

REGISTERED COMPANY NUMBER: 04336208 (England and Wales)
REGISTERED CHARITY NUMBER: 01089812

**REPORT OF THE TRUSTEES AND
CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020
FOR
CEREBRA - FOR BRAIN INJURED CHILDREN AND
YOUNG PEOPLE**

Clay Shaw Butler Limited
Statutory Auditors and Chartered Accountants
24 Lammas Street
Carmarthen
Carmarthenshire
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CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

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CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

The trustees confirm that they have complied with the duty in section 17(5) of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. Significant activities that were undertaken during the year demonstrate public benefit and are set out in the following pages.

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objects of Cerebra - For Brain Injured Children and Young People ("Cerebra") are the relief of brain injury, neurological disorders, mental disabilities and development problems primarily in babies and young children by carrying out research or assisting, facilitating funding or sponsoring research, for the public into all aspects of such injuries, disorders, disabilities and problems and publishing the useful results of such research.

ACHIEVEMENT AND PERFORMANCE

Review of Activities, Achievements, Performance and Plans for the future periods

We are pleased to present this our nineteenth Annual Report, for the year 2020.

We achieved an income for the year of £2,921,636. This was actually UP from the previous year by over £180,000 – despite the Covid-19 environment and more is said about this below. Lest this be construed as anything more than it is, it is worth noting that over the past 3 years our income has seen a decline of over £260,000.

The challenge of declining income does therefore remain the charity's principal risk although the charity's success in steering income as it has, to exceed the levels achieved in 2019, whilst confronting the challenges posed by the Covid-19 pandemic, does auger well for our likely success in mitigating these risks into the future.

Of course, the availability of UK Government support through the furlough scheme and WAG support through emergency loans and grants specific to the Covid crisis have both been major factors in enabling us to achieve this income profile. As such assistance is removed then so does income become threatened in consequence. However, we have learned many lessons during the year about smarter ways of working and are confident that these lessons will enable us to maintain our slightly improved income levels even without such Government aid.

Our amended income generation structure, reported and described in last year's annual report, was put to the test during the challenging year of 2020 – a year which for reasons already mentioned and obvious, was challenging for all charities. Our call centre performed incredibly well and developed as the charity's bedrock income generator. Reporting to our Head of IT & Communications, the call centre manager and her staff worked almost entirely from home, utilising the complexity of our IT systems to benefit from the charity's predictive dialler which was able to manage, direct and present 'phone calls to the home location. This method of working proved hugely popular with staff, enabling a work life balance which, far from detracting from the productivity of staff, actually increased it significantly. In fact, the productivity of all charity staff was increased through a home based working arrangement.

We continued to employ an externally based fundraiser focussed on corporate income generation and an externally based fundraiser focussed on Trust income generation; they reported directly to our Head of Finance & Administration.

We had set ourselves an income generation target for 2020 of £2,751,670 – a status quo in comparison to the eventual out-turn for 2019. What we actually achieved was £170,000 better than this.

We are immensely grateful to all of our corporate supporters, all of the people who play our Lottery, buy Raffle Tickets, complete our Donation Cards, give regularly and help us by leaving a gift in their wills - all of which enables us to provide vital support to children with brain conditions and their families.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

ACHIEVEMENT AND PERFORMANCE CONT.

We ended 2019 with a net growth in reserves of £157,062. We continued our efficiency drive through 2020 and again ended the year with another further increase in reserves of £520,501.

Total expenditure was £2,401,135, down a further £180,230 on the previous year.

We ended 2020 with a Consolidated reserve holding of £1,162,781. This was an increase of over £520,000 on the previous year. This growth is derived from a growth in cash. Fixed assets declined by £25,000 after the move to new premises.

We described our IG strategy for 2020 as “stripped back to basics”. It demonstrably worked.

Charitable spend continues through our Research & Information activities and our charity work continues to be guided by the 5 year strategy we published last year although we have had to re-profile spending on our Academic Chair contracts as a result of the Covid disruptions. Our 5 year strategy will be reviewed by Trustees in June of 2021 in light of the Covid situation and the need to diversify our ways of working in order that we may return to a more normal spending pattern. It is not the charity’s intention to continue to grow cash reserves for want of the ability to release cash on charitable activities – this has obviously been hampered by the pandemic. The economic situation although improved, is still a major consideration for careful monitoring of the reserve levels we hold. Due to government restrictions and the UK ‘lock-down’, we were prevented from completing a number of planned spends. With our improved income and lesser spend this has allowed our end of year reserve to grow much higher than planned. This benefit in reserves will be carried forward in 2021 and the charity is pleased to have been able to grow reserves in order to create a financial buffer for the inevitable challenges yet to come.

Notwithstanding this Trustees have revised the charity’s Reserves Policy. The new policy on Reserves is that we operate to achieve a target of unrestricted funds not committed to or invested in tangible assets equivalent to 26 weeks of the anticipated yearly resources expended but that the level of unrestricted funds not committed to or invested in tangible assets should be no less than 16 weeks of the anticipated yearly resources expended. Prior to this we operated at a constraining level of just 8 weeks. Trustees and senior management consider that operating within a more flexible boundary of between 16 and 26 weeks is more conducive to successful financial planning and more in line with both commercial and charity best practice. The furlough scheme and other initiatives were hugely welcome and helpful in 2020 but we cannot rely on such support being available forevermore

Our income and expenditure plans for 2021 show a planned capital outlay during the year of £14,086 and a small loss to the profit & loss account of £57,722, so our end year reserves are planned to fall by £71,808 by the end of 2021. Our plans for 2021 will provide a very encouraging DCE of 62%.

We will continue with the current structure for fundraising and have no plans to appoint a new Head of Income Generation in the future.

We have a renewed focus on Marketing and Communications, and this will form a main strategic impetus for management and Trustee attention during the year.

We have made provision for a 2.5% pay award in 2021 and there are staffing complement increases planned. We have 18 current call centre agents and will increase recruitment in 2021. Provision of £71,968 has been made for this purpose in the 2021 budget.

We will also re-structure the Research and Information Department to reflect the new needs of the business and longer-term strategy of Cerebra. There will be 2 new posts:

- Professional Training and Development Officer within the Sleep Team to take forward new professional training courses. This will be a 0.6 appointment (21 hours per week).
- A part-time Library Assistant, a 0.4 appointment, to work with the Librarian to help get more use from our newly acquired sensory toys.

Our current Head of Research & Information will retire at the end of August 2021 and we will advertise for the appointment of her replacement.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

ACHIEVEMENT AND PERFORMANCE CONT.

Referring specifically to the accounts for 2020 and drawing a direct comparison of 2020 against 2019 highlights the following:

1. We generated £183,209 MORE income in 2020 than we did the previous year.
2. Our cost of generating income DECREASED by £137,056.
3. Our charitable activity expenditure FELL by £43,174.
4. As a result our net inflow of resources (our contribution to Reserves) GREW by £363,439.

Plan for 2021 will include the staging of all Academic Chair visits via virtual means, either Teams or Zoom. We will continue development work on the establishment of our Cerebra Research Seminar Programme

As the KTP comes to an end in 2021 we will continue development of information resources for families and services providers. The focus of these resources will be to provide information and awareness about mental health in children with rare genetic conditions. We will produce an evaluation report and 'legacy plan' that will be written up in the last months of the project.

Under our Sleep programme we will complete the second stage research project with UCL to develop a Sleep App for families, launch our new professional sleep training course, recruit a new member to the team to manage and deliver the professional training, support 450 families with one-to-one support and deliver a programme of sleep workshops which will include face-to-face and digital delivery.

Under our LEaP programme we will explore the potential for a LEaP coalition in Wales, deliver a programme of LEaP workshops which will include face-to-face and digital delivery. We will continue to develop and publish resources for parents and to support parents on a one-to-one basis.

We will carry on providing a digital, lending and toy library but will review how the service is delivered and managed. As a part of this we will recruit an assistant to the librarian.

The CIC MoU will have to be extended for a further 12 months but during that time we will support the university to apply for funding to enable the continued growth and development of CIC, develop and seek financial backing for the Tag Rugby Project and complete 150 CIC jobs.

Investment performance

Under the Memorandum and Articles of Association Cerebra has the power to make any investment, which the Board see fit. Funds surplus to immediate requirements are currently invested in bank deposit accounts.

FINANCIAL REVIEW

Reserves policy

The reserves policy was up-dated in 2021 to reflect 16 working weeks of operating costs (minimum), 26 weeks of operating costs (maximum). The reserves level as at 31st December 2020 was 24.4 weeks (excluding all closing restricted funds held). This is now in-line with our planned reserves policy.

Total operating expenditure in 2020 was lower than our income allowing us to increase our reserves by £520,501 (excluding any additional capital spend). The charity/fundraising industry, in general, even going as far back as 2015 is still going through significant change.

The new level of Reserve held at present is designed to satisfy what Trustees regard as best commercial practice in making provision for a defined period of time in which to cover expenditure commitments. Reserves are not held in anticipation of the need to fund any particular project or to provide for any specific eventuality.

As at 31 December 2020 the reserves were £1,162,781 as compared to 2019 - £642,280.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Cerebra is a company limited by guarantee governed by its Memorandum and Articles of Association dated 7th December 2001. It is registered as a charity with the Charity Commission.

Recruitment and appointment of new trustees

All trustees are members of the Board. Applications for trusteeship are sought by advertisement and personal contact. There is no set length of term for trustees' appointments although one third of trustees must retire by rotation at every annual general meeting. Retiring trustees are eligible for re-appointment.

Organisational structure

The board of trustees administers the charity, and meets on a quarterly basis. The board amended the way they are administered. It was decided that no longer a requirement for sub committees. One Trustee has been designated to perform treasurer duties and work more closely with the Head of Finance and Chair of Trustees to review and monitor all financial arrangements on a quarterly basis.

The Chief Executive Mr C N Jones and other senior personnel have been appointed by the trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within the terms of delegation approved by the trustees, for operational matters including finance, employment, and fundraising.

Induction and training of new trustees

New trustees will undergo an induction day to brief them on their legal obligations under charity and company law, the content of the Memorandum and Articles of Association, the committee and decision making process, the business plan and the recent financial performance of the charity. During the induction process they will meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Key management pay

Pay has traditionally and for some years been established through reference to the Croner Pay Review system which benchmarks UK charities against a variety of reference points including charity sector, charity size by turnover and numbers of employees, geographical location, job title, job specification and level of management responsibility. The system also provides a formulaic basis for determining the grading and pay level for any created job.

Cerebra has utilised the Croner system to grade every single job within the charity, by benchmarking pay awards against a median value. Thereafter, on an annual basis, we have assessed pay levels against those calculated median values in order to remain re-assured of the broad consistency of our pay grades. We do not however amend pay levels on this basis. Having established, through Croner, the baseline pay grade for each job, we have thereafter (subject to prevailing economic circumstances) applied a percentage annual uplift to reflect inflation levels. In three of the last number of years we have applied no uplift at all as we have judged that economic circumstances were such that we could not afford to do so. However, Croner is continually referenced in order to determine how far from the National median we may have moved. There has as yet been no re-working of the Croner assessment across the charity's jobs but the more often we choose to not apply any annual award then the more likely it is that we will become so out of kilter with the Croner benchmark that we will need to review salary levels accordingly. When this happens we will use the Croner system to re-establish the baseline once again.

We will administer a pay award again in 2021, as we eventually did in 2019. Although originally intended to do so, we will not undertake an external assessment to determine if Croner is the most appropriate method of calculating salary arrangements across the charity. We do not believe it is the right time to be considering pay reviews / awards beyond standard inflationary increases.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Risk management

Key Risks

As was reported in the previous year's accounts, the single biggest risk confronting the charity at this time is a declining income profile. Having achieved an exponential growth in income over many years the challenge now is not so much to maintain the previous levels achieved but to stem the downward trend of income that has resulted from what appears a systemic, pervasive and geographically widespread pattern across the UK.

As was reported in previous years, the biggest challenge the charity faces is the Income attainment and subsequent Income profile. Due mainly to pandemic situation that we found ourselves in, resulted in the organisation having to change its working practices. For example all employees (apart for a few) were required to work from home, and during this very significant change, there was quite naturally, considerable concern on the effect and impact on the charity. We are pleased to say that the new working patterns, which are going to remain in place, have proven to be very successful. Every member of staff, especially our IT function were very supportive of this change, and on reflection, everyone has coped (including the performance of the organisation), extremely well.

Cerebra continues to examine new and expanded Income streams and to diversify our Income by limiting the dependency on the call centre operations and widening the Income to capitalise more on Corporate, Trusts & Legacy Income. To some extent this Income re-alignment profile expansion has had some success.

We have expanded, identified and developed our Digital Marketing and communication base, to a very high level. In the year 2019 we introduced a brand new website, and this development has proven to be essential during the pandemic period of 2020, not only in terms of sharing information more widely, more frequently but more in line with the environmental changes that occurred around the world in 2020. The communications teams stepped up in a huge way to share information with the wider community and our beneficiaries. They created regular and multiple 'ten minute break talks' videos and blogs to keep everyone engaged and informed. We have utilised fully - YouTube as a core medium of communication, at no extra cost as such to the organisation. This level of commitment and achievement was, simply outstanding, and they should be commended.

The board has set out a full Business Strategic Plan for 2020. Setting strategic key objectives for Income and profiling expenditure in line with Income targets. This will ensure we have clear, measurable well defined goals and targets for achievement. These SMART objectives will be monitored very carefully in 2020.

Cerebra reported in prior years that it views, endorses and actively embraces the stricter and tighter rules set out by the UK Government and regulatory bodies. The requirements, needs, changes and systems are now fully in-place. As part of our Lottery Licence, we are required to undertake an annual detailed audit. The audit that was conducted in 2019 and 2020 fully supported our comments towards this statement. Standards around the requirements for GDPR and fundraising methods are now fully implemented. We feel our daily routines (as confirmed once again by our audit inspection), are working well and appropriate to all standards, regulations and best industry practices. Our Data Protection Policies have now also been fully up-dated and developed to account for all of these regulatory changes.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Risk management

Key Risks continued

In conclusion

The trustees of Cerebra have recognised and is able to report;

The pandemic has clearly affected a significant number of aspects surrounding the organisation as a whole

- The Income success in 2020 and strategy, are recognised as our major challenges in moving the charity forward
- The trustees have set in place, a detailed strategic guide (formal document) that reviews when and how all changes are going to take place. In 2020 the trustees stepped up their monitoring process by holding monthly finance review meetings, to monitor the effect that the pandemic may have on the organisation
- The trustees has considered how careful, reflective reporting as a minimum to be done on a quarterly basis (but normally monthly), is also in place for the staff and operational management team of Cerebra to report all actual events, achievements and future programmes. This will allow the trustees to make informed and accurate strategic plans, and if necessary to take any remedial action to account for any foreseen factors.
- The Board have examined the major strategic, business and operational risks which Cerebra faces and confirm that the above systems have been established to enable regular reports to be produced so that the necessary steps can be taken to lessen the risks. Particular attention has also been focussed on non-financial risks arising from fire, and the health and safety of staff. A key element in the management of financial risk is the setting of a reserves policy and its regular review by trustees.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

04336208 (England and Wales)

Registered Charity number

01089812

Registered office

The MacGregor Office Suite
Jolly Tar Lane
Carmarthen
Carmarthenshire
SA31 3LW

Trustees

Mr D J Beattie Finance Director
Dr M E I Morgan Paediatrician (Retired)
Dr R Al-Samsam Consultant Paediatrician
Mr J Crosby Consultant
Mr R Gooding Headmaster
Mr S Taggart Chairman
Mr A Cuthbert (appointed 6.6.20)

Company Secretary

Mr C N Jones

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

REFERENCE AND ADMINISTRATIVE DETAILS

Auditors

Clay Shaw Butler Limited
Statutory Auditors and Chartered Accountants
24 Lammas Street
Carmarthen
Carmarthenshire
SA31 3AL

Solicitors

JCP Solicitors
Venture Court
Valley Way
Enterprise Park
Swansea.
SA6 8AH

Redkite
14-15 Spilman Street
Carmarthen
Carmarthenshire
SA31 1SR

Banks

Barclays Bank Plc
9 - 10 Guild Hall Square
Carmarthen
Carmarthenshire
SA31 1PW

Caf Bank Limited
PO Box 289
West Malling
Kent
ME19 4TA

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Cerebra - For Brain Injured Children and Young People for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:


- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Clay Shaw Butler Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Clay Shaw Butler Limited have indicated their willingness to continue as auditors, subject to reappointment at the next Annual General Meeting.

Approved by order of the board of trustees on03/06/21..... and signed on its behalf by:


.....
Mr S Taggart - Trustee

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

Opinion

We have audited the financial statements of Cerebra - For Brain Injured Children and Young People (the 'Parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2020 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Charitable Company Balance Sheet, the Consolidated Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable parent company's affairs as at 31 December 2020 and of its 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the group 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'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 Report of the Independent Auditors 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.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

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

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

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Extent to which the audit was considered capable of detecting irregularities, including fraud

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

Identifying and assessing potential risks related to irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, we considered the following:

- the nature of the industry and sector, control environment and business performance including the design of the Group's remuneration policies;
- results of our enquiries of management about their own identification and assessment of the risks of irregularities;
- any matters we identified having obtained and reviewed the Group's documentation of their policies and procedures relating to:
 - identifying, evaluating and complying with laws and regulations and whether they were aware of any instances of noncompliance;
 - detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud;
 - the internal controls established to mitigate risks of fraud or non-compliance with laws and regulations;
- the matters discussed among the audit engagement team regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.

As a result of these procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud in relation to revenue recognition. In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override.

We also obtained an understanding of the legal and regulatory frameworks that the Group operates in, focusing on provisions of those laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements. The key laws and regulations we considered in this context included the Companies Act 2006, FRS 102 Charity SORP.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the Group's ability to operate or to avoid a material penalty. These included compliance with Gambling Act 2005, Fundraising regulations for charities and Data protection laws (including General Data Protection Regulation (GDPR)).

Audit response to risks identified

As a result of performing the above, we identified revenue recognition as a key audit matter related to the potential risk of fraud.

Our procedures to respond to risks identified included the following:

- reviewing the financial statement disclosures and testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- carrying out walkthrough, transaction testing or proof in total on all material income and expenditure streams
- enquiring of management concerning actual and potential litigation and claims;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- reading minutes of meetings of those charged with governance and the senior management team;
- In addressing the risk of fraud through management override of controls, testing the appropriateness of journal entries and other adjustments; assessing whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

We also communicated relevant identified laws, regulations, and potential fraud risks to all engagement team members and remained alert to any indications of fraud or noncompliance with laws and regulations throughout the audit.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

Use of our report

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



Mr Mark Jones FCA CTA (Senior Statutory Auditor)
for and on behalf of Clay Shaw Butler Limited
Statutory Auditors and Chartered Accountants
24 Lammas Street
Carmarthen
Carmarthenshire
SA31 3AL

Date:16/6/2021.....

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Unrestricted fund £	Restricted fund £	31.12.20 Total funds £	31.12.19 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	2,757,618	134,847	2,892,465	2,628,929
Charitable activities	5				
Research & Information (inc Research Projects)		27,681	-	27,681	105,170
Other trading activities	3	-	-	-	2,350
Investment income	4	1,490	-	1,490	1,978
Total		2,786,789	134,847	2,921,636	2,738,427
EXPENDITURE ON					
Raising funds		1,094,287	-	1,094,287	1,231,343
Charitable activities	6				
Sleep Service		192,475	-	192,475	176,010
Research & Information (inc Research Projects)		1,015,735	98,638	1,114,373	1,174,012
Total		2,302,497	98,638	2,401,135	2,581,365
NET INCOME		484,292	36,209	520,501	157,062
Transfers between funds	20	5,749	(5,749)	-	-
Net movement in funds		490,041	30,460	520,501	157,062
RECONCILIATION OF FUNDS					
Total funds brought forward		602,852	39,428	642,280	485,218
TOTAL FUNDS CARRIED FORWARD		1,092,893	69,888	1,162,781	642,280

The notes form part of these financial statements

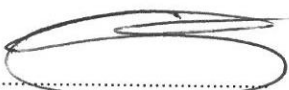
CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

CONSOLIDATED BALANCE SHEET 31 DECEMBER 2020

	Notes	Unrestricted fund £	Restricted fund £	31.12.20 Total funds £	31.12.19 Total funds £
FIXED ASSETS					
Intangible assets	13	1,139	-	1,139	8,318
Tangible assets	14	<u>93,957</u>	<u>-</u>	<u>93,957</u>	<u>111,776</u>
		95,096	-	95,096	120,094
CURRENT ASSETS					
Stocks	15	1,277	-	1,277	1,661
Debtors	16	46,342	-	46,342	38,136
Cash at bank and in hand		<u>1,580,547</u>	<u>69,888</u>	<u>1,650,435</u>	<u>1,098,642</u>
		1,628,166	69,888	1,698,054	1,138,439
CREDITORS					
Amounts falling due within one year	17	(630,369)	-	(630,369)	(616,253)
NET CURRENT ASSETS		<u>997,797</u>	<u>69,888</u>	<u>1,067,685</u>	<u>522,186</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,092,893</u>	<u>69,888</u>	<u>1,162,781</u>	<u>642,280</u>
NET ASSETS		<u>1,092,893</u>	<u>69,888</u>	<u>1,162,781</u>	<u>642,280</u>
FUNDS	20				
Unrestricted funds				1,092,893	602,852
Restricted funds				<u>69,888</u>	<u>39,428</u>
TOTAL FUNDS				<u>1,162,781</u>	<u>642,280</u>

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

The financial statements were approved by the Board of Trustees and authorised for issue on 02/06/21 and were signed on its behalf by:


Mr S Taggart - Trustee

The notes form part of these financial statements

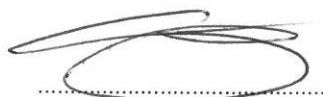
CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

CHARITABLE COMPANY BALANCE SHEET 31 DECEMBER 2020

	Notes	Unrestricted fund £	Restricted fund £	31.12.20 Total funds £	31.12.19 Total funds £
FIXED ASSETS					
Intangible assets	13	1,139	-	1,139	8,318
Tangible assets	14	<u>93,957</u>	<u>-</u>	<u>93,957</u>	<u>111,776</u>
		95,096	-	95,096	120,094
CURRENT ASSETS					
Stocks	15	1,277	-	1,277	1,661
Debtors	16	149,525	-	149,525	141,319
Cash at bank and in hand		<u>1,580,547</u>	<u>69,888</u>	<u>1,650,435</u>	<u>1,098,642</u>
		1,731,349	69,888	1,801,237	1,241,622
CREDITORS					
Amounts falling due within one year	17	(630,369)	-	(630,369)	(616,253)
NET CURRENT ASSETS		<u>1,100,980</u>	<u>69,888</u>	<u>1,170,868</u>	<u>625,369</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,196,076</u>	<u>69,888</u>	<u>1,265,964</u>	<u>745,463</u>
NET ASSETS		<u>1,196,076</u>	<u>69,888</u>	<u>1,265,964</u>	<u>745,463</u>
FUNDS	20				
Unrestricted funds				1,196,076	706,035
Restricted funds				<u>69,888</u>	<u>39,428</u>
TOTAL FUNDS				<u>1,265,964</u>	<u>745,463</u>

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

The financial statements were approved by the Board of Trustees and authorised for issue on 08/06/21 and were signed on its behalf by:


Mr S Taggart - Trustee

The notes form part of these financial statements

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	31.12.20 £	31.12.19 £
Cash flows from operating activities			
Cash generated from operations	1	<u>540,917</u>	<u>202,874</u>
Net cash provided by operating activities		<u>540,917</u>	<u>202,874</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(9,364)	(110,813)
Interest received		<u>1,490</u>	<u>1,978</u>
Net cash used in investing activities		<u>(7,874)</u>	<u>(108,835)</u>
Cash flows from financing activities			
New loans in year		<u>18,750</u>	<u>-</u>
Net cash provided by financing activities		<u>18,750</u>	<u>-</u>
Change in cash and cash equivalents in the reporting period		<u>551,793</u>	<u>94,039</u>
Cash and cash equivalents at the beginning of the reporting period		<u>1,098,642</u>	<u>1,004,603</u>
Cash and cash equivalents at the end of the reporting period		<u><u>1,650,435</u></u>	<u><u>1,098,642</u></u>

The notes form part of these financial statements

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2020

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	31.12.20 £	31.12.19 £
Net income for the reporting period (as per the Statement of Financial Activities)	520,501	157,062
Adjustments for:		
Depreciation charges	34,362	49,711
Interest received	(1,490)	(1,978)
Decrease in stocks	384	97
(Increase)/decrease in debtors	(8,206)	17,000
Decrease in creditors	(4,634)	(19,018)
Net cash provided by operations	<u>540,917</u>	<u>202,874</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.20 £	Cash flow £	At 31.12.20 £
Net cash			
Cash at bank and in hand	<u>1,098,642</u>	<u>551,793</u>	<u>1,650,435</u>
	<u>1,098,642</u>	<u>551,793</u>	<u>1,650,435</u>
Debt			
Debts falling due within 1 year	<u>-</u>	<u>(18,750)</u>	<u>(18,750)</u>
	<u>-</u>	<u>(18,750)</u>	<u>(18,750)</u>
Total	<u>1,098,642</u>	<u>533,043</u>	<u>1,631,685</u>

The notes form part of these financial statements

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Boundless Inspiration Limited on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

The Trustees have a reasonable expectation that the Group has adequate resources to continue to operate for at least the next 12 months and that the going concern basis of accounting remains appropriate. The outbreak of the COVID-19 pandemic has impacted the Charity but has not altered this position.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

REBRANDING

During 2015, a Rebranding project was undertaken. The Trustees agreed that this would be capitalised and released to the statement of financial activities over a period of 5 years.

TANGIBLE FIXED ASSETS

The charity capitalises assets over £250.

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows :-

Improvements to leasehold premises	- straight line over the life of the lease
Computer equipment	- 33% straight line
Fixtures and fittings	- 20% straight line
Office equipment	- 20% straight line

STOCKS

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

TAXATION

The charity is exempt from corporation tax on its charitable activities.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES - continued

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

HIRE PURCHASE AND LEASING COMMITMENTS

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

INVESTMENTS

To ensure the most efficient use of the client cash balances they are transferred periodically into high interest or treasury deposit accounts. These balances are disclosed within the cash at bank and in hand figure.

LOTTERY PRIZES

All lottery prizes will be paid out in full after each draw. The outstanding cheques are regularly reviewed for unpresented cheques. Any lottery prizes unclaimed after six months will be treated as unrestricted donations.

RESEARCH PROJECTS

Research project funding is paid as charitable donations as and when funds are available and approved to be paid over subject to each project already having been approved as a worthwhile research project. Payments made in this way will be accounted for on a payments basis. Any commitments agreed in writing prior to the year end have however been accrued for.

ACADEMIC CHAIRS

There were 6 academic contracts in place during last year which all commenced in the year. These in essence are contracted research donations with individual Universities. The contracts vary in duration. The contract states defined payment tranches of the agreed funding amount with both parties having to adhere to set criteria to fulfil their side of the contract.

All contracts are operating on the basis of the original contracts, payment terms and any amounts unpaid are accrued on the basis of the contract.

SPEECH AND LANGUAGE THERAPY

Where an application is approved by Cerebra to pay costs on behalf of an individual up to a certain limit, in respect of these schemes, the whole of the amount committed is accounted for immediately upon approval.

CENTRAL SUPPORT COSTS

The central costs are re-apportioned between the departments of the charity in the following proportions :

	2020	2019
Fundraising	28%	28%
Research	64%	64%
Management and Support	8%	8%

The allocations of costs are deemed fair and reasonable under the regulations of the SORP.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

2. DONATIONS AND LEGACIES

	31.12.20	31.12.19
	£	£
Donations and legacies	2,763,593	2,628,929
Grants	<u>128,872</u>	<u>-</u>
	<u>2,892,465</u>	<u>2,628,929</u>

Income included in donations and legacies consist of:

	2020	2019
	£	£
General donations	26,818	40,147
Legacies	59,400	5,565
Coincard and regular giving	644,813	576,144
Boxes income	23,674	37,519
Raffle	297,734	273,250
Lottery	1,409,488	1,485,100
Gift aid receipts	113,534	125,812
Regional offices	<u>188,132</u>	<u>85,392</u>
	<u>2,763,593</u>	<u>2,628,929</u>

Grants received, included in the above, are as follows:

	2020	2019
	£	£
HMRC Job retention scheme	72,622	-
Welsh Government Third Sector Resilience Fund for Wales	<u>56,250</u>	<u>-</u>
	<u>128,872</u>	<u>-</u>

3. OTHER TRADING ACTIVITIES

	31.12.20	31.12.19
	£	£
Miscellaneous income	<u>-</u>	<u>2,350</u>

4. INVESTMENT INCOME

	31.12.20	31.12.19
	£	£
Deposit account interest	<u>1,490</u>	<u>1,978</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

5. INCOME FROM CHARITABLE ACTIVITIES

		31.12.20 £	31.12.19 £
Research income	Activity Research & Information (inc Research Projects)	<u>27,681</u>	<u>105,170</u>

Included in Research income in charitable activities is an amount of £27,681 in respect of royalties received in respect of the CIC programme. (2019: £29,100).

6. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 7) £	Totals £
Sleep Service	174,451	18,024	192,475
Research & Information (inc Research Projects)	<u>1,096,349</u>	<u>18,024</u>	<u>1,114,373</u>
	<u>1,270,800</u>	<u>36,048</u>	<u>1,306,848</u>

7. SUPPORT COSTS

	Management £	Governance costs £	Totals £
Raising donations and legacies	12,435	3,016	15,451
Sleep Service	14,507	3,517	18,024
Research & Information (inc Research Projects)	<u>14,507</u>	<u>3,517</u>	<u>18,024</u>
	<u>41,449</u>	<u>10,050</u>	<u>51,499</u>

Support costs, included in the above, are as follows:

MANAGEMENT

				31.12.20	31.12.19
	Raising donations and legacies £	Sleep Service £	Research & Information (inc Research Projects) £	Total activities £	Total activities £
Wages	7,189	8,387	8,387	23,963	23,316
Social security	759	886	886	2,531	2,453
Pensions	415	484	484	1,383	1,319
Hire of plant and machinery	62	73	73	208	222
Rent, rates and service charges	<u>955</u>	<u>1,115</u>	<u>1,115</u>	<u>3,185</u>	<u>6,568</u>
Carried forward	9,380	10,945	10,945	31,270	33,878

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

7. SUPPORT COSTS - continued

MANAGEMENT - continued

				31.12.20	31.12.19
	Raising donations and legacies £	Sleep Service £	Research & Information (inc Research Projects) £	Total activities £	Total activities £
Brought forward	9,380	10,945	10,945	31,270	33,878
Insurance	257	300	300	857	783
Light and heat	279	325	325	929	-
Telephone	129	151	151	431	1,470
Postage and stationery	45	53	53	151	443
Sundries	67	79	79	225	330
Staff training	60	70	70	200	179
Cleaning	157	183	183	523	975
Repairs and maintenance	-	-	-	-	102
Computer costs	1,156	1,349	1,349	3,854	2,389
Travelling	32	38	38	108	327
Subscriptions	37	42	42	121	151
Recruitment costs	-	-	-	-	(22)
Dilapidation expense	10	10	10	30	2,705
Depreciation	826	962	962	2,750	2,990
	<u>12,435</u>	<u>14,507</u>	<u>14,507</u>	<u>41,449</u>	<u>46,700</u>

GOVERNANCE COSTS

				31.12.20	31.12.19
	Raising donations and legacies £	Sleep Service £	Research & Information (inc Research Projects) £	Total activities £	Total activities £
Trustees' expenses	-	-	-	-	2,682
Auditors' remuneration	2,430	2,835	2,835	8,100	9,300
Sundries	45	52	52	149	39
Legal and professional fees	541	630	630	1,801	20,522
Board meetings	-	-	-	-	170
	<u>3,016</u>	<u>3,517</u>	<u>3,517</u>	<u>10,050</u>	<u>32,713</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	31.12.20	31.12.19
	£	£
Auditors' remuneration	8,100	9,300
Depreciation - owned assets	27,183	36,002
Hire of equipment	2,602	2,771
Rebranding costs amortisation	<u>7,179</u>	<u>13,709</u>

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the year ended 31 December 2019.

TRUSTEES' EXPENSES

	31.12.20	31.12.19
	£	£
Trustees' expenses	<u>-</u>	<u>2,682</u>

During the year, no trustees received expenses for travel and accommodation, subsistence, subscriptions, training and development.

10. STAFF COSTS

	31.12.20	31.12.19
	£	£
Wages and salaries	1,316,027	1,324,203
Social security costs	103,109	102,718
Other pension costs	<u>58,546</u>	<u>58,854</u>
	<u>1,477,682</u>	<u>1,485,775</u>

The average monthly number of employees during the year was as follows:

	31.12.20	31.12.19
Charitable activities	14	17
Cost of generating funds	48	53
Management and administration	<u>7</u>	<u>8</u>
	<u>69</u>	<u>78</u>

Key management personnel consists of 4 members of the Senior Management Team and the Chief Executive. The total employee benefits of the key management personnel of the Charity was £269,042.

One employee received emoluments of between £80,001 and £90,000 per annum.

In addition to their salary, the charity paid pension contributions of £5,214 (2019: £5,070) into a money purchase scheme.

During the year ended 31 December 2020, redundancy payments totalling £13,245 were paid to 6 employees.

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	2,577,829	51,100	2,628,929
Charitable activities			
Research & Information (inc Research Projects)	29,100	76,070	105,170
Other trading activities	-	2,350	2,350
Investment income	1,978	-	1,978
Total	2,608,907	129,520	2,738,427
EXPENDITURE ON			
Raising funds	1,231,343	-	1,231,343
Charitable activities			
Sleep Service	167,610	8,400	176,010
Research & Information (inc Research Projects)	1,079,000	95,012	1,174,012
Total	2,477,953	103,412	2,581,365
NET INCOME	130,954	26,108	157,062
RECONCILIATION OF FUNDS			
Total funds brought forward	471,898	13,320	485,218
TOTAL FUNDS CARRIED FORWARD	<u>602,852</u>	<u>39,428</u>	<u>642,280</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

12. RESEARCH PROJECTS - CHARITABLE ACTIVITIES

The amounts payable in the year comprises :-

	£
Swansea R & D	33,750
CIC Royalties	13,841
Academic Chair - Barcelona	88,595
Academic Chair - Birmingham	34,470
Academic Chair - Leeds	101,790
Academic Chair - Leeds Law School	46,800
Academic Chair - University College London	33,886
Academic Chair - Warwick	38,293
Restricted Expenditure	8,734
Knowledge Transfer (KTP)	21,464
	<u>421,623</u>

The balance between Research charitable activities as above and the total of Research resources expended is as a result of the reallocation of support costs.

13. INTANGIBLE FIXED ASSETS – GROUP AND CHARITABLE COMPANY

	Rebranding costs £
COST	
At 1 January 2020 and 31 December 2020	<u>61,683</u>
AMORTISATION	
At 1 January 2020	53,365
Charge for year	<u>7,179</u>
At 31 December 2020	<u>60,544</u>
NET BOOK VALUE	
At 31 December 2020	<u>1,139</u>
At 31 December 2019	<u>8,318</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

14. TANGIBLE FIXED ASSETS – GROUP AND CHARITABLE COMPANY

	Improvements to property £	Office equipment £	Fixtures and fittings £	Computer equipment £	Totals £
COST					
At 1 January 2020	131,740	120,963	91,744	805,281	1,149,728
Additions	-	-	-	9,364	9,364
At 31 December 2020	<u>131,740</u>	<u>120,963</u>	<u>91,744</u>	<u>814,645</u>	<u>1,159,092</u>
DEPRECIATION					
At 1 January 2020	61,460	120,742	78,900	776,850	1,037,952
Charge for year	<u>7,530</u>	<u>313</u>	<u>4,100</u>	<u>15,240</u>	<u>27,183</u>
At 31 December 2020	<u>68,990</u>	<u>121,055</u>	<u>83,000</u>	<u>792,090</u>	<u>1,065,135</u>
NET BOOK VALUE					
At 31 December 2020	<u>62,750</u>	<u>(92)</u>	<u>8,744</u>	<u>22,555</u>	<u>93,957</u>
At 31 December 2019	<u>70,280</u>	<u>221</u>	<u>12,844</u>	<u>28,431</u>	<u>111,776</u>

15. STOCKS – GROUP AND CHARITABLE COMPANY

	31.12.20 £	31.12.19 £
Stocks	<u>1,277</u>	<u>1,661</u>

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

GROUP

	31.12.20 £	31.12.19 £
Trade debtors	91	12,270
Amounts owed by group undertakings	-	-
Prepayments	<u>46,251</u>	<u>25,866</u>
	<u>46,342</u>	<u>38,136</u>

CHARITABLE COMPANY

	31.12.20 £	31.12.19 £
Trade debtors	91	12,270
Amounts owed by group undertakings	103,183	103,183
Prepayments	<u>46,251</u>	<u>25,866</u>
	<u>149,525</u>	<u>141,319</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR – GROUP AND CHARITABLE COMPANY

	31.12.20	31.12.19
	£	£
Other loans (see note 18)	18,750	-
Trade creditors	175,627	7,391
Social security and other taxes	24,823	23,835
Other creditors	1,225	487
Deferred lottery income	87,448	80,712
Research accruals	<u>322,496</u>	<u>503,828</u>
	<u>630,369</u>	<u>616,253</u>

The charity operates a lottery scheme and income is received in advance from some participants. This is deferred until the lottery is drawn each week. As at 31 December 2020 there was an amount of £87,448 included in deferred lottery income. (2019: £80,712).

18. LOANS – GROUP AND CHARITABLE COMPANY

An analysis of the maturity of loans is given below:

	31.12.20	31.12.19
	£	£
Amounts falling due within one year on demand:		
Other loans	<u>18,750</u>	<u>-</u>

19. LEASING AGREEMENTS – GROUP AND CHARITABLE COMPANY

Minimum lease payments under non-cancellable operating leases fall due as follows:

	31.12.20	31.12.19
	£	£
Within one year	54,000	-
Between one and five years	<u>163,479</u>	<u>-</u>
	<u>217,479</u>	<u>-</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

20. MOVEMENT IN FUNDS

	At 1.1.20 £	Net movement in funds £	Transfers between funds £	At 31.12.20 £
Unrestricted funds				
General fund	602,852	484,292	5,749	1,092,893
Restricted funds				
Research projects and parent support	39,428	36,209	(5,749)	69,888
TOTAL FUNDS	<u>642,280</u>	<u>520,501</u>	<u>-</u>	<u>1,162,781</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,786,789	(2,302,497)	484,292
Restricted funds			
Research projects and parent support	134,847	(98,638)	36,209
TOTAL FUNDS	<u>2,921,636</u>	<u>(2,401,135)</u>	<u>520,501</u>

Comparatives for movement in funds

	At 1.1.19 £	Net movement in funds £	At 31.12.19 £
Unrestricted funds			
General fund	471,898	130,954	602,852
Restricted funds			
Research projects and parent support	13,320	26,108	39,428
TOTAL FUNDS	<u>485,218</u>	<u>157,062</u>	<u>642,280</u>

CEREBRA - FOR BRAIN INJURED CHILDREN AND YOUNG PEOPLE

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2020

20. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,608,907	(2,477,953)	130,954
Restricted funds			
Research projects and parent support	129,520	(103,412)	26,108
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>2,738,427</u>	<u>(2,581,365)</u>	<u>157,062</u>

TRANSFERS BETWEEN FUNDS

During the year a transfer of £5,749 was made from the Research projects and parent support restricted fund to the general fund in respect of funds previously treated as restricted where restrictions no longer exist.

21. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2020 or 31 December 2019.

