

The Child Accident Prevention Trust

Annual report and accounts for
the year ended 31 March 2022

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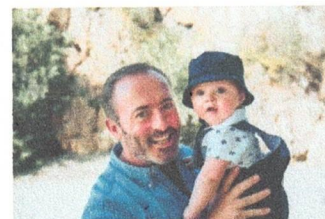
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Chair's foreword

"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.

A handwritten signature in black ink, appearing to read 'Paul J Leggat'.

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)

		2022	2021
	Notes	£	£
Fixed assets			
Tangible assets	9	-	-
Investment in subsidiary	10	100	100
		<u>100</u>	<u>100</u>
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
		<u>197,801</u>	<u>231,667</u>
Liabilities			
Creditors: Amount falling due within 1 year	12	(82,465)	(144,282)
Net current assets		<u>115,336</u>	<u>87,385</u>
Total assets less current liabilities		<u>115,436</u>	<u>87,485</u>
Non-current liabilities			
Creditors: amounts falling due after more than one year	13	(34,022)	(43,689)
Total assets less total liabilities		<u>81,414</u>	<u>43,796</u>
Charity Funds			
Designated funds	14	32,825	24,736
General funds	14	48,589	19,060
Total funds	14	<u>81,414</u>	<u>43,796</u>

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.

Notes on the accounts (continued)

for the year ended 31 March 2022

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.

Notes on the accounts (continued)

for the year ended 31 March 2022

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.

Notes on the accounts (continued)

for the year ended 31 March 2022

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.

Notes to the accounts (continued)

for the year ended 31 March 2022

2. Donations and legacies	2022	2021
	£	£
Donations	84,336	83,807
Corporate fundraising	36,871	27,990
	<u>121,207</u>	<u>111,797</u>

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
	£	£
<u>Restricted Income</u>		
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	<u>91,539</u>	<u>119,862</u>
<u>Unrestricted Income</u>		
Office for Product Safety and Standards	75,043	19,990
Total Unrestricted Income	<u>75,043</u>	<u>19,990</u>
Total Project Income	<u>166,582</u>	<u>139,852</u>

Notes to the accounts (continued)

for the year ended 31 March 2022

	2022	2021
	£	£
4 Other income		
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).

	2022	2021
	£	£
5 Expenditure on Charitable Activities		
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

Notes to the accounts (continued)
for the year ended 31 March 2022

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

	2022 £	2021 £
Analysis of other direct costs:		
Direct project costs	49,318	45,883
Printing	4,606	-
Miscellaneous	18,671	15,424
	72,595	61,307

	2022 £	2021 £
Analysis of apportioned costs:		
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

	2022 £	2021 £
Staff costs		
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.

Travel expenses were reimbursed to 0 trustees (2021: 0)

2022 £	2021 £
-	-

Notes to the accounts (continued)
for the year ended 31 March 2022

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

Notes to the accounts (continued)

for the year ended 31 March 2022

11 Debtors

	2022	2021
	£	£
Trade debtors	31,824	131
Other Debtors	-	377
Accrued Income & Prepayments	5,426	19,618
	<u>37,250</u>	<u>20,126</u>

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
	<u>82,465</u>	<u>144,282</u>

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.

Notes to the accounts (continued)
for the year ended 31 March 2022

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