.

Very few parents know that a baby's skin is 15 times thinner than that of an adult or that a hot drink can still burn a young child 15 minutes after it has been made. Knowledge of good first aid is also lacking. As a result, too many babies, toddlers and young children suffer disfiguring burns. We have continued to deepen our relationship with the Children's Burns Trust, including through supporting National Burn Awareness Day.

We also continued to partner with the Office for Product Safety and Standards (OPSS – the government body tasked with protecting UK consumers), supporting three OPSS consumer awareness campaigns on magnets, fireworks and Christmas. Our emphasis was on bringing the issues to life in a relatable way and offering practical safety tips for busy parents.

> ***"The damage they did is absolutely unreal. They burned holes in the intestines. Whenever they opened him up, some of his intestines already leaked out."***
>
> *Mother of a three-year-old boy*

Super strong magnets can rip through a child's gut if they swallow them, causing life-changing injuries. They are often found in cheap toys and gifts sold on online marketplaces. Surgeons are worried about growing numbers of cases. We developed an online advice hub with first-hand stories, practical tips and downloads to share, and ran a social media campaign, benefiting from expert input from the British Association of Paediatric Surgeons.

This was the second Bonfire Night held during the pandemic, with many public displays cancelled and parents buying fireworks online to host fireworks at home. Concerned at how easy it was to buy fireworks that are far too powerful for an average back garden, we developed an online advice hub, with a buying guide, safety tips and first aid advice.

We also created a lesson plan for nurseries, to help teach young children about staying safe, and collaborated with NHS England on a fireworks safety news release. There were over 7,000 page views of our online advice hub and over 1,000 downloads of the resources.

For the Christmas campaign, our aim was to empower parents to buy safely, especially when buying toys online, while being sensitive to the financial pressures that many families were facing. Our dual-impact approach enabled us to reach parents direct and mobilise staff who support families on the ground. Our online advice hub offered practical tips on buying safe toys, a comparison of a safe magnetic toy with its unsafe copycat counterpart, and visual explainers to share. We also ran a well-attended webinar on toy safety.

Button battery safety

> ***"It turns out this is one of the most damaging and dangerous things that my beautiful boy could have ever swallowed. They cause deep and extremely fast corrosion burns into soft human tissue. It does not get much worse than this."***
>
> *Mother whose son swallowed a lithium button battery*

Button batteries, especially big, powerful lithium coin cell batteries, can seriously hurt or even kill a child if they are swallowed and get stuck in the food pipe. Their electrical charge reacts with saliva to create caustic soda – the same chemical used to clear blocked drains.

Working in partnership with trade body the British and Irish Portable Battery Association (BIPBA), we extended our educational work on button battery safety, providing a comprehensive suite of safety advice on our website, complemented by downloadable educational resources, images and videos for frontline staff to share with parents.

Following the tragic death of two-year-old Harper-Lee Fanthorpe, we worked closely with her mother's constituency MP, Jo Gideon, providing expert advice in support of her work to raise awareness of the risks to young children.

In February 2022, we were asked to lead a UK-wide safety education campaign on button battery safety. This sees us reaching families direct, equipping local staff to provide accurate safety advice and developing a suite of free educational resources to share with families.

There is a strong focus on reaching vulnerable families whose children are at greater risk. This includes removing barriers to information for parents who face digital exclusion or who have poor literacy or English as a second language, and working closely with our local partners who work with families in deprived / ethnically diverse communities UK-wide.

In the year under review, we created editorial for the Bounty Buying Guide reaching 126,000 parents-to-be UK-wide, and developed and printed: an illustrated poster; a leaflet in English and Welsh; a fact sheet translated into 17 community languages; and a session plan to help frontline staff run engaging workshops with parents. We also set in motion plans for a webinar, time-lapse video and picture-based booklet for parents with poor literacy.

SUPPORT FOR FRONTLINE PROFESSIONALS

"I don't know what we'd do without CAPT."

Hard-pressed local organisations lack funds to develop effective educational materials and campaigns or distil new data and research. They rely on us as trusted experts to advise them on priorities and provide them with the tools they need to prevent life-changing injuries.

We work alongside our network of 14,320 partners – mostly frontline staff who work with families in local communities – equipping them with evidence-based advice and resources and supporting them to cascade accurate safety messages to families UK-wide. They tell us:

"All of your resources were brilliant, really useful for our families."

"Just keep up the great work that you do – our families really appreciate it!"

Our partners include health visitors, community nursery nurses, family nurses, children's centre staff, teachers, childminders, nursery staff, road and fire safety officers, family support and community workers, as well as public health consultants, early years managers, and managers of Safeguarding Children Boards and Child Death Overview Panels.

A number of our local partners provide services to families in poverty including vulnerable younger parents, families fleeing domestic abuse, homeless or poorly housed families, and refugee families living in hotels. They include Family Nurse Partnership staff, Home-Start volunteers supporting vulnerable families in their homes, trusted local community groups and health visitors targeting the most disadvantaged parents with intensive support.

We work closely with national membership charities such as Children in Scotland and with professional associations such as the Institute of Health Visiting, signposting useful resources, providing articles and blogs and encouraging involvement in our work.

We also offer training to help frontline staff understand more about the links between child development and children's accidents, the main causes of serious childhood accidents and what works in preventing them, and how to engage effectively with families on a topic often viewed as difficult to discuss. With time at a premium, it is designed to help them integrate child accident prevention into their routine work with families, making every contact count.

The pandemic prevented us from delivering any face-to-face courses. We therefore pivoted to delivering our training in a virtual setting, while retaining the interactivity for which our courses are known. We delivered eight virtual courses for practitioners working with families across East Sussex County Council, plus one full-day virtual course for practitioners in Hull. Feedback has been very positive:

"Fantastic mix of listening and talking with slides and information. Loved the interactive components."

"From now on I will engage with conversation, linking it to child development rather than giving a long safety talk."

SPECIALIST KNOWLEDGE AND INFLUENCING FOR CHANGE

We are the leading authority on child accident prevention in the UK, offering a trusted, independent voice on a complex and nuanced issue. Our team brings over 50 years' combined expertise in child safety. We work with the NHS, public sector, companies, trade associations and standards bodies, using our specialist knowledge to secure change.

In the year under review, we placed a particular emphasis on product safety. Most parents think: "if I can buy it, it must be safe". However, UK law has not kept pace with changes in how we shop, particularly the huge growth in online sales. As a result, online marketplaces are under no obligation to check that the products offered by overseas sellers meet UK safety standards. We are working at a national level to improve product safety for children:

- We are active contributors to BSI's Consumer Forum Council, advising BSI on areas of concern alongside UK consumer bodies such as Citizens Advice and Which?
- We continue to support the British Toy and Hobby Association with its work to highlight sales of dangerous toys on online marketplaces.
- We provided a formal response to the *UK Product Safety Review: Call for Evidence* issued by OPSS in spring 2021 and contributed to the National Audit Office report *Protecting consumers from unsafe products* published in June 2021.
- We gave a presentation on the implications of product safety for children and their families to the Cross-Party Group on Safety in the Scottish Parliament, alongside contributors from Edinburgh trading standards and Glasgow children's hospital.
- We continued to focus on button battery safety. OPSS commissioned BSI to develop a fast-track safety standard (called a PAS) on button batteries. We were active participants in the steering group, working with industry, retailers, government and product safety experts, and providing a voice for the concerns of families. Following the launch in May 2021, our focus shifted to supporting compliance with the recommendations.
- We were subsequently invited to join a Ministerial Working Group on button battery safety, and to lead the activity strand on education and awareness raising.
- We were also invited to join the OPSS Consumer Reference Panel, which brings together a diverse range of organisations to reflect consumers' interests.

  We have shared insights and intelligence from clinicians, parents and local practitioners, and raised concerns about the risks faced by cash-strapped families who buy products from online marketplaces or pop-up shops in order to cut costs, without realising the dangers they may be bringing into their homes.

Future plans

"I always thought choking would have been more obvious.
But the silence and the panic in his eyes will stay with me forever."

We have seen the devastating impact on families of the unexpected death or serious injury of a child in a preventable accident. We also know there are children alive today due to our life-saving work. This drives us to redouble our efforts to raise awareness of the risks and reach even more families, working in collaboration with partners UK-wide

We will continue to focus on the three pillars of accident prevention – empowerment, education and influence. This will see us:

- enabling parents to make sense of safety advice and nurture happy, healthy families;
- providing educational resources, advice and training for everyone working with families;
- using our expertise to advise businesses and government and secure positive change.

We will also continue our focus on children from disadvantaged backgrounds, who are far more likely to be killed or seriously injured in avoidable accidents. It cannot be right that the poorest children are at greatest risk through a simple accident of birth.

Conscious of the growing digital divide, we want to meet the needs of the poorest parents who rely on pay-as-you go data services or lack the smartphones or internet access to connect to digital advice. This will include distributing our printed picture-based booklets for parents with poor literacy, targeting deprived communities with high child accident rates.

Frontline feedback has highlighted a growing need for safety advice in translation among parents who speak English as a second language. Through our UK-wide education campaign on button battery safety, we will be able to extend the translation of one of our fact sheets into 17 community languages, but much more remains to be done.

We also want to provide more schools with our Staying Safe with Sam educational programme, designed to empower reception-age children to keep themselves safe around cleaning products and support their parents to make their homes safer, targeting areas across the UK where hospital admissions are particularly high.

We will work at speed to distribute free educational resources on button battery safety UK-wide including: an illustrated poster; a leaflet in English and Welsh; a translated fact sheet; a picture-based booklet for parents with poor literacy; and a time-lapse video showing the corrosive effects of a button battery on a chicken breast. We will also run a webinar and distribute a 'session plan' to help frontline staff run engaging workshops with parents.

With the appointment of our Content Manager, we will extend our work engaging directly with parents as a trusted source of safety advice, creating compelling, shareable content for our social media channels and driving traffic to our website. We will also refresh our online advice hubs and downloadable resources, and create new content to meet emerging needs.

Collaboration will remain at the heart of our work, including deepening relationships with local and national partners and supporting the work of government and responsible businesses across the UK. We will continue to work with sensitivity and flexibility, navigating the wake of the pandemic and a growing cost-of-living crisis.

"I look at the ventilated child we resuscitated after he choked on a grape.
All I can see is my son: same age, same blonde hair.
I go home and check his pulse as he sleeps. I cut up grapes for years to come."
Advanced Clinical Practitioner

Financial review

CAPT concludes the year with an overall surplus of £37,618 for the year ended 31 March 2022. This compares to a surplus of £11,861 for the year ended 31 March 2021.

Net assets have risen from £43,796 to £81,414, in line with our plans to build back our reserves to the desired level of three months of fixed costs plus all ancillary closure costs.

Total income increased by 14% in the year to £314,732 up from £276,032 in 2020-21. The main changes in the charity's income streams were as follows:

- An increase in donations and legacies, which rose by 8% to £121,207, compared with £111,797 in 2020-21, mostly reflecting a one-off pandemic-related donation and a matched individual gift from the Capital Group.
- An increase in project and contract income, which rose by 19% to £166,582, up from £139,852 in 2020-21. This was primarily due to a new contract to raise awareness of button battery dangers.

Total expenditure increased by 5% in the year to £277,114, up from £264,171 in 2020-21. This reflects continued investment in fundraising as part of plans for financial sustainability.

Emerging from the Covid-19 pandemic

We were fortunate in weathering the storms of the pandemic better than many charities. We had moved to remote working during 2017-18, so suffered none of the disruption or costs of those working from office premises. We also secured a £50,000 loan from the Bounce Back Loan Scheme via our bankers, the Co-operative Bank, which provided a welcome safety net as funders delayed or reassessed their giving in the light of the pandemic.

We continued to benefit from: a generous, one-off, pandemic-related corporate donation from Reckitt; a grant from the Garfield Weston Foundation to deliver our core educational work in deprived communities with high child accident rates; and a grant from the VTCT Foundation's New Ways of Working programme, designed to build digital capability and capacity. New grant funding from the Edith Murphy Foundation also supported our educational work in deprived communities in the West Midlands.

Among our corporate supporters, we benefited from donations and sponsorship from: Bitrex, a longstanding sponsor of Child Safety Week; the British and Irish Portable Battery Association, a partner in our work on button battery safety; the Capital Group towards our ongoing costs; and our corporate patrons Childcare.co.uk, Fred Home Safety, Leigh Day, Origin Pharma Packaging, TigerLily First Aid Training and Western Power Distribution.

We continued to receive welcome grant funding from the Department for Transport and Building Safer Communities in the Scottish Government, and secured smaller contracts from the Office for Product Safety and Standards to support their consumer awareness campaigns. In early spring 2022, amidst growing concerns about the dangers posed to young children by lithium coin cell batteries, we were fortunate to secure a larger contract from the Office for Product Safety and Standards to raise awareness of the dangers.

We continue to build our financial and organisational resilience, seeking funds across diverse income streams including statutory grants and contracts, grants from charitable trusts and foundations, corporate donations and sponsorship as well as individual giving. We also offer both virtual and face-to-face training to practitioners supporting families in their local communities. In a fast-moving environment for income generation, it is important to retain the flexibility needed to adapt to changing circumstances and opportunities.

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates. Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

Going concern

The charity made an overall surplus of £37,618 and has net assets of £81,414 at year end. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the trustees believe that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

Reserves policy

It is the long-term aim of the trustees to maintain free reserves of three months of fixed costs plus all ancillary closure costs. This is to act as a financial safety net during times of uncertainty. Free reserves now stand at £81,414, while three months of fixed costs plus closure costs is projected to be £89,998. The free reserves are therefore slightly below the desired level stated in the reserves policy.

We hold a designated fund so that, in extremis, the charity can meet its legal obligations to staff and third parties should it need to close. Following the move to remote working, there are no longer costs relating to lease terminations. The designated fund for closure costs increased from £24,736 at the end of March 2021 to £32,825 at the end of March 2022.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

Staffing

Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

Core staff

Katrina Phillips	Chief Executive
Helen Evans	Head of Fundraising (March 2021 to January 2022)
Ian Evans	Senior Consultant/Trainer
Teri Frecknall	Content Manager (from April 2022)
Natalie Kwan	Finance Officer (to March 2022)
Pam Prentice	Senior Communications and Engagement Manager

Freelance, temporary and outsourced staff

Adrian Edgington	Head of Operations (January to July 2022)
Laura Harris	Laura Harris Copywriting
Kevin Lowe	Associate Consultant/Trainer
Kirsty Stephenson	Purple Fig (digital communications to December 2021)
Dan Wilson	Head of Management Accounts, Sedulo (from March 2022)

Decision making

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

Governance

The directors of the charitable company (the charity) are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

Charitable objects and powers

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Constitution

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

The guarantors of the company are the trustees named below. The liability in respect of the guarantee, as set out in the memorandum, is limited to £1 per member of the company.

Trustees

Paul Leggat	(Chair)
James Scott-Gatty	BA ACA (Treasurer)
Helen Bunting	
Sarah Cawthra	
Ian Gethin	
Rob Manning	
Jo Moore	
Randy Weeks	

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

Company secretary

Katrina Phillips (Chief Executive)

Registered office

c/o PKF Littlejohn LLP
15 Westferry Circus
London E14 4HD

Postal address

PO Box 74189
London E14 1SQ

Independent examiner

Richard F Hopper, Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh, Denbighshire LL16 4RJ

Statement of Trustees' responsibilities

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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 its income and expenditure, for the year. In preparing those financial statements the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate and sufficient accounting records that are sufficient to show and explain the charity's transactions, and 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 Charities Act 2011 and regulations made thereunder and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The report was approved by the Board of Trustees on 9 January 2023 and signed on behalf of the Board by

Paul Leggat, Chair

Independent Examiner's Report to the Trustees of The Child Accident Prevention Trust

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Richard F Hopper

Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh
Denbighshire LL16 4RJ

Dated: 10 January 2023

Statement of Financial Activities
(Including Income & Expenditure Account)
for the year ended 31 March 2022

	Note	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
Income					
Donations and Legacies	2	121,207	0	121,207	111,797
Income from Charitable Activities					
Project income	3	75,043	91,539	166,582	139,852
Other income	4	26,850	-	26,850	24,376
Income from Investments		39	-	39	7
Income from other Trading Activities		54	-	54	-
Total Income & Endowments		223,193	91,539	314,732	276,032
Expenditure					
Expenditure on Raising Funds		(41,407)	-	(41,407)	(24,738)
Net incoming resources available for charitable application		**181,786**	**91,539**	**273,325**	**251,294**
Expenditure on Charitable Activities	5	(144,168)	(91,539)	(235,707)	(239,433)
Total resources expended	7	**(185,575)**	**(91,539)**	**(277,114)**	**(264,171)**
Net Income/(Expenditure)		37,618	-	37,618	11,861
Transfer between funds	14	-	-	-	-
Reconciliation of Funds		37,618	-	37,618	11,861
Total funds brought forward		43,796	-	43,796	31,935
Total funds carried forward	14	**81,414**	**-**	**81,414**	**43,796**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure are derived from continuing activities.

The notes on pages 23 to 35 form an integral part of these accounts.

Balance sheet

as at 31 March 2022
(Company registration number: 3147845)

	Notes	2022 £	2021 £
Fixed assets			
Tangible assets	9	-	-
Investment in subsidiary	10	100	100
		100	100
Current assets			
Stock		3,296	5,330
Debtors and prepayments	11	37,250	20,126
Cash at bank and in hand		157,255	206,211
		197,801	231,667
Liabilities			
Creditors: Amount falling due within 1 year	12	(82,465)	(144,282)
Net current assets		115,336	87,385
Total assets less current liabilities		**115,436**	**87,485**
Non-current liabilities			
Creditors: amounts falling due after more than one year	13	(34,022)	(43,689)
Total assets less total liabilities		**81,414**	**43,796**
Charity Funds			
Designated funds	14	32,825	24,736
General funds	14	48,589	19,060
Total funds	14	**81,414**	**43,796**

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts.

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 9 January 2023

James Scott-Gatty)

) Trustees

Paul Leggat)

Statement of Cash flow

for the year ended 31 March 2022

	Notes	2022 £	2021 £
Cash flow from operating activities	16	(48,995)	151,659
Cash provided by financing activities:			
Interest received		39	7
Increase/(Decrease) in cash in the year		(48,956)	151,667
Cash & cash equivalents at the beginning of the year		206,212	54,545
Total cash & cash equivalents at the end of the year		157,255	206,212

Notes on the accounts
for the year ended 31 March 2022

1. Accounting Policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Child Accident Prevention Trust 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 notes.

b) Preparation of the accounts on a going concern basis

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2022 and the charitable company's financial position as at that date. The charity made an overall surplus of £37,618 and has net assets of £81,414 at the year end.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

The subsidiary undertaking Child Safety Services Ltd has been dormant for the year ended 31 March 2022. This is the reason for not preparing consolidated financial statements.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Trust.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

The designated funds are funds set aside at the discretion of the trustees for a particular purpose and carry no restrictions.

All income and expenditure is shown in the Statement of Financial Activities.

Incoming resources

- **Grants receivable**

  Grants are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

- **Project income**

  Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

- **Gifts in Kind**

  The value of gifts in kind are recognised when received. The value is calculated on the most appropriate basis for the type of gift received e.g. an individual's salary costs.

- **Other income**

  Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

- **Donations and voluntary income**

  Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

- **Investment income**

  Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure represents those items not falling into the categories

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

e) Support costs allocation

Charitable expenditure comprises expenditure related to the furtherance of CAPT's charitable objectives and the governance of the charity. Costs of generating funds include costs relating to fundraising.

Where costs cannot be directly attributed, they have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) full cost recovery model. We have allocated salary and other overhead costs using the bases of allocation recommended by ACEVO, thereby ensuring the accuracy of the true full cost of each activity. This model provides the most appropriate way of allocating costs in accordance with an accepted standard of good practice within the charity sector.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.
The analysis of these costs is included in note 7.

f) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended. Items costing £750 or more intended to be of ongoing use to CAPT in carrying out its activities are capitalised as tangible fixed assets.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office furniture and equipment:	15/20% per annum straight line basis
Computer equipment:	25% per annum straight line basis
Computer software:	33% per annum straight line basis

All fixed assets are fully depreciated.

g) Investments

Investments are measured at cost less impairment.

h) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

i) Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

j) Provisions

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

k) Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

l) Employee benefits

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

m) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010. It therefore meets the definition of a charitable company for UK corporation tax purposes.

2. Donations and legacies	2022	2021
	£	£
Donations	84,336	83,807
Corporate fundraising	36,871	27,990
	121,207	**111,797**

In the current year £121,207 of income from donations was credited to unrestricted funds (2021: £111,797) and £0 was credited to restricted funds (2021: £0).

3. Project income	2022	2021
	£	£
Restricted Income		
Child Safety Week	71,000	71,000
Edith Murphy Foundation	4,950	-
CAF Coronavirus Emergency Fund	-	5,000
Garfield Weston	6,667	13,333
CAF Resilience Programme	-	14,945
VTCT Burns and Scalds	-	12,026
VTCT New Ways of Working	8,922	3,558
Total Restricted Income	**91,539**	**119,862**
Unrestricted Income		
Office for Product Safety and Standards	75,043	19,990
Total Unrestricted Income	**75,043**	**19,990**
Total Project Income	**166,582**	**139,852**

4 Other income	2022 £	2021 £
Publication sales	16,030	13,721
Training	10,820	2,100
Miscellaneous income	-	8,555
	26,850	**24,376**

In the current year £26,850 of income from other income was credited to unrestricted funds (2021: £24,376) and £0 was credited to restricted funds (2021: £0).

5 Expenditure on Charitable Activities	2022 £	2021 £
Project costs	91,539	119,862
Contract costs	89,021	71,128
Publication costs	14,948	10,220
Consultancy costs	-	-
Training costs	6,700	936
Education and information services	27,537	31,820
	229,744	233,966
Governance	5,962	5,467
	235,707	**239,433**

In the current year £144,168 of expenditure on charitable activities was debited from unrestricted funds (2021: £119,571) and £91,539 was debited from restricted funds (2021: £119,862)

Governance costs are comprised of:

	2022 £	2021 £
Governance & Trustee Expenses	105	153
Audit & Accountancy	4,530	4,208
Legal & Professional	1,327	1,106
	5,962	**5,467**

6 Net incoming/(outgoing) resources is stated after charging:	2022 £	2021 £
Independent examiner's remuneration	1,250	1,250

7 Total resources expended

	Direct Staff Costs	Other Direct Costs	Apportioned Costs	2022 Total	2021 Total
	£	£	£	£	£
Project and contract costs	106,679	49,318	24,563	180,560	190,990
Publishing	5,193	8,559	1,196	14,948	10,220
Consultancy	-	-	-	-	-
Training	-	6,700	-	6,700	936
Education and information services	16,670	7,029	3,838	27,537	31,820
Fundraising	32,882	954	7,571	41,407	24,738
Governance	4,818	35	1,109	5,962	5,466
	166,241	**72,595**	**38,277**	**277,114**	**264,170**

Indirect costs are apportioned in line with the respective amounts of direct staff costs

Analysis of other direct costs:	2022 £	2021 £
Direct project costs	49,318	45,883
Printing	4,606	-
Miscellaneous	18,671	15,424
	72,595	**61,307**

Analysis of apportioned costs:	2022 £	2021 £
Support Services staff costs	20,151	10,230
Insurance	2,352	2,792
Equipment	-	-
Irrecoverable VAT	3,437	4,229
Post, phones, fax	2,139	2,366
Office stationery	316	304
Computer software & renewals	3,563	5,329
Staff training and expenses	1,195	360
Independent examination and accounts preparation	2,250	1,250
Legal & professional	659	329
Miscellaneous	2,215	640
	38,277	**27,829**

Staff costs	2022 £	2021 £
Wages and salaries	170,335	170,889
Social security costs	10,185	8,492
Pension costs	5,873	5,884
	186,393	**185,265**

One employee earned over £60,000 during the year (2021: none).

The total amount of employee benefits received by key management personnel during the year was £71,378 (2021: £69,426). The Trust considers its key management personnel to comprise the Chief Executive.

The average number of employees on a full time equivalent basis, analysed by function was:

	2022 Number	2021 Number
Direct charitable work	3	3
	3	**3**

Trustees

The trustees neither received nor waived any emoluments during the year.	2022 £	2021 £
Travel expenses were reimbursed to 0 trustees (2021: 0)	-	-

8 Taxation

The company is a charity within the meaning of Paragraph 1 Schedule 6 Finance Act 2010. Accordingly, the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part II of the Corporation Tax Act 2010, to the extent that such income is applied exclusively for charitable purposes. No tax charge arose in the period.

9 Tangible fixed assets

	Equipment	Computers	**Total**
	£	£	£
Cost			
At 01/04/2021	-	-	-
Additions	-	-	-
Disposals	-	-	-
At 31/03/2022	-	-	-
Depreciation			
At 01/04/2021	-	-	-
Charge for year	-	-	-
Disposals	-	-	-
At 31/03/2022	-	-	-
Net book value			
At 31/03/2022	-	-	-
At 31/03/2021	-	-	-

10 Fixed asset investments

The Trust beneficially owns the whole of the issued share capital of Child Safety Services Limited, a company registered in England.

There were no activities during the year. This is the reason for not preparing consolidated financial statements.

Investment in the Trading Company is represented by:	**2022**	**2021**
	£	£
Net current assets	100	100
Funds (representing 100 ordinary shares of £1 each)	100	100

11 Debtors

	2022	2021
	£	£
Trade debtors	31,824	131
Other Debtors	-	377
Accrued Income & Prepayments	5,426	19,618
	37,250	**20,126**

12 Creditors: amount falling due within one year

	2022	2021
	£	£
Trade creditors	20,479	2,621
Other creditors including taxation & social security	22,711	11,867
Accruals	2,250	23,805
Deferred income	37,025	105,989
	82,465	**144,282**

13 Bounce Back Loan

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first year's interest and any associated fees

Notes to the accounts (continued)
for the year ended 31 March 2022

14a Analysis of net assets between funds for the year ended 31 March 2022

	Unrestricted funds	Restricted funds	Total 2022
	£	£	£
Fixed assets	100	-	100
Net current assets	81,314	-	81,314
Net assets	**81,414**	**-**	**81,414**

14b Analysis of net assets between funds for the year ended 31 March 2021

	Unrestricted funds	Restricted funds	Total 2021
	£	£	£
Fixed assets	100	-	100
Net current assets	43,696	-	43,696
Net assets	**43,796**	**-**	**43,796**

15a Statement of funds for the year ended 31 March 2022

	Balance 01/04/2021	Income	Expenditure	Transfer between funds	Balance 31/03/2022
	£	£	£	£	£
Restricted funds					
Child Safety Week		71,000	(71,000)	-	-
Edith Murphy Foundation		4,950	(4,950)	-	-
Garfield Weston Foundation		6,667	(6,667)	-	-
VTCT New Ways of Working		8,922	(8,922)	-	-
Total restricted funds	**0.00**	**91,539**	**(91,539)**	**-**	**-**
Unrestricted funds					
General funds	19,060	223,193	(185,575)	(8,089)	48,589
Designated funds					
Closure Costs	24,736			8,089	32,825
Total unrestricted funds	**43,796**	**223,193**	**(185,575)**	**-**	**81,414**
Total funds	**43,796**	**314,732**	**(277,114)**	**-**	**81,414**

15b Statement of funds for the year ended 31 March 2021

	Balance 01/04/2020	Income	Expenditure	Transfer between funds	Balance 31/03/2021
	£	£	£	£	£
Restricted funds					
Child Safety Week	-	71,000	(71,000)	-	-
CAF Coronavirus Emergency Fund	-	5,000	(5,000)	-	-
Garfield Weston Foundation	-	13,333	(13,333)	-	-
CAF Resilience Programme	-	14,945	(14,945)	-	-
VTCT Burns and Scalds	-	12,026	(12,026)		
VTCT New Ways of Working		3,558	(3,558)		
Total restricted funds	**-**	**119,862**	**(119,862)**	**-**	**-**
Unrestricted funds					
General funds	9,552	156,170	(144,309)	(2,353)	19,060
Designated funds					
Closure Costs	22,383	-		2,353	24,736
Total unrestricted funds	**31,935**	**156,170**	**(144,309)**	**-**	**43,796**
Total funds	**31,935**	**276,032**	**(264,171)**	**-**	**43,796**

Child Safety Week
Funds from the Department for Transport's Road Safety Partnership Grant Scheme, Building Safer Communities in the Scottish Government, and Macfarlan Smith during the year ended 31 March 2022 supported Child Safety Week.

Edith Murphy Foundation
Funds from the Edith Murphy Foundation supported educational work with deprived families in the West Midlands during the year ended 31 March 2022.

VTCT Foundation
During the year ended 31 March 2022, funds from the VTCT Foundation's New Ways of Working programme enabled the charity to build digital capability and virtual capacity during the pandemic.

Garfield Weston Foundation
Funds from the Garfield Weston Foundation during the year ended March 2022 supported the charity's core educational work in deprived communities with high child accident rates, focused on Child Safety Week.

16 Reconciliation of net movement in funds to net cash flow from operating activities

	2022	2021
	£	£
Net income	37,618	11,861
Interest income	(39)	(7)
shown in investing activities		
Depreciation		
Decrease / (increase) in stock	2,034	5,201
Decrease / (increase) in debtors	(17,124)	177
Increase / (decrease) in creditors	(71,484)	134,427
Cash flow from operating activities	(48,995)	151,659

THE CHILD ACCIDENT PREVENTION TRUST

England & Wales - Charity number 1053549

Accounts

child accident prevention trust

The Child Accident Prevention Trust

Annual report and accounts for the year ended 31 March 2021

Registered charity no: 1053549 (England and Wales); SC051312 (Scotland)

Company limited by guarantee: Company registration number: 03147845

Contents

Chair's foreword 2

Trustees' report for the year

Why we exist 3

Our work 3

Our approach 4

Our impact 5

Review of the year

Spreading knowledge and changing behaviour 6

Support for frontline professionals 11

Specialist knowledge and influencing for change 12

Future plans 13

Financial review 14

Staffing 16

Governance 17

Independent examiner's report 19

Statement of financial activities 20

Balance sheet 21

Statement of cashflow 22

Notes to the accounts 23

Chair's foreword

The year in review was another quite remarkable year for the Child Accident Prevention Trust and I take great pleasure in recording my admiration of the whole team for what was achieved.

Not only did we need to adapt our entire modus operandi to deal with the COVID-19 pandemic but there was also an urgency in managing this change rapidly and successfully because the ensuing lockdowns increased children's exposure to accidental injury in the home. There was also the challenge of ensuring we delivered what we had committed to our funders but in a new, dynamic, and impactful way.

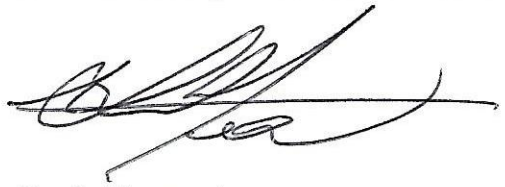
Our executive team, under the stewardship of our Chief Executive, Katrina Phillips, expedited this change to amazing effect.

We reached more children, parents, and carers than before. We had some degree of fortune in having decided, some years previously, to move out of an office base and to remote working in order to spend as much of our funding as possible on our beneficiaries. I am pleased to report that over 90% of our funding continues to be spent on direct charitable activities. What is more, the greater recognition of the need for our work, when viewed under the spotlight of lockdown, was such that we enlarged our funder base and were able, for a third consecutive year, to produce a small surplus in our financial results.

Our active Trustee Board has not only provided strong governance but has helped to inspire this delivery through the generous provision of time, expertise, positivity, advice, and encouragement.

It is, therefore, with a high degree of pride and much gratitude and respect to those who preceded us, that we celebrate our 40th anniversary year in a vein of positivity, in these uncertain times, knowing that we continue to make a positive impact to the lives of children and families all across the United Kingdom.

There is still much to achieve, and this is only possible through the much-needed funding we receive from trusts, foundations, public sector bodies, private donors, and corporate benefactors. I would therefore urge you, in whatever capacity you are in, to support us, join us, follow us on social media, donate to us, invite us to speak to you and be a part of this crucial success story in stopping death and serious injury to children from preventable accidents.



Paul J Leggat
December 2021

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to our children from avoidable accidents.

Why we exist

"Everyone in the burns unit was there because of an accident. None of them were born that way and they hadn't developed a disease to make them disfigured. In a split second their whole life changed."

Mother of a 10-month-old who suffered life-changing burns

Every week, healthy children are killed, disabled or disfigured in accidents that are completely preventable. Accidental injury is one of the biggest killers of children in the UK and a leading cause of hospital admissions and acquired disability. The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and three times more likely to be admitted to hospital with serious injuries.

While parents believe their homes are the safest place for their child, in fact, in England alone, 55 under-fives die due to accidents in the home each year and 40,000 are admitted to hospital. The emergency hospital admission rate is 40% higher for children from the most deprived communities.

52 children died on UK roads last year and almost 10,500 were injured in road accidents. Children living in the most deprived areas are three times more likely to be killed or seriously injured as a pedestrian and six times more likely to be killed or seriously injured as a cyclist.

The personal consequences of an accident can be devastating, including years of painful skin grafts or permanent brain damage. Serious injuries can impair a child's education, employment prospects and mental health and put family relationships under serious strain.

"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."

Young man who fell into scalding bathwater aged 18 months

On top of these human costs, there are high financial costs for the NHS. The Chief Medical Officer estimates that, every year, it costs £9 million to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital. The cumulative costs of preventable accidents are even higher. In just one year, children who suffer serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to our children from avoidable accidents. Our vision is a world where all children lead active, healthy lives, safe from the disabling effects of serious accidental injury.

Our work

We focus on the three pillars of accident prevention: empowerment, education and influence. We enable parents to make sense of safety advice and nurture happy, healthy families. We provide educational resources, advice and training for everyone working with children and families. We use our expertise to advise businesses and government.

We empower families to keep children safe from harm, spreading knowledge, building confidence and supporting changes in behaviour. While our work benefits all children and their parents, we target disadvantaged communities where families have least access to opportunities to learn about safety and children are at greatest risk of serious harm.

We take our expertise to the frontline of family support, mobilising our network of 23,235 local staff and volunteers who work with parents and children in communities UK-wide. We enable them to act as local child safety advocates, equipping them with engaging educational programmes and campaigns to deliver direct to families, and providing them with expert advice via newsletters, training events and our website.

"The children now hold hands, stay close to the pushchair, look both ways when we cross the road, no running."
Registered Childminder

"We held discussions and demonstrations on many areas of child safety. Many of the mothers told me they didn't realise how dangerous things could be. I like empowering the mothers, so they have all the information they need to become the best parents possible."
Young Parents' Support Worker

Finally, we provide a trusted, expert voice on a complex issue. We work with the NHS and public sector, companies, trade associations, standards bodies and government, raising the profile of child accident prevention and using our specialist knowledge to secure positive changes to products and services, helping to keep children safe from serious harm.

Our approach

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

For example, few parents know that the concentrated detergent in washing capsules can cause breathing difficulties, eye damage or caustic burns if their baby bites into one, or that a hot drink can still burn a young child 15 minutes after it has been made. And even experienced parents can be taken by surprise by what their child can do next, including opening a blister pack of tablets they had assumed was child-proof.

We use recognisable scenarios to bring safety advice to life, share surprising facts that parents and professionals want to pass on, tackle common questions and misconceptions and explain consequences without scaremongering. Our advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk.

"Parents were surprised by the facts around the time hot drinks can still burn and also drowning in shallow water. Parents took information home to share with their extended family."
Children's Centre

"I realised the importance of not just 'telling' parents but engaging them through questioning and visual props and local news."
Community Nursery Nurse who attended our training

We recognise that experimenting and risk-taking are a natural and proper part of growing up, and do not advocate 'wrapping our children up in cotton wool'. Instead, we support families and frontline staff in understanding the real risks to children's safety and in gaining skills in managing and minimising those risks.

Evidence-based learning informs everything that we do. We review data sources, maintain active links with clinicians and the research community, and provide an authoritative source of information for everyone with a concern for child accident prevention.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone. So we develop strong relationships with partners who share our objectives in the corporate, public and voluntary sectors, helping to amplify our voice and reach more children and families with vital, life-saving information. We also highlight the benefits of collaboration to our local stakeholders, encouraging them to work together to keep more children safe.

Our impact

The death or serious injury of a child in an avoidable accident is devastating for families.

The main beneficiaries of our work are children and young people, especially those from the poorest families, who are far more likely to be admitted to hospital with serious injuries or to die in avoidable accidents. Parents, grandparents and carers also benefit from our work. We help them to build confidence, knowledge and skills – and to avoid the lifetime of guilt that often accompanies a serious accident to a child.

"I learnt that the things I would have done could have put my baby in danger."
Young mother

"It got my brain thinking and told me what to do if there's a real fire."
Paul, 10

"There was stuff I hadn't thought about. Now I'm telling other parents. The ones that look like a jelly (washing capsules) are dangerous."
Mother participating in Staying Safe with Sam

"It really helped my daughter to understand the dangers."
Father participating in Staying Safe with Sam

In the year under review:

- We rolled out Staying Safe with Sam, our innovative educational programme for schools, across two areas with above average hospital admissions from poisoning, reaching 15,150 reception-age children and 26,800 parents, a 20% increase on the previous year.
- We sent out over 50,000 copies of our printed educational resources to frontline staff to give to families across England, Wales, Scotland and Northern Ireland. This included almost 23,000 copies of our acclaimed picture-based booklets for parents with poor literacy, benefiting 40,460 of the poorest parents and their children.
- Through our social channels, we reached 13.5 million people UK-wide with safety advice during our Child Safety Week educational campaign, and there were 16,000 downloads from our website, including our safety fact sheets and parent pack.
- We translated five of our safety fact sheets into Urdu, Bengali and Somali, and distributed printed fact sheets to 2,525 families with English as a second language living in areas of multiple deprivation.
- We supported our network of 23,235 local partners through the challenges of the pandemic, equipping them with evidence-based advice and enabling them to cascade accurate safety messages to families UK-wide. In a recent survey, they told us:

"I don't know what we'd do without CAPT."

"All of your resources were brilliant, really useful for our families."

"Just keep up the great work that you do – our families really appreciate it!"

Review of the year

The trustees of the charity submit their report and accounts for the year ended 31 March 2021. The trustees who served during the period are disclosed on page 17 of this report.

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit (see page 17).

The work we do to address serious childhood accidents prioritises three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year looks at the impact of each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

SPREADING KNOWLEDGE AND CHANGING BEHAVIOUR

We create compelling and emotionally engaging educational campaigns and resources that bring safety messages to life. Our work is evidence-based and data-driven, ensuring parents and professionals focus on the real risks to children and what works to keep children safe.

Wherever possible, we build strong relationships with diverse partners in the charitable, public and corporate sectors to amplify the reach of our safety messages to children and families UK-wide.

During the year under review, our educational work included:

- Rolling out Staying Safe with Sam, our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.
- Running Child Safety Week 2020, our flagship community education initiative, which acts as a catalyst for thousands of family-friendly safety activities UK-wide.
- Developing our educational campaign on button battery safety, helping parents and practitioners to understand the hidden risks in many everyday household products and keep young children safe from life-altering injury or even death.
- Supporting National Burn Awareness Day and two Office for Product Safety and Standards consumer awareness campaigns on fireworks and Christmas safety.
- Using digital channels to reach parents directly, including via our website, Twitter, Facebook and YouTube channels. During the peak of the pandemic, when the UK was in total lockdown, our website received almost 210,000 unique page views as parents searched for advice on how to keep children safe during such challenging times.
- Providing a wide range of colourful, engaging educational materials for families, including our acclaimed picture booklets for the poorest parents who struggle with reading.

"Many of the parents we support do not read very well. So short, easy-read information with illustrations helps them to access important safety messages."

Charity offering family support

Staying Safe with Sam

While laundry and cleaning products make adults' lives easier, in the hands of unsuspecting young children they can cause serious harm such as caustic burns to eyes, throat or skin. In addition, when small children swallow harmful products, they are more likely to suffer serious consequences as they have faster metabolic rates and their bodies are less capable of neutralising harmful chemicals. The poorest children are 3.5 times more likely to be admitted to hospital, linked to overcrowding and a lack of suitable storage facilities for such products.

Staying Safe with Sam is our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.

Over four weeks, teachers use our lesson plans and extension activities to bring our oversized story book to life, focusing on a different safety scenario each week. They also send home our family pack with a story book for parents to read with their child, an activity sheet and song for the child and an engaging safety fact sheet for parents. 90% of teachers report that the programme is effective in teaching children how to stay safe:

"The story book was good, very focused. The children would say 'You mustn't drink any of those'."

The programme also improves parents' knowledge and behaviour, with 53% of parents learning something new and 45% prompted to change how they keep their children safe:

"Usually I put cleaning products under the sink. I've stopped doing that since reading the book with him. Now I put them on the top cupboard they can't reach."

In 2020-21, we rolled out Staying Safe with Sam across Manchester and East Sussex, and targeted accident hot spots in Warwickshire. All have significantly higher than average hospital admission rates from accidental poisoning, particularly in deprived areas. A total of 528 reception classes received a free teacher's pack, while 15,150 children received a free family pack to take home, reaching 26,800 parents.

Feedback has been very positive, with teachers agreeing that the programme supports early learning and the early years curriculum, engages children and parents in learning, enhances children's understanding of safety concepts, is effective in teaching children how to stay safe around laundry and cleaning products and helps parents keep their children safe.

"The children were completely engaged by the characters, story and rhymes. They could be heard repeating the refrains/messages in their play, which was simply wonderful, showing how powerful the resource was and how well they had taken the learning.

"The parents welcomed such clear and engaging materials to use at home and their children were able to 'teach them' what they had learnt at school. Several parents commented on how the resource had helped them make different and safer choices at home."

Of parents who made changes at home, 48% had moved laundry and cleaning products so they were stored out of children's reach, 48% now put products away as soon as they had used them, while 23% had fitted safety locks to cupboards.

Parents also reported that the programme taught their child to stay safe, with 73% stating their child was more aware of possible dangers and 67% that their child understood and remembered the safety lessons they had received in the classroom.

Child Safety Week 2020

Held annually in the first full week of June, Child Safety Week has been running successfully for more than two decades. Interactive and experiential, it acts as a catalyst for thousands of community-based safety conversations, activities and events where children, parents and grandparents UK-wide can get involved in hands-on learning.

The pandemic fundamentally altered our plans for Child Safety Week 2020, as it became clear that lockdown and social distancing would prevent our local organisers from running face-to-face activities and events. Many of our stakeholders were instead using social media, video calls and phone calls to maintain contact with parents.

We therefore reshaped our work programme to respond to changing needs, equipping our local partners to engage effectively with families via digital channels and developing an online hub of free downloadable resources to share. These included seven safety fact sheets, images for social media and a parent pack with top tips, quizzes and activities.

We also developed shareable articles for our local partners on pandemic-related safety risks, with practical advice for families on keeping children safe during lockdown. Scottish TV presenter Jean Johansson fronted a campaign highlighting increased dangers to young children in the home during lockdown, securing coverage in The Herald and Daily Record.

In addition, we worked with partners nationally to share safety advice with families and the frontline staff who support them. This included blogs and articles for TheSchoolRun.com, Children in Scotland, Building Safer Communities and the Institute of Health Visiting.

The estimated reach of our Facebook activity for Child Safety Week 2020 was 582,780, an increase of almost 150% on 2019. There were 11,405 Facebook page likes, an increase of 20%. The estimated reach for our Twitter activity was 12,938,120, with a total of 121,000 Tweet impressions. There were over 43,500 unique page views of Child Safety Week content on our website from over 34,800 unique users, with over 16,000 downloads.

Our local Child Safety Week organisers told us:

"The content was just right for families. Easy to understand and to the point."

"All of the resources were brilliant. The social media images were really useful. So it's hard to improve, just keep on doing the same."

Inclusive safety advice for families living in poverty

Children in poverty are far more likely to be killed or seriously injured in avoidable accidents than their better-off counterparts, so we prioritise reaching their families. This means recognising barriers to effective advice sharing, such as poor literacy, digital exclusion and English as a second language, and developing effective, inclusive educational resources.

While the pandemic pushed digital communications to the fore, many of the poorest parents rely on pay-as-you go data services or lack smartphones or internet access. Our frontline partners told us: *"A large proportion of my clients don't use the internet and definitely not smartphones"* and *"We need doorstep delivery with physical copies. This enables families with no access to a laptop, wi-fi or social media to access safety content"*.

Conscious of this growing digital divide, we sought to increase the distribution of our printed resources, targeting deprived communities with high child accident rates. This included picture-based booklets for parents with poor literacy and translated fact sheets.

8 million adults in the UK have serious literacy problems. The poorest parents are six times more likely to struggle to read and so misunderstand or simply miss the advice other parents take for granted. Vulnerable parents who lack confidence in their parenting also need encouragement to work out safe options and make safe choices about everyday routines.

Our innovative picture-based resources make safety advice accessible to the parents who need it most. In our booklets, babies and children introduce the accidents by which they are most likely to be badly hurt and explain in simple, non-judgemental language how parents can keep them safe. Colourful illustrations bring their advice to life.

In 2020-21, we distributed almost 23,000 of our picture-based booklets. This included 18,580 booklets targeting five areas with high levels of deprivation and hospital admissions for accidental injury to young children – Manchester, Coventry, Sunderland, Hull and Bradford – benefiting 32,870 of the poorest parents and their children.

Frontline staff working with parents reported that the picture books were: helpful for parents with poor literacy (100% of survey respondents); helpful for parents with English as an additional language (80%); and helped parents to: learn about accidents to children (100%); recognise when their child may be at risk (100%); understand the links between accidents and child development (80%); and keep their children safe (100%).

"We always make sure we have these booklets on hand because they're so useful. Very pictorial and creates discussion with young parents who can't read / have low reading ability. Pictures really speak to them." *Family Nurse*

"Feedback was very good, pictorial was easy to read, colourful pictures. Overcame language barrier. Loved it." *Project supporting BAME women*

We also received positive feedback on the booklets from the parents we surveyed: 97% felt more informed about safety risks while 72% had made changes at home since receiving the booklets. These changes included: keeping blind cords tied away; moving furniture to stop climbing; strapping their child into their highchair; putting cold water into the bath first; keeping pans at the back of the cooker; keeping harmful things out of reach of babies and toddlers; and fitting safety equipment such as window catches or safety gates.

Some of our local partners also raised the need for advice in translation, in order to meet the needs of parents with English as a second language. One family support manager from a charity in London told us: *"Unfortunately, it is really difficult to find helpful translated information to support parenting. But parents require this information, as emergency hospital attendance and lack of understanding of the risks to young children in and around the home is prevalent in these communities."*

We responded by translating five of our safety fact sheets into Urdu, Bengali and Somali and distributing printed fact sheets to 2,525 families with English as a second language. We received a positive response to providing advice in translation, with requests for both more languages and for other forms of support for vulnerable parents with little or no English.

In addition to our picture booklets and safety fact sheets, we produce a range of other user-friendly leaflets, flyers, booklets and posters for parents and carers. All our resources are based on data about the most common and serious preventable accidents to children at different ages and stages of development. They are driven by evidence about what works in supporting behaviour change to keep children safe from harm, and are regularly updated to ensure our advice stays abreast of the latest developments in child safety.

"Very user-friendly resources deliver messages in a way that parents find interesting, enjoyable and non-threatening" *Home-Start project*

Button battery safety

> ***"It turns out this is one of the most damaging and dangerous things that my beautiful boy could have ever swallowed. They cause deep and extremely fast corrosion burns into soft human tissue. It does not get much worse than this."***
>
> *Mother whose son swallowed a lithium button battery*

Button batteries, especially big, powerful lithium coin cell batteries, can seriously hurt or even kill a child if they are swallowed and get stuck in the food pipe. Their electrical charge reacts with saliva to create caustic soda – the same chemical used to clear blocked drains.

Working in partnership with trade body the British and Irish Portable Battery Association (BIPBA), we extended our educational work on button battery safety for another year. With lockdown and the pandemic emphasising digital communications, we developed a comprehensive suite of safety advice on our website, complemented by downloadable educational resources, images and videos for frontline staff to share with parents.

We then launched a 'Button Battery Treasure Hunt' in summer 2020. We recruited a number of professionals to film themselves searching for lithium coin cell batteries in their own homes, with the aim of encouraging parents to search their homes for batteries and put them safely out of reach of small children.

One of the participating paediatricians then contacted Dr Ranj, who talked about button batteries during his slot on ITV's This Morning, reaching as many as 1.5 million people. There was considerable traction for the treasure hunt on social media, with 527,000 unique impressions for the campaign hashtag #BatteryHunt. Our Facebook posts had a total reach of 176,815 and the treasure hunt videos were viewed for over 223 hours.

Supporting partners' safety campaigns

Building strong relationships with diverse national partners helps to amplify the reach of our safety messages to children and families UK-wide.

Very few parents know that a baby's skin is 15 times thinner than that of an adult or that a hot drink can still burn a young child 15 minutes after it has been made. Knowledge of good first aid is also lacking. As a result, too many babies, toddlers and young children suffer disfiguring burns. We have continued to deepen our relationship with the Children's Burns Trust, including through supporting National Burn Awareness Day.

We also continued to partner with the Office for Product Safety and Standards (OPSS – the government body tasked with protecting UK consumers), supporting two OPSS consumer awareness campaigns on fireworks and Christmas. Our emphasis was on bringing the issues to life in a relatable way and offering practical safety tips for busy parents.

This was the first Bonfire Night held during the pandemic. Organised public displays were cancelled and many parents were going it alone with fireworks at home for the first time. Sellers were also offloading powerful fireworks designed for public displays onto unsuspecting consumers at bargain prices. To help mitigate these risks, we shared insights with parents and local partners, providing downloadable advice to share.

For the Christmas campaign, our objective was to empower parents to buy safely, especially when buying toys online. However, we remained sensitive to the financial pressures that many families were facing due to furlough and job losses. We worked to reach parents direct and to mobilise staff who support families in local communities UK-wide.

We built on our close relationship with Great Ormond Street Hospital by including advice from our Chief Executive in their Christmas news release. This secured coverage in three national newspapers, four digital channels and 235 local and regional media outlets UK-wide, reaching over 13 million families. We also supported a Christmas toy safety campaign led by the British Association of Paediatric Surgeons.

The British Toy and Hobby Association gave us copyright-free photos of dangerous toys to share. We also created two short videos explaining the risks of buying toys and gifts from online marketplaces, including toys with easily accessible button batteries. These proved very popular, and were viewed for over 113 hours.

SUPPORT FOR FRONTLINE PROFESSIONALS

We work alongside our network of 23,235 partners – mostly frontline staff who work with children and parents in local communities – equipping them with evidence-based advice and resources and supporting them to cascade accurate safety messages to families UK-wide.

Partners include health visitors, community nursery nurses, family nurses, children's centre staff, teachers, childminders, nursery staff, road and fire safety officers, family support and community workers, as well as public health consultants, early years managers, and managers of Safeguarding Children Boards and Child Death Overview Panels.

A number of our local partners provide services to families in poverty including parents who are long-term unemployed, vulnerable younger parents, families fleeing domestic abuse, BAME and refugee families and homeless or poorly housed families. They include Family Nurse Partnership staff, Home-Start volunteers supporting vulnerable families in their homes and health visitors targeting the most disadvantaged parents with intensive support.

Hard-pressed local organisations lack funds to develop effective educational materials and campaigns or distil new data and research. They rely on us as trusted experts to advise them on priorities and provide them with the tools they need to prevent life-changing injuries. As can be seen on pages 6 to 9, we equip them with engaging educational materials and actively support them to participate in our educational programmes and campaigns.

We work closely with national membership charities such as Children in Scotland and with professional associations such as the Institute of Health Visiting, signposting useful resources, providing articles and blogs and encouraging involvement in our work. We also provide a limited information service to individual professionals who contact us for advice.

We also offer training to help frontline staff understand more about the links between child development and children's accidents, the main causes of serious childhood accidents and what works in preventing them, and how to engage effectively with families on a topic often viewed as difficult to discuss. With time at a premium, it is designed to help them integrate child accident prevention into their routine work with families, making every contact count.

"I have learnt some really good ways of explaining things and great practical ideas to help some of our vulnerable families engage with child safety, without using written information which they struggle with."

Family Support Worker who attended CAPT training

In the year under review, we delivered 2 days face-to-face training. As a consequence of the changes wrought by the pandemic, we started development work to enable us deliver our training in a virtual setting, while retaining the interactivity for which our courses are known.

SPECIALIST KNOWLEDGE AND INFLUENCING FOR CHANGE

We are the leading authority on child accident prevention in the UK, offering a trusted, independent voice on a complex and nuanced issue. Our team brings over 50 years' combined expertise in child safety. We work with the NHS, public sector, companies, trade associations and standards bodies, using our specialist knowledge to secure positive changes to services, products and packaging, keeping children safe from serious harm.

"If I can buy it, it must be safe"

We are growing increasingly concerned about dangerous goods available from online marketplaces. It has never been easier to buy whatever we want direct from anywhere in the world. Unfortunately, the things we can buy may not meet UK safety standards. Discount stores and temporary shops also unknowingly sell illegal imports and unsafe products sourced in the same way. Yet most parents still think that "if I can buy it, it must be safe".

In addition to the educational work outlined earlier, we are working at a national level to improve product safety for children:

- We are active contributors to BSI's Consumer Safety Forum, advising BSI on areas of concern alongside UK consumer bodies such as Citizens Advice and Which?
- We supported the British Toy and Hobby Association with its work to highlight sales of dangerous toys on online marketplaces, providing a quote for its news release and report, and a video for its virtual launch event.
- We continue to focus on button battery safety. OPSS commissioned BSI to develop a fast-track safety standard (called a PAS) on button batteries. We were active participants in the steering group for the PAS, working with industry, retailers, government and product safety experts, and providing a voice for the concerns of families.

  The fast-track standard was launched in spring 2021 and our focus has since shifted to supporting compliance with the recommendations.

Future plans

"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."

Mother whose two-year-old daughter died after swallowing a lithium button battery

The unexpected death or serious injury of a child in an avoidable accident is devastating for families. In our 40th anniversary year, we are aiming to reach even more children and parents with our life-saving work, continuing our focus on children from disadvantaged backgrounds who are at greatest risk of avoidable death, disability or disfigurement.

We will continue to address the three pillars of accident prevention – empowerment, education and influence. We will enable parents to make sense of safety advice and nurture happy, healthy families; provide educational resources, advice and training for everyone working with families; and use our expertise to advise businesses and government.

We want to seize the digital opportunities precipitated by the pandemic to: engage directly with parents as a trusted source of advice, creating compelling, shareable digital content; equip our local stakeholders to engage effectively with families via digital channels, developing hubs of shareable resources; and develop online learning to scale our training offer, reaching staff and volunteers UK-wide.

Conscious of the digital divide, we want to meet the needs of the poorest parents who rely on pay-as-you go data services or lack the smartphones or internet access to connect to digital advice. We plan to distribute printed copies of our picture-based advice booklets for parents with poor literacy, targeting deprived communities with high child accident rates.

Frontline feedback highlights a growing need for safety advice in translation among deprived BAME parents who speak English as a second language. We plan to extend the translation of our safety advice into more community languages, working with BAME groups to ensure that our advice is relatable and culturally relevant.

We want to provide more schools with our Staying Safe with Sam educational programme, designed to empower reception-age children to keep themselves safe around cleaning products and support their parents to make their homes safer, targeting areas across the UK where hospital admissions are particularly high.

The tragic death of a two-year-old girl who swallowed a button battery will see us redoubling our efforts to change awareness of the risks and save children from these devastating injuries, working in collaboration with partners UK-wide.

Finally, over 7,140 Scottish children were admitted to hospital in an emergency following an accident. So, during our 40th anniversary year, our ambition is to amplify the reach of our safety messages to families across Scotland, developing content to reach parents directly, equipping our 1,990 local partners, deepening relationships with national partners and supporting the work of Building Safer Communities in the Scottish Government.

Financial review

CAPT concludes the year with an overall surplus of £11,861 for the year ended 31 March 2021. This compares to a surplus of £10,077 for the year ended 31 March 2020.

Net assets have risen from £31,395 to £43,796, in line with our plans to build back our reserves to the desired level of six months forward unrestricted expenditure.

Total income decreased by 5% in the year to £276,032, down from £291,357 in 2019-20. The main changes in the charity's income streams were as follows:

- An increase in donations and legacies, which rose by 538% to £111,797, compared with £17,524 in 2019-20, linked to securing two new corporate donations.
- A decrease in project and contract income, which fell by 41% to £139,852, down from £237,441 in 2019-20. This was primarily due to the known ending of grants for three projects plus the impact of the pandemic, which resulted in fewer contracts.
- A decrease in other income, which fell by 31% to £24,376, down from £35,217 in 2019-20. This was mostly due to reductions in sales of publications, which have been falling for some time.

Total expenditure fell by 8% in the year to £251,294, down from £281,280 in 2019-20:

- This was primarily due to decreased costs for both projects and contracts, down 10% to £190,990, and publications, down 47% to £10,220, in line with decreased income.
- Expenditure on fundraising increased by 29%, totalling £24,738 in 2020-21. This reflects an increased investment in fundraising as part of our plans for financial sustainability. However, over 90p in every £1 received is still spent on our charitable activities.

The impact of the Covid-19 pandemic

We have been fortunate in weathering the storms of the pandemic better than many charities. We had moved to remote working during 2017-18, so suffered none of the disruption or costs of those who had been working from office premises.

In addition, our choice of a small lean operating model, with the ability to scale up quickly to meet new opportunities, meant none of our staff team was furloughed. As a result, we were able to move quickly to meet increased demands from our stakeholders and beneficiaries.

Of course, some funding was initially lost or delayed, as funders reassessed their giving in the light of the pandemic. In anticipation of such delays, we successfully applied for a £50,000 loan from the Bounce Back Loan Scheme via our bankers, the Co-operative Bank.

We were then fortunate to receive a grant from the Charities Aid Foundation Coronavirus Emergency Fund, which helped us deliver much needed support to communities at a time when other funding streams were paused, a donation from The Capital Group towards our ongoing costs and a generous, one-off, pandemic-related corporate donation from Reckitt.

We also secured grants from the Garfield Weston Foundation, so as to deliver our core educational work in deprived communities with high child accident rates, and from the VTCT Foundation's New Ways of Working programme, which is enabling the charity to build digital capability and capacity. We continued to receive welcome support from the Department for Transport, Building Safer Communities in the Scottish Government, Origin Pharma Packaging, Bitrex and the British and Irish Portable Battery Association.

Fundraising plans

Historically the charity relied on grants from government departments and sales of our resources and services to the public sector. Cuts in public sector spending meant we needed to develop a new approach. The charity has therefore been pursuing an ambitious programme of work designed to build financial and organisational resilience. This has included recruiting an experienced fundraiser – initially funded by the Charities Aid Foundation Resilience Programme with match funding from the VTCT Foundation – and trustees with extensive commercial experience.

We have developed a robust fundraising strategy across diverse income streams that is flexible enough to adapt to changing circumstances. This includes identifying like-minded trusts and foundations to build a pipeline of applications, and developing our corporate proposition, enabling companies to demonstrate their commitment to child safety, fund our life-saving work and amplify vital safety messages. We plan to build on strong partnerships and grow new relationships, overcoming challenges with tenacity and innovation.

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates. Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

Going concern

The charity made an overall surplus of £11,861 and has net assets of £43,796 at year end. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the trustees believe that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

Reserves policy

It is the long-term aim of the trustees to maintain free reserves in the range three to nine months forward unrestricted expenditure, where six months forward unrestricted expenditure is the desired level. This is to act as a financial safety net during times of uncertainty.

Free reserves now stand at £43,796, while unrestricted expenditure for the first six months of 2021-22 is projected to be £102,868. The free reserves are therefore below the desired level stated in the reserves policy. The depletion of the charity's reserves occurred some years ago when planned cost savings did not keep pace with sudden reductions in income.

As in previous years, we aim to hold a designated fund so that, in extremis, the charity can meet its legal obligations to staff and third parties should it need to close. Following the move to remote working in 2017-18, there are no longer costs relating to lease terminations. The designated fund for closure costs has increased from £22,383 at the end of March 2020 to £24,736 at the end of March 2021.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

Staffing

Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

Core staff

Katrina Phillips	Chief Executive
Lou Arnold	Head of Fundraising (October 2019 to March 2021)
Helen Evans	Head of Fundraising (from March 2021)
Ian Evans	Training and Consultancy Manager
Natalie Kwan	Finance Officer
Pam Prentice	Campaigns and Resources Manager

Freelance staff

Henrietta Bond	Projects Co-ordinator (to September 2021)
Laura Harris	Inclusive safety advice project (from December 2020)
Kevin Lowe	Associate Consultant (from April 2021)
Kirsty Stephenson	Digital Manager

Decision making

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

Governance

The directors of the charitable company (the charity) are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

Charitable objects and powers

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Constitution

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

The guarantors of the company are the trustees named below. The liability in respect of the guarantee, as set out in the memorandum, is limited to £1 per member of the company.

Trustees

Paul Leggat	(Chair)
James Scott-Gatty	BA ACA (Treasurer)
Helen Bunting	
Sarah Cawthra	
Ian Gethin	
Rob Manning	
Jo Moore	
Randy Weeks	

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

Company secretary

Katrina Phillips (Chief Executive)

Registered office

c/o PKF Littlejohn LLP
15 Westferry Circus
London E14 4HD

Postal address

PO Box 74189
London E14 1SQ

Independent examiner

Richard F Hopper, Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh, Denbighshire LL16 4RJ

Statement of Trustees' responsibilities

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity 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 its income and expenditure, for the year. In preparing those financial statements the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate and sufficient accounting records that are sufficient to show and explain the charity's transactions, and 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 Charities Act 2011 and regulations made thereunder and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The report was approved by the Board of Trustees on 15 December 2021 and signed on behalf of the Board by

Paul Leggat, Chair

Independent Examiner's Report to the Trustees of The Child Accident Prevention Trust

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2021.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Richard F Hopper

Chartered Accountant
4 Rhodfa Clawdd Offa
Denbigh
Denbighshire LL16 4RJ

Dated: 21 December 2021

Statement of Financial Activities
(Including Income & Expenditure Account)
for the year ended 31 March 2021

	Note	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Income					
Donations and Legacies	2	111,797	0	111,797	17,524
Income from Charitable Activities					
Project income	3	19,990	119,862	139,852	237,441
Other income	4	24,376	-	24,376	35,217
Income from Investments		7	-	7	1
Income from other Trading Activities		-	-	-	1,174
Total Income & Endowments		156,170	119,862	276,032	291,357
Expenditure					
Expenditure on Raising Funds		(24,738)	-	(24,738)	(17,616)
Net incoming resources available for charitable application		**131,432**	**119,862**	**251,294**	**273,741**
Expenditure on Charitable Activities	5	(119,571)	(119,862)	(239,433)	(263,664)
Total resources expended	7	**(144,308)**	**(119,862)**	**(264,170)**	**(281,280)**
Net Income/(Expenditure)		11,861	-	11,861	10,077
Transfer between funds	15	-	-	-	-
Reconciliation of Funds		11,861	-	11,861	10,077
Total funds brought forward		31,935	-	31,935	21,858
Total funds carried forward	15	**43,796**	**-**	**43,796**	**31,935**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure are derived from continuing activities.

The notes on pages 23 to 33 form an integral part of these accounts.

Balance sheet
as at 31 March 2021
(Company registration number: 03147845)

	Notes	2021 £	2020 £
Fixed assets			
Tangible assets	9	-	-
Investment in subsidiary	10	100	100
		100	100
Current assets			
Stock		5,330	10,531
Debtors and prepayments	11	20,126	20,303
Cash at bank and in hand		206,211	54,545
		231,667	85,379
Liabilities			
Creditors: Amount falling due within 1 year	12	(144,282)	(53,544)
Net current assets		87,385	31,835
Total assets less current liabilities		**87,485**	**31,935**
Non-current liabilities			
Creditors: amounts falling due after more than one year	13	(43,689)	-
Total assets less total liabilities		**43,796**	**31,935**
Charity Funds			
Designated funds	15	24,736	22,383
General funds	15	19,060	9,552
Total funds	15	**43,796**	**31,935**

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts.

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 15 December 2021

James Scott-Gatty)

) Trustees

Paul Leggat)

Statement of Cashflow

for the year ended 31 March 2021

	Notes	2021 £	2020 £
Net cash generated by operating activities	16	151,659	804
Cash provided by financing activities:			
Interest received		7	1
Increase/(Decrease) in cash in the year		151,666	805
Cash & cash equivalents at the beginning of the year		54,545	53,740
Total cash & cash equivalents at the end of the year		206,211	54,545

Notes on the accounts
for the year ended 31 March 2021

1. Accounting Policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Child Accident Prevention Trust 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 notes.

b) Preparation of the accounts on a going concern basis

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2021 and the charitable company's financial position as at that date. The charity made an overall surplus of £11,861 and has net assets of £43,796 at the year end.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

The subsidiary undertaking Child Safety Services Ltd has been dormant for the year ended 31 March 2021. This is the reason for not preparing consolidated financial statements.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Trust.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

The designated funds are funds set aside at the discretion of the trustees for a particular purpose and carry no restrictions.

All income and expenditure is shown in the Statement of Financial Activities.

Incoming resources

- **Grants receivable**

  Grants are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

- **Project income**

  Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

- **Gifts in Kind**

  The value of gifts in kind are recognised when received. The value is calculated on the most appropriate basis for the type of gift received e.g. an individual's salary costs.

- **Other income**

  Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

- **Donations and voluntary income**

  Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

- **Investment income**

  Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

d) Expenditure recognition

All expenditure is accounted for on an accruals basis. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure represents those items not falling into the categories

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

e) Support costs allocation

Charitable expenditure comprises expenditure related to the furtherance of CAPT's charitable objectives and the governance of the charity. Costs of generating funds include costs relating to fundraising.

Where costs cannot be directly attributed, they have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) full cost recovery model. We have allocated salary and other overhead costs using the bases of allocation recommended by ACEVO, thereby ensuring the accuracy of the true full cost of each activity. This model provides the most appropriate way of allocating costs in accordance with an accepted standard of good practice within the charity sector.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.
The analysis of these costs is included in note 7.

f) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended. Items costing £750 or more intended to be of ongoing use to CAPT in carrying out its activities are capitalised as tangible fixed assets.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office furniture and equipment:	15/20% per annum straight line basis
Computer equipment:	25% per annum straight line basis
Computer software:	33% per annum straight line basis

All fixed assets are fully depreciated.

g) Investments

Investments are measured at cost less impairment.

h) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

i) Debtors and creditors receivable/ payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

j) Provisions

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

k) Leases

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

l) Employee benefits

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

m) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010. It therefore meets the definition of a charitable company for UK corporation tax purposes.

2. Donations and legacies	2021	2020
	£	£
Donations	83,807	1,159
Corporate fundraising	27,990	16,365
	111,797	**17,524**

In the current year £111,797 of income from donations was credited to unrestricted funds (2020: £17,524) and £0 was credited to restricted funds (2020: £0).

3. Project income	2021	2020
	£	£
Restricted Income		
Child Safety Week	71,000	82,280
Department for Transport - Making the Link		21,350
CAF Coronavirus Emergency Fund	5,000	-
Garfield Weston	13,333	-
Staying Safe With Sam	-	17,730
CAF Resilience Programme	14,945	50,152
VTCT Burns and Scalds	12,026	11,622
VTCT New Ways of Working	3,558	-
Total Restricted Income	**119,862**	**183,134**
Unrestricted Income		
Child Safety Week	-	-
Office for Product Safety and Standards	19,990	47,980
Mattel Firework Safety	-	6,327
Total Unrestricted Income	**19,990**	**54,307**
Total Project Income	**139,852**	**237,441**

4	Other income	2021 £	2020 £
	Publication sales	13,721	29,809
	Consultancy	-	-
	Training	2,100	2,358
	Miscellaneous income	8,555	3,050
		24,376	**35,217**

In the current year £24,376 of income from other income was credited to unrestricted funds (2020: £35,217) and £0 was credited to restricted funds (2020: £0).

5	Expenditure on Charitable Activities	2021 £	2020 £
	Project costs	119,862	183,134
	Contract costs	71,128	29,228
	Publication costs	10,220	19,235
	Consultancy costs	-	-
	Training costs	936	1,303
	Education and information services	31,820	24,523
		233,966	257,423
	Governance	5,467	6,241
		239,433	**263,664**

In the current year £119,571 of expenditure on charitable activities was debited from unrestricted funds (2020: £80,530) and £119,862 was debited from restricted funds (2020: £183,134)

Governance costs are comprised of:

	2021 £	2020 £
Governance & Trustee Expenses	153	2,243
Audit & Accountancy	4,208	2,966
Legal & Professional	1,106	1,032
	5,467	**6,241**

6 Net incoming/(outgoing) resources is stated after charging:

	2021 £	2020 £
Independent examiner's remuneration	1,250	900

7 Total resources expended

	Direct Staff Costs	Other Direct Costs	Apportioned Costs	2021 Total	2020 Total
	£	£	£	£	£
Project and contract costs	125,201	45,883	19,906	190,990	212,362
Publishing	1,705	8,244	271	10,220	19,235
Consultancy	-	-	-	-	-
Training	669	161	106	936	1,303
Education and information services	21,780	6,577	3,463	31,820	24,523
Fundraising	20,993	407	3,338	24,738	17,616
Governance	4,686	35	745	5,466	6,241
	175,034	**61,307**	**27,829**	**264,170**	**281,280**

Indirect costs are apportioned in line with the respective amounts of direct staff costs

Analysis of other direct costs:	2021 £	2020 £
Direct project costs	45,883	71,929
Printing	-	7,200
Miscellaneous	15,424	25,120
	61,307	**104,249**

Analysis of apportioned costs:	2021 £	2020 £
Support Services staff costs	10,230	20,431
Insurance	2,792	2,635
Equipment	-	-
Irrecoverable VAT	4,229	3,881
Post, phones, fax	2,366	2,310
Office stationery	304	306
Computer software & renewals	5,329	4,124
Staff training and expenses	360	1,115
Independent examination	1,250	900
Legal & professional	329	313
Miscellaneous	640	568
	27,829	**36,583**

Staff costs	2021 £	2020 £
Wages and salaries	170,889	147,602
Social security costs	8,492	8,148
Pension costs	5,884	5,128
	185,265	**160,878**

No employee earned over £60,000 during the year (2020: none).

The total amount of employee benefits received by key management personnel during the year was £69,426 (2020: £67,209). The Trust considers its key management personnel to comprise the Chief Executive.

The average number of employees on a full time equivalent basis, analysed by function was:

	2021 Number	2020 Number
Direct charitable work	3	3
	3	**3**

Trustees

The trustees neither received nor waived any emoluments during the year.

	2021 £	2020 £
Travel expenses were reimbursed to 0 trustee (2020: 0)	-	-

8 Taxation

The company is a charity within the meaning of Paragraph 1 Schedule 6 Finance Act 2010. Accordingly, the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part II of the Corporation Tax Act 2010, to the extent that such income is applied exclusively for charitable purposes. No tax charge arose in the period.

9 Tangible fixed assets

	Equipment £	Computers £	**Total £**
Cost			
At 01/04/2020	13,802	8,012	**21,814**
Additions	-	-	-
Disposals	(13,802)	(8,012)	**(21,814)**
At 31/03/2021	-	-	-
Depreciation			
At 01/04/2020	13,802	8,012	**21,814**
Charge for year		-	-
Disposals	(13,802)	(8,012)	**(21,814)**
At 31/03/2021	-	-	-
Net book value			
At 31/03/2021	-	-	-
At 31/03/2020	-	-	-

10 Fixed asset investments

The Trust beneficially owns the whole of the issued share capital of Child Safety Services Limited, a company registered in England.

There were no activities during the year. This is the reason for not preparing consolidated financial statements.

Investment in the Trading Company is represented by:	**2021 £**	**2020 £**
Net current assets	100	100
Funds (representing 100 ordinary shares of £1 each)	100	100

11 Debtors

	2021	2020
	£	£
Trade debtors	131	8,754
Other Debtors	377	1,526
Accrued Income & Prepayments	19,618	10,023
	20,126	**20,303**

12 Creditors: amount falling due within one year

	2021	2020
	£	£
Trade creditors	2,621	2,286
Other creditors including taxation & social security	11,867	4,484
Accruals	23,805	6,348
Deferred income	105,989	40,426
	144,282	**53,544**

All amounts included in deferred income in 2020 have been released in 2021, apart from East Sussex training of £4,900 which was released in 2022

13 Bounce Back Loan

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first years interest and any associated fees

Notes to the accounts (continued)
for the year ended 31 March 2021

14a Analysis of net assets between funds for the year ended 31 March 2021

	Unrestricted funds	Restricted funds	Total 2021
	£	£	£
Tangible fixed assets	100	-	100
Net current assets	87,385	-	87,385
Net assets	**87,485**	**-**	**87,485**

14b Analysis of net assets between funds for the year ended 31 March 2020

	Unrestricted funds	Restricted funds	Total 2020
	£	£	£
Tangible fixed assets	100	-	100
Net current assets	31,835	-	31,835
Net assets	**31,935**	**-**	**31,935**

15a Statement of funds for the year ended 31 March 2021

	Balance 01/04/2020	Income	Expenditure	Transfer between funds	Balance 31/03/2021
	£	£	£	£	£
Restricted funds					
Child Safety Week	-	71,000	(71,000)	-	-
CAF Coronavirus Emergency Fund	-	5,000	(5,000)	-	-
Garfield Weston Foundation	-	13,333	(13,333)	-	-
CAF Resilience Programme	-	14,945	(14,945)	-	-
VTCT Burns and Scalds	-	12,026	(12,026)	-	-
VTCT New Ways of Working	-	3,558	(3,558)	-	-
Total restricted funds	**-**	**119,862**	**(119,862)**	**-**	**-**
Unrestricted funds					
General funds	9,552	156,170	(144,308)	(2,353)	19,060
Designated funds					
Closure Costs	22,383			2,353	24,736
Total unrestricted funds	**31,935**	**156,170**	**(144,308)**	**-**	**43,796**
Total funds	**31,934.97**	**276,032**	**(264,170)**	**-**	**43,796**

15b Statement of funds for the year ended 31 March 2020

	Balance 01/04/2019	Income	Expenditure	Transfer between funds	Balance 31/03/2020
	£	£	£	£	£
Restricted funds					
Dept for Transport - Making the Link	-	21,350	(21,350)	-	-
Child Safety Week	-	82,280	(82,280)	-	-
Staying Safe With Sam	-	17,730	(17,730)	-	-
CAF Resilience Programme	-	50,152	(50,152)	-	-
VTCT Burns and Scalds	-	11,622	(11,622)	-	-
Total restricted funds	**-**	**183,134**	**(183,134)**	**-**	**-**
Unrestricted funds					
General funds	1,396	108,223	(98,146)	(1,921)	9,552
Designated funds					
Closure Costs	20,462	-		1,921	22,383
Total unrestricted funds	**21,858**	**108,223**	**(98,146)**	**-**	**31,935**
Total funds	**21,858**	**291,357**	**(281,280)**	**-**	**31,935**

Child Safety Week
Funds from the Department for Transport's Road Safety Partnership Grant Scheme, Building Safer Communities in the Scottish Government, and Macfarlan Smith during the year ended 31 March 2021 supported Child Safety Week.

CAF Resilience Programme
Funds from the Charities Aid Foundation Resilience Programme supported work to strengthen the charity's long-term organisational health

VTCT Foundation
During the year ended 31 March 2021, funds from the VTCT Foundation supported the charity to achieve greater reach and impact, with a focus on our educational work to prevent disfigurement from burns and scalds. Further funds from VTCT's New Ways of Working programme then enabled the charity to start exploring how explore how best to build digital capability and virtual capacity in a very different

CAF Coronavirus Emergency Fund
Funds from the CAF Coronavirus Emergency Fund helped the charity to deliver much needed support to communities across the UK, at a time when many other funding streams had been paused due to the pandemic.

Garfield Weston Foundation
Funds from the Garfield Weston Foundation during the year ended March 2021 supported the charity's core educational work in deprived communities with high child accident rates, focused on two educational projects: A Picture of Safety and Staying Safe with Sam.

16 Reconciliation of net movement in funds to net cash flow from operating activities

	2021	2020
	£	£
Net movement in funds	11,861	10,077
Interest income shown in investing activities	(7)	(1)
Depreciation		1
Decrease / (increase) in stock	5,201	3,987
Decrease / (increase) in debtors	177	8,635
Increase / (decrease) in creditors	134,427	(21,896)
Net cash generated by operating activities	**151,659**	**804**