

# ParentiKind

Report and Accounts  
for the year ended 31 December 2022

Parentkind - Company Number 3680271

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## Company Information as at 31 December 2022

Incorporated	England and Wales 2 <sup>nd</sup> December 1998	
Company Number	3680271	
Charity Number	1072833	
Trustees	Alex Peace-Gadsby, Chair of Board David Hatchett Rob Hayter Joni Alexander (Left Jun 2022) Steve Bannister (Left Jun 2022) Ellen Broome (Left Jun 2022) Amanda Shepard (Left Jun 2022)	Mos Somji (Left 07.12.2022) Pat Sowa Jo Walmsley Victoria Bacon (Joined 29.06.2022) Elizabeth Milovidov (Joined 29.06.2022) Steven George (Joined 29.06.2022) Mark Tarry (Joined 29.06.2022) Consola Evans (Joined 29.06.2022)
Chief Executive	John Jolly (Left Dec 2022) Jason Elsom (Became CEO Dec 2022)	
Company Secretary	Graham Stone (Left Sep 2022) Kerry-Jane Packman (from Sep 2022 to Mar 2023) Sarah Welford (From Feb 2023)	
Registered Office	16 Old Queen Street London SW1H 9HP	
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	
Solicitor	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS	
Independent Auditors	Saffery Champness LLP 71 Queen Victoria Street London EC4V 4BE	

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## Report of the Trustees for the year ended 31 December 2022

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2022, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, 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).

### Overview

#### **Objectives for the public benefit**

The principal objects contained within the Charity's memorandum and articles of association are:

*'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'*

The Trustees have considered the Charity Commission's guidance on public benefit while developing plans for activities during the year.

#### **What does Parentkind do?**

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in England, Wales and Northern Ireland
- We provide parental participation training across the UK
- We provide parents with information and resources on how they can get involved in school life and support their child's learning.

In 2022 the Trustees revised its strategy to achieve Parentkind's objectives covering activities up until 2025 and to realise its vision, mission and ambition.

#### **Our purpose**

Parentkind exists to empower all with parental or educational responsibility to improve the life chances of children, young people and their communities.

#### **Our values**

We are:

- Brave – We address issues head on;
- Informed – We base our decisions and actions on fact;
- Co-operative – We work together to achieve more than we can on our own;
- Entrepreneurial – We embrace ideas knowing we will sometimes make mistakes but we will learn from them;
- Progressive – We challenge ourselves and others to make change.

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## **Our Strategic Objectives**

**Parentkind's four strategic pillars in 2022-25 are:**

### **1. GROWTH**

In order to develop our ambitious plans for Parentkind, we need to grow as a network by attracting and retaining more PTAs to both broaden our opportunity to influence within the education system and to provide vital financial resource to support our charitable work. The key to achieving this is through an active focus on both PTA membership recruitment and retention: continuing to develop a relevant and useful product offering and through advocating for the addition of a PTA within schools.

### **2. INCLUSIVITY**

Equality, diversity and inclusion is at the core of all four pillars of the Parentkind strategy. Reflecting the diversity of the school community through our PTAs, our research and general parental participation in children's education is vital if we are to have the biggest positive impact on children and young people's lives and if we are to remain a relevant and important advocate for those with parental responsibility. To achieve this, we need to work to break down any barriers to participation and ensure that we are reaching and supporting parents in education that are most in need in the most disadvantaged areas.

### **3. CREDIBILITY**

In order to achieve the best outcomes for children and young people, we need to ensure that we have the gravitas to be able to influence. This comes through the size of our representation (growth), being relevant (inclusivity) and ensuring that we have strong evidence to support our assertions so that we are seen as a key authority.

The key to achieving this is through leveraging our 'industry' knowledge and professionalism to continue to establish our credible position, using the strong evidence base that we are developing and maximising the coverage of our work.

### **4. COLLABORATION**

In order to maximise our impact, we recognise that this will not be achieved by working alone and it is important that we work collaboratively with other stakeholders to achieve our goals. Because we are outcomes focussed, it means that we recognise that it will not always be Parentkind's 'name above the door' but that we will be the influencer to affect the change that we have identified the need for.

The key to achieving this is very clearly linked to our other strategic pillars and hinges on our credibility and relevance (inclusivity and growth) as well as ensuring our policies are developed 'open book' and that we are establishing clearly defined plans for stakeholder engagement so that interactions with us are seen as adding value to the other parties.

## **Achieving Parentkind's Strategic Goals**

Consideration will now be given to each of Parentkind's strategic goals in turn, reporting on activities and achievements against each goal so far:

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## 1. Supporting and engaging parents to help them maximise their contribution to their child's education

### Giving parents a voice

Parentkind has continued to regularly gather a parent voice through online polls and surveys, covering a wide range of current topics. These polls are short, giving a measure of parent views, with a potential to generate media coverage and influence policy. There is no doubt that these additions to Parentkind's research have been a quick way to seriously inspire a large number of parents to respond and give their voice. Parentkind has built upon this through improvements to the research programme and research capability to better understand which parent groups are responding to our research. This ensured a representative range of feedback that reflects the demographics of parents across the UK.

### Providing parents with resources and support

Parentkind's support for parents in 2022 included updated and expanded information for parents on our newly launched website (launched in August 2022), including sections on Understanding Education, Home and School, Careers, Health and Wellbeing and a hub of Parent resources. We contributed to joint guidance for parents with Fastn on Talking to your Child about Relationships and Values and we hosted webinars for parents with all of the following: Ofqual on exams and grading for the 2022 exam season, Baroness Barran MBE, Parliamentary Under Secretary of State (Minister for the School System) on Ofsted's review into sexual abuse in schools, the Independent Assessment Commission (IAC) on exam reform and Ofsted on what parents can expect from an Ofsted inspection.

	At 31st December 2022	At 31st December 2021	% Change
Website Session Visits	410,536	420,109	-2%
Website Unique Users	293,521	303,181	-3%
Page Views	1,395,295	1,396,281	-0.07%
Average Minutes Per Web Page	Old website (Jan-Aug) 02:30 (150 seconds) New website (Aug-Dec) 05:22 (322 seconds)	02:18 (138 seconds)	+141%
Facebook Likes	7,400	7,001	+6%
Twitter Followers	10,079	9,723	+4%
Parent E-Bulletin	22,893	23,451	-2%

## 2. Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible

### PTA Membership

As of December 2022, Parentkind had 12,722 PTA members (47% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2022	Year to 31 December 2021	% Change
PTA Members (Year Start)	12,588	12,779	-1.5%
PTA Members – who did not renew	800	892	-10%
PTA Members – new & returning	934	701	+25%
PTA Members (Year End)	12,722	12,588	+1%
PTA Member Retention Rate	93.7%	93.1%	+0.6%

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Our presence in the three nations as at 31 December 2022 was as follows:

	PTA Members	Number of Schools	% Market
England	11,662	24,323	48%
Wales	652	1,494	44%
Northern Ireland	386	1,094	35%
Other	22	-	-
TOTAL	12,722	26,911	47%

### PTA membership benefits

Parentkind continued to provide high-quality support to PTA members via telephone and email despite many PTAs being out of action due to the pandemic.

	At 31st December 2022	At 31st December 2021	% Change
Total Number of Enquiries	14,947	10,834	+38%
PTA Member – support via telephone	3,133	2,319	+35%
PTA Members – receiving e-newsletter	23,247	24,865	-7%

Parentkind continued the implementation and expansion of its annual 'BIG's' fundraising programme including; Big PTA Walk in March, Big PTA Quiz 2022 in October and the Big PTA Raffle in the summer and Christmas. The Big PTA Cash Draw (formally known as the Big PTA Christmas Raffle) for Christmas was run under a Society Lottery license issued by the Gambling Commission working with Gatherwell Limited as External Lottery Manager, achieving a combined income for PTA members of £91,474.

In addition, Parentkind held its second National PTA Week, including workshops and awards. 150 PTA members took part across 7 workshops and the awards nominations increased to 75 entries. With ten PTAs and one volunteer winning £2,750 collectively across six award categories and one PTA winning £1,000 for PTA of the Year.

Parentkind continued to successfully work with a number of long-term and new partners to offer a wider range of exclusive benefits, to help PTA members be as effective as possible, as well as raise more money including; Easyfundraising and BOPP. Parentkind's ongoing partnership with easyfundraising meant that in 2022, over 480 PTAs registered to use the service raising £590,795. 130 members have taken advantage of BOPP's payment service with an exclusive 20% membership discount in 2022.

### Annual PTA membership survey

The 2022 annual PTA membership survey was completed online by 530 PTA members. The key headlines are summarised below:

- PTA members raised an average of £4,874 (£6,187 in 2021).
- The total amount raised by all PTA members that goes directly into schools is estimated to be more than £60 million, a reduction from the estimated £79 million raised in 2021.
- Covid-19 continued to have a huge impact on PTAs' ability to fundraise. Across Parentkind's PTA membership, the estimated lost income by PTAs as a result of the pandemic is more than £54 million over the school year.
- Committee members of Parentkind's PTA members collectively volunteered 3.87 million hours, worth at least £34 million (based on the national living wage).

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### **3. Helping schools to become more parent-friendly**

#### **Blueprint for Parent-Friendly Schools**

Throughout 2022 we have continued to deliver Parentkind's online, CPD accredited training to support schools in utilising the Blueprint for Parent Friendly Schools model to embed effective parental participation strategies. Our training includes our introductory workshop "Overcoming Barriers to Parental Participation" and our two masterclasses "Successful Parent Consultation" and "A Whole School Approach". 153 delegates were trained in 2022, which includes delegates trained with our introductory workshop by the Southern Universities Network, as part of our bespoke train-the-trainer programme. Parentkind optimised its marketing of training through regular promotion and the use of a purchased list of school contacts.

In 2022 we launched our Blueprint for Parent-Friendly Schools Audit Tool, developed in partnership with Learning Ladders Education. The Audit Tool, as a free self-assessment tool, enables schools to measure the effectiveness of parental engagement measures, map plans and actions against the Blueprint, see how they score against the five key drivers and track how their school improves over time. The results signpost to resources, recommendations and next steps and enable schools to work towards optimum scores in each driver. Promotion of this tool will be ongoing to enable us to build up a response from schools and a picture of their needs and what we can do to support them further.

We were further able to promote the Blueprint and our training and resources through presentations to the Association of Education Advisers and the Education Workforce Council, Wales. We contributed information on our Blueprint and best practice on parental participation to a Careers and Enterprise Company Talking Futures toolkit to support careers leaders in schools.

Sara Gowan, our funded Master of Teaching (MTeach) student at Stranmillis University College in Belfast, has continued her course with a focus on parental engagement this year. Sara is now leading into the final part of her course and the action research project that will see her produce a Research Dissertation based on eight participating schools and their implementation of the Blueprint.

#### **4. Developing new partnerships to reach more parents and schools**

Due to the higher profile that parent polls has given Parentkind, it has collaborated on the following research projects:

- Independent Assessment Commission, reviewing potential changes to exams
- Education Authority NI on Area Planning for the future of schools
- Child Poverty Action Group on free school meals and extending the school day.

#### **5. Championing the role of parents in education and their importance in education policy.**

Parentkind's flagship research report, Parent Voice Report 2022, using a sample of 3,750 parents in England (3,000), Northern Ireland (250) and Wales (500), representative of the parent population by gender, age, region and social grade. The report covers topics on parental engagement, cost of living, mental health and wellbeing, and connecting schools with the wider community.

A set of nine potential policy recommendations were proposed based on analysis of the results, developed with input from the Centre for Education and Youth (CFEY).

Parentkind continues to work closely with a wide range of organisations, including Ofsted, Ofqual, Qualifications Wales, NEU, NAHT and ASCL. We also continued to be approached by government stakeholders, with policy leads at the Welsh Government approaching Parentkind for advice and support on consulting parents ahead of future policy changes.



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This included research into the SEND Green Paper and National Tutoring Programme, joint research with the Incorporated Society of Musicians and Edge Foundation on the role of arts in the curriculum, supporting the Independent Assessment Commission in reviewing approaches to exams and collaborating with education publisher Pearson to explore parents views on equality, diversity and inclusion in the curriculum alongside their own research with teachers.

Parentkind conducted a joint piece of research with the Welsh Government, collecting input from 2,600 parents in Wales; including 654 parents of children with significant absenteeism issues. The research explores barriers to attendance, feedback on existing support mechanisms in place amongst schools and local authorities and explores parents' opinions on what support was most effective and their suggestions for what would be helpful in the future. Findings from the research are being built into developing a new policy approach to be presented to Welsh government in Q3 2023.

Parentkind were also commissioned by Qualifications Wales to help communicate and encourage parent responses to their consultation on the 'Full Offer' of additional non-GCSE qualification options in addition to changes to GCSEs in the new Curriculum for Wales.

Focusing our recent parent polls on salient and topical issues has helped to raise awareness of Parentkind in the public policy space such as school attendance, exams, online safety and curriculum reform.

The All Party Parliamentary Group on Parental Participation in Education is sponsored by Parentkind and chaired by Ian Mearns MP. Meetings are increasingly well attended by both MPs and Peers and have included pressing education topics like disadvantage, the system of exams and assessment and the impact that successful PTAs have in their schools. During the year, the All-Party Parliamentary Group (APPG) has also been host to meaningful discussions involving partner organisations like the Social Mobility Commission, the National Education Union and the National Governance Association.

Parentkind works closely with an array of partners, meeting regularly with the Department for Education, Ofsted, Ofqual, teaching unions and other non-governmental groups interested in education. Parentkind recognises the importance of these relationships as we strive to amplify the voices of parents' voices in policy debates.

During 2022, Parentkind responded to seventeen policy consultations across England. These consultations covered topics including:

- Schools and their admissions, attendance and behaviour policies
- The government's review of education for young people with special educational needs and disabilities
- The impact of Covid-19 on parental participation in education.

Parentkind works across three nations, England, Wales and Northern Ireland and seeks to amplify the voices and views of parents in each of these nations.

In Wales, Parentkind engages regularly with politicians and other key stakeholders, particularly on the back of polling that the charity has carried out. These engagements include one-to-one meetings with politicians, civil servants and senior figures from other parenting focussed charities and campaigns. In 2022, our engagement has tended to focus on proposed policy changes, including reforms to assessments, school admissions and school uniform.

In Northern Ireland, Parentkind continues to gain momentum with MLAs and partner organisations, including interaction with the All-Party Group on Parental Participation in Education. Parentkind has regular contact with decision-makers and policy professionals in Northern Ireland, particularly during the recent

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period where no executive has been formed. Parentkind, through partnership working, retains a presence in Northern Ireland and a commitment to families living there.

## **Financial Review**

### **Income**

Total incoming resources for the year amounted to £1.501m (£1.469m in 2021).

Funding was primarily from PTA membership, which provided £1.361m (£1.298m in 2021).

The Charity's wholly-owned trading subsidiary Parentkind Enterprises Limited (PEL) continued to trade satisfactorily and income from commercial was £124k (£149k in 2020).

In this period, PEL donated £30k (£53k in 2021) under Gift Aid to the Charity, representing a reduction of £23k from the prior year.

The Charity received an income of £10,571 related to training workshops provided to enhance parental reach into schools as part of our wider school programme (£11,302 in 2021). This represents a decrease from the prior year of 6%.

Investment income for the period was £17k (£16k in 2021). At 31 December 2022, the investment was valued at £511k (£566k in 2021) due to the turbulent financial market.

The only form of direct fundraising undertaken by Parentkind during the year was through our Big PTA Raffles. The purpose of the raffles was primarily to raise funds on behalf of our PTA members. The Big PTA Cash Draw is operated under our subsidiary, PEL, with a full regulatory Lottery Licence (no. 57904) issued by the Gambling Commission and run on our behalf by Gatherwell, a reputable External Lottery Manager certified by the Gambling Commission. ParentKind meets with Gatherwell periodically to review their performance and operation of the raffles.

Gatherwell provides safeguarding for vulnerable individuals in line with the guidance from the Gambling Commission and supports BeGambleAware financially to keep people safe from gambling harms. ParentKind provides a link to BeGambleAware.org website to provide support to vulnerable individuals. We have not received any complaints from the players during the year.

The Big PTA Raffles raised £91k for PTAs and £6k for the charity, incurring £2k of expenditure.

### **Expenditure**

Total expenditure for the year amounted to £1.823m (£1.527m in 2021), an increase of £296k: 19.4%. This has been mainly due to a 16% increase in staff number, turnover of senior staff, and pay increase responding to inflation pressure.

The net result of the Charity was a deficit of £392k for the year ended 31 December 2022 (£20k deficit in 2021).

### **Reserves policy**

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

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Free reserves are the part of Parentkind's unrestricted funds that is freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form.

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding to allow the Charity to exploit strategic opportunities.

On this basis, the Trustees consider that the ideal level of free reserves as at 31 December 2022 is £450k of which at least 20% should be held as cash. The group held cash of £83k at 31 December 2022 (£289k in 2021). The cash level was below the reserves policy, but the board accepted this as a temporary position and did not draw down from the endowment investment. The Board will review our reserves and investment strategies in 2023.

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS.

The balance held in unrestricted funds (excluding tangible and intangible fixed assets) was £337k at 31 December 2022 (£779k in 2021).

The net current liabilities position at year-end has been mainly due to a higher level of deferred membership income and the deficit in the year. The Charity has accepted this position by not drawing down from its investment at year-end to increase its cash. The charity has taken steps to address this position, as outlined in the Future Plans section.

### Investment policy and performance

Parentkind's investment policy is to manage investments in such a way, as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values and where possible, the value of the assets should be enhanced so as to at least keep pace with inflation over the longer term
- Minimise the impact of:
  - Financial loss through inappropriate or speculative investment
  - Unforeseen severe adverse investment conditions
  - Financial loss through lack of investment advice and lack of diversity
  - Cash flow difficulties arising from lack of liquidity.

At 31 December 2022, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposit in CAF.

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## **Structure, governance and management**

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees which is collectively responsible for the governance and strategic direction of Parentkind together with its financial health, delivery of public benefit, probity of its activities and the development of the organisation's aims, objectives and goals.

Parentkind wholly owns a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) whose Directors are selected by the Trustees from among their number and the staff team.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair of the People Committee and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All Trustees give their time freely, and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

Day-to-day management of the Charity is delegated to the Chief Executive, who manages a team of 32 staff (29.2 full-time equivalent).

### **Board Structure and Trustee Development**

The Board meets four times per year. To improve inclusivity, the Board decided to dispense the subcommittees. A linked trustee structure was set up as follows:

- Jo Walmsley – HR
- Mark Tarry – Finance

Overall Trustee attendance at Board meetings was 84% over the period.

The Board has also developed its own set of guiding principles called "What are the Hallmarks of an effective Trustee" which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

### **Risk management**

The major risks for Parentkind are reviewed and scrutinised by the Board of Trustees. This year, the top risks have been:

- Lack of mixed income portfolio
- Loss of share in relation to PTA membership market
- Insufficient financial resources to sustain organisation
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind

Staff and trustees have worked closely together in 2022 to mitigate these risks. Financial risks are mitigated by regularly reviewing our financial position through management accounts, and conducting bi-annual forecasting and scenario planning. Our new CEO has started working to diversify our income and has focussed on providing members with a relevant membership offer, including fundraising support, together with close scrutiny of our expenditure to improve financial sustainability.

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We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance and access to training to ensure they understand their obligations in relation to safeguarding children and vulnerable adults.

### **Future plans**

In 2023 we plan to focus further on strengthening our PTA membership, ensuring it remains relevant to our members. We are enhancing our PTA membership's benefits with the launch of the PTA Extra magazine, support in Fundraising, and an improved lottery facility. We are launching our parent and school programmes with webinars and training to improve the engagement of parents with schools. We are increasing our influence on policymakers in preparation for the forthcoming election. Our new Director of Fundraising will raise funds for the charity and the PTA's by identifying opportunities to fundraise collectively instead of by individual PTA. We continue to restructure our teams and review our suppliers to ensure that we are more effective, efficient and economical in delivering our mission.

The Charity plans to restructure in 2023 to improve its effectiveness and financial sustainability.

Post-year-end as the charity adopted a fully remote working policy leading to the office premises being vacated. The board is looking to dispose of the premises to release resources to increase our impact.

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### **Trustees' responsibilities in relation to the financial statements**

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure, of the charitable group for that period. In preparing the 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 (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

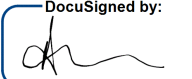
### **Statement as to disclosure to our auditors**

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

- There is no relevant audit information of which the company's auditors are unaware, and
- He/she has taken all the steps that he ought to have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

DocuSigned by:  
  
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Alex Peace-Gadsby (Chair of the Board)



Mark Tarry (Treasurer)

16<sup>th</sup> August 2023

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## **Independent auditors' report to the members and trustees**

### **Opinion**

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2022 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

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performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

#### **Other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

#### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and the Strategic Report.

#### **Responsibilities of trustees**

As explained more fully in the Statement of Trustees' Responsibilities set out on page 14, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material



## Parentkind - Company Number 3680271

misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

### Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

### Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

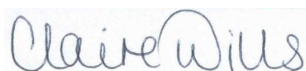
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

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### Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....  
Claire Wills (Senior Statutory Auditor)  
for and on behalf of Saffery Champness LLP

Chartered Accountants	71 Queen Victoria Street
Statutory Auditors	London
	EC4V 4BE

Date: 18 August 2023

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Parentkind - Company Number 3680271

**Consolidated Statement of Financial Activities for the year ended 31 December 2022**

(Incorporating the income and expenditure account)

	<b>Note</b>	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total funds 2022</b>	<b>Total funds 2021</b>
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income from:</b>					
Charitable activities	2	<b>1,360,809</b>	-	<b>1,360,809</b>	1,297,979
Commercial activities	3	<b>123,731</b>	-	<b>123,731</b>	149,250
Investments		<b>16,874</b>	-	<b>16,874</b>	15,988
Donations		-	-	-	6,000
<b>Total income</b>		<b>1,501,414</b>	-	<b>1,501,414</b>	1,469,217
<b>Expenditure on:</b>					
Charitable activities	4	<b>(1,731,510)</b>	-	<b>(1,731,510)</b>	(1,430,946)
Commercial activities	3	<b>(91,966)</b>	-	<b>(91,966)</b>	(95,757)
<b>Total expenditure</b>		<b>(1,823,476)</b>	-	<b>(1,823,476)</b>	(1,526,703)
Net (losses)/gains on investments	10	<b>(69,925)</b>	-	<b>(69,925)</b>	37,436
<b>Net (expenditure)/income for the year</b>		<b>(391,987)</b>	-	<b>(391,987)</b>	(20,050)
Transfer between funds	14	-	-	-	-
<b>Net movement in funds</b>		<b>(391,987)</b>	-	<b>(391,987)</b>	(20,050)
<b>Total funds brought forward 1 January</b>	14	<b>1,208,256</b>	-	<b>1,208,256</b>	1,228,306
<b>Total funds carried forward 31 December</b>	14	<b>816,269</b>	-	<b>816,269</b>	1,208,256

All activities for the years ended 31 December 2022 and 2021 relate to continuing operations and all income and expenditure was unrestricted.

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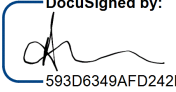
**Consolidated and Charity Balance Sheets as at 31 December 2022**


	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
<b>Fixed assets</b>					
Tangible assets	8	<b>377,045</b>	384,465	<b>377,045</b>	384,465
Intangible assets	9	<b>101,895</b>	44,693	<b>101,895</b>	44,693
Investments	10	<b>510,870</b>	566,220	<b>511,870</b>	567,220
		<b>989,810</b>	995,378	<b>990,810</b>	996,378
<b>Current assets</b>					
Debtors	11	<b>168,180</b>	169,206	<b>159,519</b>	294,689
Cash at bank and in hand		<b>82,279</b>	177,209	<b>75,847</b>	50,726
Cash on deposit		<b>671</b>	112,140	<b>671</b>	112,140
		<b>251,130</b>	458,555	<b>236,037</b>	457,555
Creditors: amounts falling due within one year	12	<b>(424,671)</b>	(245,677)	<b>(410,578)</b>	(245,677)
<b>Net current (liabilities) / assets</b>		<b>(173,541)</b>	212,878	<b>(174,541)</b>	211,878
<b>Total net assets</b>		<b>816,269</b>	1,208,256	<b>816,269</b>	1,208,256
<b>Funds of the Charity</b>					
Total funds (unrestricted)	14	<b>816,269</b>	1,208,256	<b>816,269</b>	1,208,256

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

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was - £391,987 (£20,050 in 2021).

The financial statements on pages 19 to 30 were approved and authorised for issue by the Board of Trustees on 16th August 2023 and signed on its behalf by:

DocuSigned by:  
  
 593D6349AFD242B...  
 Alex Peace-Gadsby  
 Chair of the Board

  
 Mark Tarry  
 Treasurer

**Consolidated Cash Flow Statement for the year ended 31 December 2022**

	<b>Note</b>	<b>Group 2022 £</b>	<b>Group 2021 £</b>
<b>Net cash (used in) / provided by operating activities</b>	17	<b>(139,869)</b>	(46,039)
<b>Cash flows from investing activities:</b>			
Dividends from investments and interest		<b>16,874</b>	15,988
Purchase of tangible fixed assets		<b>(6,279)</b>	(10,132)
Purchase of intangible fixed assets		<b>(62,563)</b>	(44,693)
Purchase of investments		-	(14,845)
Proceeds from the sale of investments		-	-
<b>Net cash (used)/provided by investing activities</b>		<b>(51,968)</b>	(53,682)
Change in cash and cash equivalents during year		<b>(191,837)</b>	(99,721)
Cash and cash equivalents at start of year		<b>293,046</b>	392,767
<b>Cash and cash equivalents at end of year</b>		<b>101,209</b>	293,046

**Notes to the Financial Statements for year ended 31 December 2022****1 Accounting policies****Basis of preparation and assessment of going concern**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that the Charity's has the ability to continue as a going concern. Although 2022 has been a challenging year with the inflationary challenges and key staff movement, the Trustees are confident with the new leadership team to ensure the charity's financial sustainability as outlined in the Trustees' report. The trustees have based their going concern assessment on the cashflow forecast extending to July 2024. The trustees acknowledge that despite the deficit in the year and the net current liabilities, the trustees expect to return to profitability in 2023.

**Group financial statements**

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

**Incoming resources**

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

**Resources expended**

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind. Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	69% (2021: 74.2%)
PR, policy and research	31% (2021: 25.8%)

**Investments**

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****Tangible fixed assets**

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

**Intangible fixed assets**

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of intangible fixed assets calculated at the following rates:

Website build costs	20% on cost
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Following the completion of the website, there has been a review of the useful economic life extending it from three years to five with the continuous improvement cost written off in year.

**Fund accounting**

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

**Pension costs**

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

**Irrecoverable VAT**

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

**Financial instruments**

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**Critical estimates and judgements**

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor, who revalued the building in 2016. The depreciation policy for the building was changed from on net book value to the on cost basis, to better reflect the useful economic life. This change in estimation was applied from 1 January 2018 onwards.

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****2 Charitable activities**

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	<b>2022</b>	2021
	<b>£</b>	£
Members' subscriptions	<b>1,395,023</b>	1,332,286
Discounts allowed	<b>(56,675)</b>	(55,705)
<i>Members' subscriptions (after discounts)</i>	<b>1,338,348</b>	1,276,581
Training	<b>10,571</b>	11,302
CJRS + Kickstarters	<b>11,890</b>	10,096
Total charitable activities	<b>1,360,809</b>	1,297,979

**3 Incoming resources from activities for generating funds**

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each.

The summary financial performance of the subsidiary alone is:

	<b>2022</b>	2021
	<b>£</b>	£
Commercial activities	<b>123,731</b>	149,250
Cost of sales and administration costs	<b>(91,966)</b>	(95,757)
Net profit	<b>31,765</b>	53,493
Payment made via Gift Aid to the Charity	<b>(31,765)</b>	(53,493)
Retained in subsidiary	<b>-</b>	-
Current assets	<b>55,007</b>	160,110
Current liabilities	<b>(54,007)</b>	(159,110)
Total net assets	<b>1,000</b>	1,000
Aggregate share capital and reserves	<b>1,000</b>	1,000



**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****4 Analysis of charitable activities 2022**

	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2022
	£	£	£	£
Membership services	772,776	252,196	160,774	<b>1,185,746</b>
PR, policy & research	358,115	114,604	73,045	<b>545,764</b>
<b>Total resources expended</b>	<b>1,130,891</b>	<b>366,800</b>	<b>233,819</b>	<b>1,731,510</b>

**Analysis of charitable activities 2021**

	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2021
	£	£	£	£
Membership services	621,792	246,186	156,287	1,024,265
PR, policy & research	265,310	81,588	59,783	406,681
<b>Total resources expended</b>	<b>887,102</b>	<b>327,774</b>	<b>216,070</b>	<b>1,430,946</b>

**4a. Analysis of governance and support costs 2022**

	General support	Governance function	Total 2022
	£	£	£
Legal & professional fees	40,935	13,498	<b>54,433</b>
Meeting costs – venue hire, travel and catering	19,367	6,387	<b>25,754</b>
Staff training	10,278	3,390	<b>13,668</b>
Premises costs	24,945	8,227	<b>33,172</b>
IT and communications	53,817	17,748	<b>71,565</b>
General office	13,775	4,543	<b>18,318</b>
Audit fees	-	16,909	<b>16,909</b>
<b>Total governance and support costs</b>	<b>163,117</b>	<b>70,702</b>	<b>233,819</b>

**Analysis of governance and support costs 2021**

	General support	Governance function	Total 2021
	£	£	£
Legal & professional fees	42,025	10,333	52,358
Meeting costs – venue hire, travel and catering	12,050	3,456	15,506
Staff training	10,372	2,975	13,347
Premises costs	27,039	7,756	34,795
IT and communications	52,843	15,157	68,000
General office	14,978	4,296	19,274
Audit fees	-	12,790	12,790
<b>Total governance and support costs</b>	<b>159,307</b>	<b>56,763</b>	<b>216,070</b>

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****5 Total expenditure**

Included in total expenditure is the following:

	<b>2022</b>	2021
	<b>£</b>	£
Audit fee	<b>16,909</b>	12,790
Depreciation	<b>13,699</b>	13,472

**6 Taxation**

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

**7 Employees**

The monthly average number of employees for the year was 32 (compared to 27 in 2021) and the monthly average Full-Time Equivalent was 29 (compared to 25 in 2021) whose total remuneration was:

	<b>2022</b>	2021
	<b>£</b>	£
Salaries and wages	<b>1,041,791</b>	832,374
Social security costs	<b>93,168</b>	69,657
Pension costs	<b>69,017</b>	55,533
	<b><u>1,203,976</u></b>	<u>957,564</u>

	<b>2022</b>	2021
£60,000 - £70,000	<b>1</b>	-
£80,000 - £90,000	<b>1</b>	1

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2022, we had three members of the Executive Team – the Chief Executive Officer (CEO), the Executive Director of Corporate Services (EDoCS) and the Executive Director of Programmes, Membership and Charitable Services (EDoPMCS). Jon Jolly resigned as the CEO and was replaced by Jason Elsom. Graham Stone resigned as the EDoCS and was replaced by Dean Daniels as the interim EDoCS. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2022, were £266,918 (compared to £232,839 in 2021).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees to whom benefits were accruing under a money purchase pension scheme was 37 (2021: 29).

**Redundancy Costs**

During the financial year, the charity incurred redundancy costs as part of its restructuring and cost-saving measures. The total redundancy costs amounted to £14,114 (Nil in 2021).

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****8 Tangible fixed assets (Group and Charity)**

	<b>Freehold property</b>	<b>Furniture, equipment, fixtures &amp; fittings</b>	<b>Total</b>
<b>Cost</b>	<b>£</b>	<b>£</b>	<b>£</b>
At 1 January 2022	456,559	39,502	496,061
Additions	-	6,279	6,279
Disposals	-	-	-
At 31 December 2022	<b>456,559</b>	<b>45,781</b>	<b>502,340</b>
<b>Depreciation</b>			
At 1 January 2022	86,023	25,573	111,596
Charge for year	5,581	8,118	13,699
Disposals	-	-	-
At 31 December 2022	<b>91,604</b>	<b>33,691</b>	<b>125,295</b>
<b>Net book value</b>			
31 December 2022	<b>364,955</b>	<b>12,090</b>	<b>377,045</b>
31 December 2021	<b>370,536</b>	<b>13,929</b>	<b>384,465</b>

**9 Intangible fixed assets (Group and Charity)**

	<b>Website</b>	<b>Total</b>
<b>Cost</b>	<b>£</b>	<b>£</b>
At 1 January 2022	44,693	44,693
Additions	62,563	62,563
Disposals	-	-
At 31 December 2022	<b>107,256</b>	<b>107,256</b>
<b>Amortisation</b>		
At 1 January 2022	-	-
Charge for year	5,361	5,361
Disposals	-	-
At 31 December 2022	<b>5,361</b>	<b>5,361</b>
<b>Net book value</b>		
31 December 2022	<b>101,895</b>	<b>101,895</b>
31 December 2021	<b>44,693</b>	<b>44,693</b>

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****10 Fixed asset investments**

<b>Market value</b>	<b>Group 2022</b>	<b>Group 2021</b>	<b>Charity 2022</b>	<b>Charity 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
At 1 January 2022	<b>566,220</b>	514,007	<b>567,220</b>	515,007
Additions	-	-	-	-
Change in cash held by investment manager	<b>14,575</b>	14,777	<b>14,575</b>	14,777
Net gains/(losses) on investments	<b>(69,925)</b>	37,436	<b>(69,925)</b>	37,436
31 December 2022	<b>510,870</b>	566,220	<b>511,870</b>	567,220
<b>Historic cost</b>	<b>472,671</b>	458,096	<b>522,671</b>	459,096

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve managed by Sarasin & Partners LLP.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2022 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. Parent Teacher Associations UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

**11 Debtors**

<b>Amounts falling due within one year</b>	<b>Group 2022</b>	<b>Group 2021</b>	<b>Charity 2022</b>	<b>Charity 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Trade debtors	<b>39,225</b>	10,400	<b>71</b>	431
Balances due from subsidiary	-	-	<b>825</b>	93,638
Amount due from subsidiary under Gift Aid	-	-	<b>29,668</b>	53,494
Value added tax receivable	<b>5,273</b>	23,676	<b>5,273</b>	35,654
Prepayments and accrued income	<b>123,682</b>	135,130	<b>123,682</b>	111,472
	<b>168,180</b>	169,206	<b>159,519</b>	294,689

**12 Creditors**

<b>Amounts falling due within one year</b>	<b>Group 2022</b>	<b>Group 2021</b>	<b>Charity 2022</b>	<b>Charity 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Trade creditors	<b>147,081</b>	42,673	<b>147,081</b>	42,673
Membership subscriptions paid in advance	<b>205,255</b>	167,788	<b>205,255</b>	167,788
Accruals & deferred income	<b>19,631</b>	15,139	<b>19,630</b>	15,139
Other taxation and social security	<b>52,704</b>	20,078	<b>38,612</b>	20,078
	<b>424,671</b>	245,678	<b>410,578</b>	245,678

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****13 Membership subscriptions paid in advance**

	2022	2021
	£	£
Balance at 1 January	167,788	144,783
Amount released to income earned from charitable activities	(167,788)	(144,783)
Amount deferred in year	205,255	167,788
Balance at 31 December	<u>205,255</u>	<u>167,788</u>

**14 Analysis of charitable funds****a) Analysis of group net assets between funds**

	Total and unrestricted	Total and unrestricted
	2022	2021
	£	£
Investments	510,870	566,220
Tangible fixed assets	377,045	384,465
Intangible fixed assets	101,895	44,693
Cash	82,950	289,349
Other net current assets/(liabilities)	(256,491)	(76,471)
At 31 December	<u>816,269</u>	<u>1,208,256</u>

**b) Analysis of unrestricted funds**

	General fund	Website fund	Fixed Asset fund	Total
	£	£	£	£
At 1 January 2021	840,501	-	387,805	1,228,306
Allocation of designated funds	(100,000)	100,000		
Net movement in funds	27,983	(44,693)	(3,340)	(20,050)
At 31 December 2021	<u>768,484</u>	<u>55,307</u>	<u>384,465</u>	<u>1,208,256</u>
At 1 January 2022	768,484	55,307	384,465	1,208,256
Allocation of designated funds	(46,588)	46,588	-	-
Net movement in funds	(282,672)	(101,895)	(7,420)	(391,987)
At 31 December 2022	<u>439,224</u>	<u>-</u>	<u>377,045</u>	<u>816,269</u>

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity. The designated fixed asset fund is equivalent to the net book value of our tangible fixed assets.

**15 Related Party Transactions**

The Trustees do not receive any remuneration. 3 of the 15 Trustees who served during the year received in total £554 (compared to 5 Trustees receiving £449 in 2021) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

During the financial year, the Charity provided staffing support to its subsidiary, ParentKind Enterprises Ltd (PEL), to the value of £84,634 (£89,179 in 2021) which was recharged to the subsidiary. The gift aid payment from the subsidiary is disclosed in note 3. The amounts due from PEL at the year end are shown in note 11. Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

**Notes to the Financial Statements for year ended 31 December 2022 (Continued)****16 Commitments**

At 31 December 2022 the Charity had no commitments payable under non-cancellable leases.

**17 Reconciliation of net (outgoing) / incoming resources to net cash flow from operating activities**

	<b>2022</b>	2021
	<b>£</b>	£
<b>Net (outgoing) / incoming resources for the year</b>	<b>(391,987)</b>	(20,050)
Depreciation	<b>13,699</b>	13,472
Loss / (Gains) on investments	<b>69,925</b>	(37,436)
Amortisation and impairment of intangible fixed assets	<b>5,361</b>	-
Dividends from investments	<b>(16,874)</b>	(15,988)
Decrease/(increase) in debtors	<b>1,026</b>	14,978
(Decrease)/increase in creditors	<b>178,981</b>	(1,015)
<b>Net cash (used in) / provided by operating activities</b>	<b>(139,869)</b>	(46,039)

**18 Analysis of changes in net debt**

	At start of year	Cashflows	At end of year
	£	£	£
Cash	289,349	(206,399)	82,950
Cash held with investment manager	3,697	14,562	18,259
<b>Total</b>	<b>293,046</b>	<b>(191,837)</b>	<b>101,209</b>

**19 Limited by Guarantee**

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2022 was £10 (£10 in 2021).

**20 Financial instruments**

	<b>Group</b>	Group	<b>Charity</b>	Charity
	<b>2022</b>	2021	<b>2022</b>	2021
<b>Financial assets measured at fair value</b>	<b>£</b>	£	<b>£</b>	£
Investments	<b>510,870</b>	566,220	<b>511,870</b>	567,220