THE MAKATON CHARITY

England & Wales · Charity number 1119819

Details

Status	Registered
Legal form	Charitable company
Company number	06280108
Registered	2007-06-25
Register	View on the Charity Commission register

Contact

Address	The Makaton Charity One Fleet Ancells Road Fleet Hampshire GU51 2UN
Phone	01276606760
Email	info@makaton.org
Website	www.makaton.org

Activities

Objects: THE OBJECTS OF THE CHARITY ARE:(A) THE ADVANCEMENT OF THE USE AND DEVELOPMENT OF LANGUAGE AND OF COMMUNICATION SYSTEMS AND TOOLS (INCLUDING THE MAKATON PROGRAMME) FOR THE BENEFIT OF PERSONS WITH ACTUAL OR ANTICIPATED LEARNING OR COMMUNICATION DIFFICULTIES IN ALL PARTS OF THE WORLD AND THOSE WHO COMMUNICATE WITH THEM; AND (B) SUCH OTHER CHARITABLE PURPOSES AS THE TRUSTEES SHALL FROM TIME TO TIME DECIDE.

Activities: Makaton is the UK's leading language programme for children and adults with communication or learning difficulties. Makaton uses signs, symbols and speech to develop communication, language and literacy skills. The Makaton Charity provides advice, training, and resources for families, carers and professionals. We work to share our knowledge and influence society to improve communication for all.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, Disability
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- **Area of benefit:** IN ALL PARTS OF THE WORLD.
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£2,036,435	£1,982,673	£982,690	26
2024-06-30	£2,064,730	£1,954,905	£928,928	27
2023-06-30	£1,916,580	£1,668,283	£820,222	22
2022-06-30	£1,489,623	£1,435,152	£571,925	19
2021-06-30	£1,276,666	£1,304,948	£517,454	17

Trustees

Name	Role	Appointed
Dr Rebecca Emily Khanna		2022-04-25
MELISSA SKINNNER		2024-04-01
Madeleine Durie		2025-10-10
Maire Lea-Wilson		2024-04-01
Paul MIchael Moore		2022-03-17
Peter Kinsey		2025-10-01
Philip Dabrowski		2025-07-11
RICHARD GUY		2024-04-01
Ruth Emma Spencer		2026-03-26

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THE MAKATON CHARITY

England & Wales - Charity number 1119819

Accounts

Makaton

The Makaton Charity Annual Report 2024/2025



Registered Charity number: 1119819
Registered Company number: 06280108





Makaton

There are currently over 2.5 million people in the UK with speech or language difficulties, and 14 million people who have had communication difficulties at some point in their lives.

Over the past 50 years, more than one million people have taken part in Makaton training — a testament to the programme's enduring value and widespread impact.

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Chair and CEO's Report

Rob Douglas CBE DL
Chair of Trustees



Stephen Hall
Chief Executive



Looking Back on the Year

2024/25 has been a year of real progress for The Makaton Charity. More people are learning and using Makaton than ever before, and we have continued to invest in new tools and resources to make communication easier and more inclusive.

This year we introduced Makaton Places – a simple way for organisations and communities to demonstrate that they are Makaton accessible. We also piloted a new training workshop, Makaton for... providing sector-specific training tailored to different industries and workplaces. In addition, we launched the Digital Learning Kit (DLK), giving learners a modern and flexible way to access their training materials.

We also took time to refresh our vision and strategic intent. Our vision is now: **"a world where everyone can be understood and included, wherever they are, whoever they are."** Our strategic intent is clear: **"to make Makaton part of everyday life by reaching more people, embracing digital tools, and building an inclusive community for all."**

More people than ever are engaging with us – membership and participation grew by over 20% this year. We have deepened our work in schools, early years, health, and care settings, and our social media reach is stronger than ever. Growth does bring challenges. We have seen unqualified people misusing Makaton content. To protect the brand and ensure families and learners are not given inaccurate information or inappropriate support, we have strengthened our licences and terms, while reminding people that only trained Makaton Tutors can provide reliable guidance on the Makaton Communication Programme.



Our Community

The strength of Makaton comes from its people. Our 1,200 accredited Tutors and Trainers are at the heart of everything we do. This year, we launched a new Tutor Support Team, giving Tutors a single point of contact. We also began having more regular conversations with Tutors to gain a deeper understanding of their needs. Next year, we will expand CPD opportunities by offering more online sessions, upskilling and refresher training, and new support tools, all with greater flexibility to reflect the growing professionalism of our Tutor network.

Our central team has remained at 26 staff, now supported by over 100 Tutor consultants. We are grateful to everyone for their hard work, and give our thanks and best wishes to those staff who have moved on this year. We send our thanks and good wishes.

Our Trustees and Patrons are an often forgotten and hard-working team, without whom the Charity could not exist and prosper. We want to place a particular thank you to our Patrons Suzanne Miell-Ingram and Tracy Upton, who have worked with the team to produce a range of new and exciting materials, but also supported numerous membership events. We also welcomed Phil Dabrowski to the Board, bringing valuable expertise in digital and communications.

Looking Ahead

The year ahead will be just as exciting. The MakaTots Franchise will fully launch this year to support families and children in developing early communication and language skills. We plan a wider rollout of our 'Makaton for...' workshops, including a Trainer pathway helping organisations embed Makaton more deeply in their workplace.

We are preparing to launch our new Makaton App, giving members easy access to signs, symbols, and community spaces on the go. We are relaunching our partnership with Widget to make Makaton symbols more widely available, and we are excited to confirm that, after an extended period, work is underway to bring back the Special iApps functionality, with a new Special Word App being developed, with functionality to import historical wordlists. This much-requested tool will be launched as part of the Makaton membership offer later in 2026. We are also exploring a Digital First approach, gradually moving from printed to digital resources where possible. This will save costs, reduce our environmental impact, and create a more flexible learning journey for users.

During the year ahead, our focus on measuring impact and inclusion will also grow. Building on the Impact 100 Pilot in northern England, we will develop a national Impact and Inclusion Survey and a clear Theory of Change, showing the difference Makaton makes. With support from the National Lottery, we will also pilot the Makaton Bursary Scheme, offering targeted support for families and linking this back into our Tutor network.

With Thanks

None of this would be possible without the dedication of our members, Tutors, families, staff, Trustees, Patrons, and partners. Your commitment helps us ensure that more people, in more places, can be understood and included.

Together, we look forward to another year of growth, innovation, and impact.

Our Guiding Framework:

Mission, Vision and Strategic Intent

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support society's needs and encourage the learning of Makaton, to achieve our vision.

Mission and vision statements are vital in guiding who we are, what we do, and the difference we want to make. They provide direction, keep us focused on our purpose, and help others understand the impact we aim to achieve. Reviewing these statements regularly ensures they remain meaningful and reflect both our current work and our future ambitions.

This year we have added a strategic intent statement to explain the specific direction and priorities we will focus on to turn the mission and vision into reality.

Following our review, we are proud to share our refreshed statements.

Our Vision: A world where everyone can be understood and included, wherever they are, whoever they are.

Our Mission: To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Strategic Intent Statement: We're working to make Makaton part of everyday life, by reaching more people, embracing digital tools, and continuing to build an inclusive community for all.

These statements capture both our long-term aspirations and our everyday commitment to improving lives through inclusion and communication.

The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need. This sustainable approach ensures the maximum number of people can benefit from using Makaton.

We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people
- providing a membership which offers 24/7 access to signs, symbols and video tutorials
- we have 1200 Tutors working within the community

Impact:

Highlights of the Year

A Retail First for Makaton:

In partnership with Coca-Cola Europacific Partners, the Co-op, and Special Olympics GB, Makaton featured for the first time in a national supermarket campaign, 'Meals That Matter'.

Seen in 360+ Co-op stores, with staff training and resources to support inclusion, the campaign brought unprecedented visibility and recognition—proving that **everyone wins when you choose to include.**

Digital Learning Kit:

Digital Learning Kit (DLK): Learners now receive cloud-based digital manuals enriched with features like embedded sign videos and fast search tools. Accessible anytime, anywhere, on any device, the DLK makes learning more flexible and engaging. Hosted on a trusted, secure platform, it empowers learners with retention, convenience, and confidence.

Expanding Our National Training Impact:

Our network of qualified and licensed Tutors and Trainers, trained over 40,000 participants — a powerful reflection of the dedication, reach, and impact of Makaton training nationwide.

MakaTots:

We introduced MakaTots, our first franchise, helping young children build communication skills in a fun, interactive way. Trials proved valuable, preparing for a full launch in 2026.

Makaton For...:

Introduced seven new, industry-tailored workshops designed to build professional vocabulary. Created alongside leading experts, these sessions help participants develop the most beneficial and high-impact communication skills used in their sector, strengthening confidence and effectiveness at work.



Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.

Respect

We give everyone a voice

We value each other's contributions

We behave respectfully towards each other and encourage a sense of belonging

Excellence

We strive to improve lives

We put the Makaton Family at the heart of everything

We deliver outstanding service

Innov

We think
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Collaboration

We work collaboratively to build effective solutions

We engage with others to share ideas and approaches

We create strong and successful working relationships

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Integrity

We are fair and transparent in all that we do

We are responsible and accountable for our actions

We work with people who share our values

Guiding Principles and Objectives:

The Path Ahead

At the heart of everything we do is our mission to ensure no one is left without a voice.

Makaton helps people connect, learn, and thrive, and our role as a charity is to keep evolving so that individuals, families, schools, and organisations can benefit from communication that works for everyone.

To achieve this, we are guided by a long-term vision for sustainable growth and meaningful impact. Our principles are simple:

- **Innovation –** finding new ways to make Makaton easier to use and more widely available.
- **Intelligent Operations –** running the charity in a smart and efficient way, using resources wisely and diversifying income so we can keep supporting our community.
- **Impact –** listening carefully to our users so we meet real needs.
- **Inclusion –** ensuring everyone in the Makaton community can take part.
- **International reach –** sharing the benefits of Makaton with the wider world.

These principles give us the framework to grow responsibly while keeping our focus firmly on the community we serve.

The Challenges We Face

Like many charities, we operate in a rapidly changing environment. The needs of our community are complex and growing, while resources must be used carefully to maximise value. Our goal is to create a sustainable surplus that funds new services and provision, and, through partner funders, opens access where cost is a barrier

This year, the main challenges we face include:

- **Supporting our network of Tutors and Trainers –** our community of skilled practitioners is central to the spread of Makaton, but we need to strengthen their opportunities to make an even bigger impact.
- **Expanding workplace training –** organisations want to use Makaton but need solutions that fit how they work.
- **Improving digital access –** users need signs and symbols at their fingertips, whenever and wherever they need them.
- **Speeding up product development –** our resources are sometimes too slow to develop or don't fully reflect user needs.
- **Balancing revenue and mission –** we must develop income streams that allow us to deliver free and subsidised access to those who need it most.
- **Reaching new audiences –** parents of young children may not know that Makaton can boost early communication, even where there is no diagnosed need.
- **Building internal capacity –** our systems and processes need upgrading to ensure we can work more efficiently as demand grows.
- **Future-proofing –** we must balance today's delivery with laying strong foundations for the next decade of growth.

Objectives to Overcome Them

To respond to these challenges, we have set out a clear series of objectives for 2025/26:

- Strengthen our Tutor and Trainer network by providing new tools, resources, and recognition.
- Adapt our workplace training so organisations can integrate Makaton seamlessly into everyday settings.
- Digitise membership and resources to give instant access to Makaton signs and symbols through apps and online tools.

- Accelerate product development so resources are faster to create, easier to use, and deliver clear value.
- Develop the Foundation offer that allows us to generate revenue while ensuring no one is left behind.
- Create new market offers for parents of young children to highlight the role of Makaton in early language learning.
- Upgrade our systems and processes to allow staff to focus on impact rather than administration.
- Prioritise long-term resilience by investing in projects that secure the future mission of the charity.

Focus for 2025/26

We know that impact comes from having a clear focus. That is why the year ahead will be about building on what we have achieved while targeting the areas that will make the biggest difference.

New Initiatives

- Updating the charity's structure with a new subsidiary company.
- Rolling out our new Digital First Strategy
- Launching the Impact 1,000 Survey to expand our evidence base.
- Piloting a Foundation Bursary Scheme to widen access.
- Developing a Donor Membership Scheme to grow community fundraising.

Scaling Existing Projects

- Expanding access to the Makaton App for all users.
- Growing the MakaTots franchise to reach more families.
- Rolling out our sector-specific training offer for professionals.
- Building on the Makaton Places programme, aiming for 5,000 locations.
- Extending our data dashboards to improve decision-making.
- Continuing to grow matched-funding partnerships.
- Embedding agile ways of working across teams.
- Re-establishing our Diversity, Equity and Inclusion baseline, leading to a full DEI strategy.

Adjusting Priorities

- Shifting marketing strategy toward greater stakeholder engagement.
- Developing gamified apps to strengthen learning.
- Delaying some non-urgent system upgrades to focus on immediate priorities.
- Continuing to scope international partnerships carefully before expansion.

Things We Will Stop

- Removing duplication in processes.
- Streamlining governance to avoid unnecessary reporting.
- Reducing barriers to innovation by empowering teams with more freedom to deliver.

Looking Ahead

The Makaton Charity enters 2025/26 with renewed energy and a clear roadmap. By facing challenges directly, setting achievable objectives, and focusing on the priorities that matter most, we are confident that we can expand our reach, improve the lives of our community, and prepare the organisation for long-term sustainability.

Our work is not just about signs and symbols; it is about connection, inclusion, and opportunity. With the continued support of our partners, funders, Tutors, Trainers, and members, we will make sure that Makaton remains a vital tool for communication for everyone who needs it—today and in the years ahead.

Digital-First

Makaton is Moving to a Digital-First Learning Approach

At the heart of The Makaton Charity's mission is a commitment to accessibility, inclusion, and continuous improvement. That's why we're proud to be transitioning to a Digital-First learning model, a move that not only enhances the learner experience but also supports our long-term organisational goals.

Why The Change

Our current reliance on printed manuals presents several growing challenges:

- **Rising Costs:** The cost of printing, packing, posting, and storing paper manuals continues to climb. These overheads make it harder to keep our courses affordable and accessible.
- **Limited Flexibility:** Physical materials require courses to close two weeks early to allow for shipping. This reduces enrolment time, limits opportunities to fill places, and increases last-minute pressure on both tutors and learners.
- **Underused Resources:** Once training is completed, printed manuals are often set aside and rarely revisited — despite the effort, cost, and environmental footprint involved in producing them.
- **Low Training Progression:** We believe that a digital approach will help keep learners engaged and better supported on their journey to progress their use of Makaton.
- **Environmental Impact:** Each year we print over 3 million pages — the equivalent of 375 trees and around 330 metric tons of CO_2. By moving towards digital solutions, we can significantly cut paper use and reduce our environmental footprint

Supporting Our Long-Term Goals

This shift to digital is not just about saving paper — it's a strategic move aligned with our broader vision. Going digital helps us:

1. **Future-proof** our organisation and stay relevant in an increasingly digital world.
2. **Act responsibly,** reducing our environmental impact and aligning with our social values.
3. **Support tutors,** making it quicker and easier for them to distribute high-quality learning materials to participants.
4. **Keep content current,** making it easier to update concepts and resources as vocabulary evolves.

What Does Digital-First Actually Mean?

Adopting a digital-first approach means reimagining how we deliver learning materials:

- **Digital Manuals:** Learners receive digital copies of course materials instead of printed ones. We will be extending our number of digital manuals over the coming months.
- **Enriched Content:** Manuals will feature add-ons such as embedded sign videos, making learning more dynamic and interactive.
- **Manuals that last:** enjoy lifetime access with our 'Use it, Don't Lose it' approach to digital manuals.
- **Anywhere Access:** Learners can view materials on phones, tablets, or laptops — wherever and whenever they need them.

This modern approach ensures a more flexible, accessible, and engaging experience for both learners and tutors.

What Do Participants Get?

The Digital Learning Kit (DLK) is more than a digital replacement — it's a step forward in learner empowerment:

- **Access Anytime, Anywhere:** DLKs are cloud-based, working seamlessly across devices.
- **Better Learning Retention:** Learners can revisit key content whenever needed — no more misplaced or forgotten manuals.
- **Fast Search Functionality:** Instantly locate signs, symbols, and key information with built-in search features.
- **Trusted Technology:** The DLK is hosted on a robust platform used by leading universities — mobile-friendly, intuitive, and secure.

Looking Ahead

This digital-first approach marks a meaningful evolution in how we deliver training. It enhances accessibility, reduces costs and waste, and provides a richer experience for all learners.

Most importantly, it reflects our values — innovation, collaboration, and our focus on sustainability — ensuring that our work remains impactful, relevant, and responsible in the years to come.





Case Study:
Story Craft Theatre

Impact

Story Craft Theatre was co-founded in 2018 by Janet-Emily Cosgriff and her friend and fellow actor, Cassie Vallance. Based in York, the company offers joyful, interactive theatre and storytelling experiences for young children and their families.

Story Craft Theatre blends the founders' professional backgrounds in theatre with a deep love for early years education and has become the first theatre company in York to be officially recognised as Makaton Friendly.

Co-founder Janet-Emily Cosgriff shares how everything changed for her in 2020, when her youngest child was born with Down syndrome — and how this shaped the future direction of the theatre company.

Challenge

In 2020, everything changed for me when my youngest child was born with Down syndrome. Very quickly, we were introduced to Makaton and discovered that it not only supported my child's communication, but also their confidence, emotional wellbeing, and ability to build relationships with others.

I was fortunate to meet Emma Thompson, a local Makaton Tutor at Handmade Voices, and took part in her Level 1 training. The impact was immediate. Makaton gave my child a voice and helped reduce frustration.

Solution

For me, it was a true lightbulb moment — not just as a parent, but as a theatre-maker. I suddenly saw how powerful Makaton could be, not only in our family life but in our creative work as well.

Cassie and I were both inspired to continue our Makaton learning with Emma, weaving signs into our stories and performances. Over time, it became a natural, joyful part of what we do. Whether we're in small storytelling sessions or performing on stage in larger productions, Makaton is now part of who we are — making sure everyone feels welcome, seen, and included.

Results

Today, we tour our Makaton-supported shows across the country, with recent performances at venues such as York Theatre Royal, Burnley Mechanics, and Chichester Festival Theatre.

We're incredibly proud to be the first theatre company in York to be officially recognised as Makaton Friendly. For us, it's about more than a badge; it reflects our belief that every child deserves to express themselves, to be understood, and to feel included.


STORY CRAFT
•THEATRE•

Online Reach

Website

Over the past year, our website attracted more than 650,000 users, marking an 8% increase compared to the previous year. A major focus has been improving our site's visibility through Search Engine Optimisation (SEO), with over 50% of our traffic now coming from organic (non-paid) Google searches. This success highlights the effectiveness of our SEO strategy. Additionally, as a charity, we benefit from up to $10,000 per month in Google Ad Grants, allowing us to run targeted advertising. Our Google Remarketing campaigns brought in 55,000 visits this year, driving users to key areas such as Training, Shop, and Membership.

Search Engine Optimisation

Our dedication to SEO has positioned us as leaders in the field, with our website consistently ranking at the top of Google for key Makaton-related search terms. Through ongoing optimisation and close collaboration with expert SEO consultants, we ensure our website stays aligned with search engine algorithms. This work is reflected in the fact that over half of our website traffic comes from organic Google searches. We use Google Analytics to monitor performance and make data-driven improvements, keeping our SEO strategies relevant and effective.

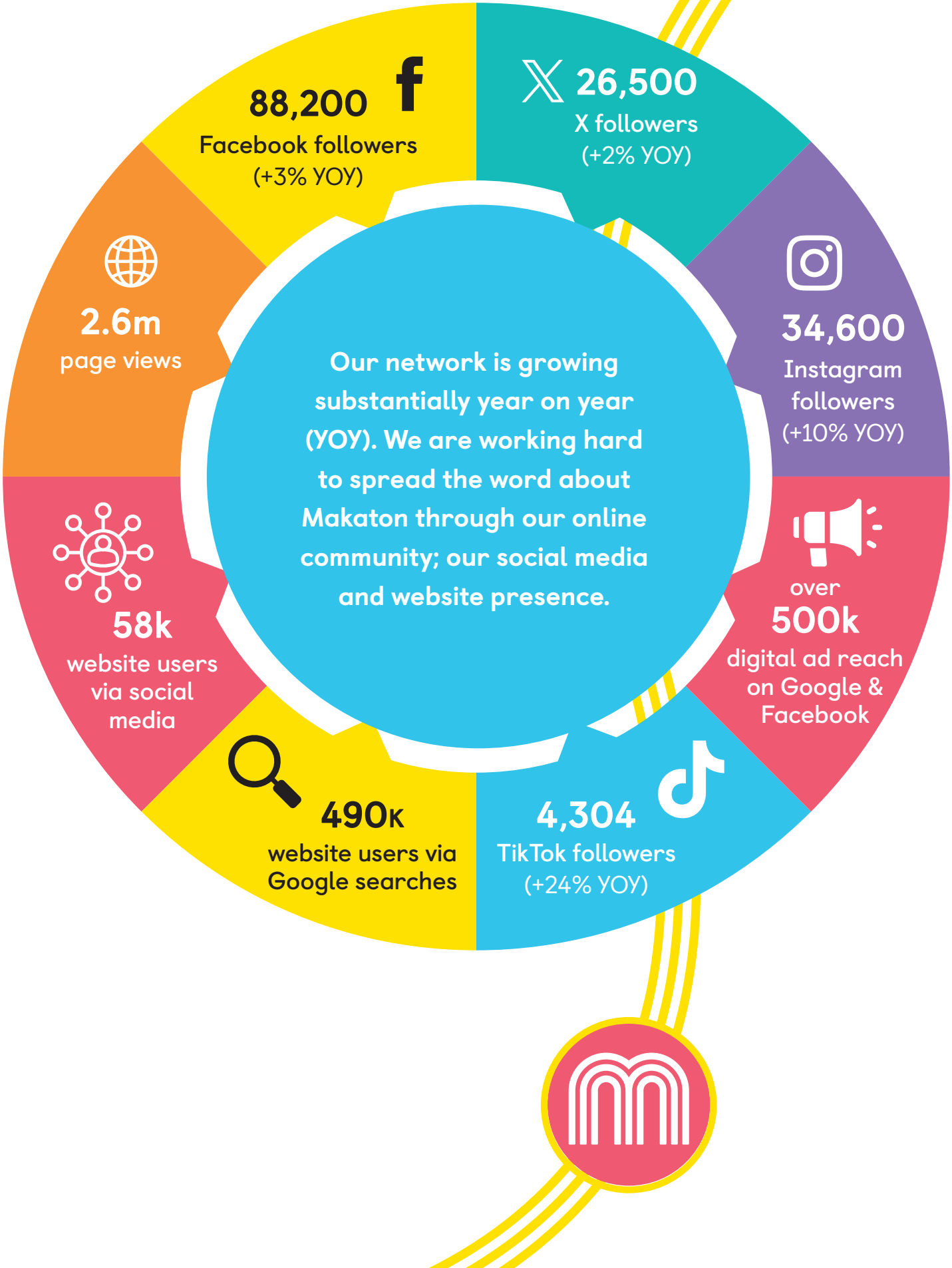
Social Media Growth

Our social media presence has seen steady growth across all platforms this year:

- **Facebook:** Followers grew by **3%** to reach over **88,200**.
- **Instagram:** A **10%** increase brought our audience to more than **34,600.**
- **X:** Followers increased by **2%,** now totalling **26,500.**
- **TikTok:** A significant **24%** rise expanded our audience to **4,304.**

This growth is the result of a consistent and engaging posting strategy, alongside popular campaigns such as Sign of the Week, Makaton Insights, and Countdown to Christmas. Collaborations and community engagement have also played a crucial role in expanding our reach and impact across these platforms.




88,200
Facebook followers
(+3% YOY)
26,500
X followers
(+2% YOY)
2.6m
page views
34,600
Instagram
followers
(+10% YOY)
Our network is growing substantially year on year (YOY). We are working hard to spread the word about Makaton through our online community; our social media and website presence.
58k
website users
via social
media
over
500k
digital ad reach
on Google &
Facebook
490K
website users via
Google searches
4,304
TikTok followers
(+24% YOY)

Free Resources

Each year we develop new free resources tailored to key awareness days and events. These resources offer users valuable tools to integrate Makaton into their daily lives, fostering increased engagement with Makaton in a variety of contexts.

Top Downloaded Free Resources

Our most popular free resources this year were:

1. **Greetings** – 12,191 views
2. **My Name Is** – 9,704 views
3. **Old MacDonald** – 9,180 views

Makaton Insights

We have revised and relaunched Makaton Insights in an engaging new video format, making the content even more accessible and user-friendly. The campaign continues to deliver daily, themed Makaton content that supports learning, awareness, and communication for a wide audience. Since the relaunch, we have seen a clear increase in engagement: more people are visiting our website, downloading resources from the Makaton Library, and signing up for free accounts. This demonstrates that Makaton Insights is not only reaching a wider audience but also encouraging deeper interaction with our resources and community.

Sign of the Week

The Sign of the Week initiative remains a key part of our community's learning journey. Each week, a new sign and symbol is introduced, accompanied by video tutorials and educational resources. This initiative has enriched the Makaton vocabulary and made learning more interactive and fun. Over the past year, Sign of the Week videos gained over 350,000 views, with downloads consistently ranking among the most popular content in the Makaton Library.

Makaton Magazine

The Makaton Magazine continues to be a source of inspiration and information, now reaching over 17,350 subscribers. Each issue is themed around various aspects of the charity's work, featuring articles, news, and success stories from the Makaton community. Each edition also offers exclusive free Makaton games and activities, enhancing the reader's learning experience and deepening their engagement with Makaton.

Member Events

This year, our exclusive member events continued to serve as invaluable opportunities for learning, networking, and sharing experiences. These events brought together a diverse community of Makaton users, experts, and learners, fostering collaboration and support.

We were proud to host six free events, each focusing on different aspects of the Makaton journey:

1. **Starting the Makaton Journey in Adulthood: A Lived Experience**
2. **Embracing Makaton in the Early Years**
3. **Diary of a Makaton User – Part 3 + Live Q&A**
4. **Makaton Places: Building Inclusive Communities with Makaton Aware and Makaton Friendly Programmes**
5. **Makaton Support for Periods – Makaton Support for Periods: From Research to Publication**
6. **A Voice for Every Child: Parents Leading the way with Makaton**



Case Study:

Empowering Communication in Early Years



Impact

Children entering a nursery setting bring with them a diverse range of communication abilities. Some may be confident communicators, while others may face challenges in expressing themselves.

Recognising this diversity, Jayde Conway decided to explore Makaton. She is now a qualified Makaton Tutor and Early Years SENCo (Special Educational Needs Coordinator) at The Sunflower Children's Centre in Tameside. She shares how she is already seeing the positive impact Makaton is making in her early years setting.

Challenge

As an enthusiastic advocate for inclusive teaching practices, I embarked on a transformative journey to become a Makaton Tutor. This decision was fuelled by a desire to create an environment where every child, regardless of their communication abilities, feels heard and understood.

Through hands-on activities and real-life scenarios during my Makaton training, I gained the confidence to incorporate Makaton seamlessly into nursery routines, learning, and play.

The primary benefit of integrating Makaton into the nursery setting is enhanced communication between educators and children. For those who struggle with verbal communication, Makaton offers a visual and tactile way to express their thoughts, needs, and feelings.

Makaton fosters inclusivity by breaking down communication barriers. It creates a shared understanding that unites children of diverse communication abilities, promoting a strong sense of belonging within the nursery community.

Solution

As we continue to implement Makaton across our early years setting, I am seeing a positive ripple effect. Both staff and children are developing their communication skills and engaging more actively with Makaton.

We have introduced a 'Sign of the Week' board, which has proven to be a fantastic way to support staff and children in learning a new sign every week. Children are now more engaged, confident, and expressive in their communication. The nursery environment has become a space where every child's unique voice is valued and heard.



Beyond communication, Makaton also supports the development of essential skills such as fine motor coordination, cognitive abilities, and social interaction. Engaging with signs and symbols stimulates various areas of a child's brain, contributing to their overall development.

Results

Becoming a Makaton Tutor has not only enriched my teaching practice but also contributed to the development of an inclusive and empowering nursery environment. By embracing the power of Makaton as a team, we are helping children overcome communication barriers and laying the foundation for a future where every child has the tools they need to thrive.

In the colourful world of early childhood education, Makaton is a beacon of inclusivity — ensuring that no voice goes unheard. I am both proud and excited to finally become part of the Makaton family.



A Retail First for Makaton

This year marked a truly historic moment for Makaton: for the very first time, our symbols were placed at the heart of a customer-facing advertising campaign in UK supermarkets.

In partnership with Coca-Cola Europacific Partners, the Co-op, and Special Olympics GB, the campaign, 'Meals That Matter', carried the inclusive and uplifting tagline:

"Everyone wins when you choose to include."

Running in over 360 Co-op stores nationwide, the campaign was built around a pizza meal deal promotion. But beyond the pizzas and Coca-Cola, this initiative broke new ground. Makaton was proudly displayed on posters, promotional stands, and point-of-sale areas throughout stores. For thousands of people, this was the first time they had ever seen Makaton represented in their everyday shopping environment.

A Landmark in Visibility

The significance of this campaign cannot be overstated: Makaton was front and centre in a national retailer. Shoppers queuing at the tills, and staff restocking shelves all saw Makaton symbols and messages promoting inclusion.

For Makaton users and their families, this was a moment of recognition and pride. To see their communication tool in such a public space validated the importance of communication accessibility. For the wider community, it opened a door to awareness, a small but powerful reminder that inclusion benefits everyone.

Supporting Staff, Supporting Inclusion

The campaign was not only about visibility. Makaton spent a day with the Coca-Cola team at the Co-op Head Office to bring the campaign to life for staff. Through this event colleagues were introduced to the tagline, simple signs, and the purpose of the campaign. This day sparked conversations about wider use of the message, including its adoption at a major Co-op conference, where the tagline will be signed live to the audience.

In stores, colleagues were supported with short video resources introducing simple signs and symbols they could use to greet and engage customers. These clips featured a Makaton user, ensuring an authentic voice and lived experience shaped the campaign.

From learning to sign "Hello" to practicing "How are you?", these resources gave staff practical tools to create more welcoming and inclusive interactions. For customers, it meant the possibility of being seen, heard, and understood in the everyday act of doing the shopping.

A Partnership Built on Pride

Behind the scenes, this campaign involved a significant investment of time, creativity, and resources. From licensing our intellectual property to designing demonstration videos, the collaboration ensured Makaton was represented thoughtfully and respectfully.

The results spoke volumes. Coca-Cola and the Co-op were so inspired by the campaign and the tagline that they have committed to using it again in two further meal deal promotions in Autumn 2025. This ongoing commitment gives Makaton even greater visibility, ensuring

that inclusion continues to be celebrated in everyday spaces.

Lucy Sharp, our Operations Manager, summed it up perfectly after visiting the Lightwater Co-op in Surrey:

"We should all feel super proud of Makaton being showcased in a retailer – hopefully this is just the start of many more opportunities."

This wasn't just an advertising campaign, it was a statement that communication accessibility belongs everywhere, from classrooms and community halls to supermarkets and shop floors.

As Makaton continues to collaborate with national brands and retailers, the ripple effect of this visibility will grow. Every sign displayed, every staff member trained, every conversation started helps build a society where no one is left behind.

And that's the heart of the message:

Looking Ahead

The success of Meals That Matter shows what is possible when inclusion is placed at the heart of mainstream partnerships.

"Everyone wins when you choose to include."



580
new Members joined the Makaton Community during 2024/25

Celebrating Our Membership Community

This year has been one of growth, connection, and creativity for the Makaton membership community. Our offer continues to provide members with access to high-quality resources, a supportive network, and exclusive opportunities to learn and share. Through events, interactive sessions, and our vibrant online community, we have worked hard to ensure members feel valued, inspired, and empowered to use Makaton in everyday life.

At the heart of our membership is a simple promise: to provide meaningful opportunities for people to connect, learn, and share. This year, we have continued to deliver on that promise by enhancing our events programme, improving access, and listening closely to what our members want.

Events and Learning Opportunities

Over the past year, members have enjoyed a rich and varied calendar of activities. We delivered 24 curated events, including 12 MakaChat LIVE: Use it, Don't Lose it sessions — interactive, members-only events led by our dedicated team of Ambassadors. These are designed to give members regular opportunities to practise their Makaton skills, exchange experiences, and enjoy the sense of community that makes our offer so unique.

Our monthly webinars also proved extremely popular. Guest speakers included Makaton Ambassadors, Tutors, staff, and members themselves, each sharing knowledge and insights from different perspectives. Topics ranged from professional applications in NHS and education settings to family-focused sessions with signed songs and stories, as well as vocabulary and the return of the highly requested Diary of a Makaton User series — with open, honest, real-life experiences from childhood to adulthood as a Makaton user.

Accessibility and inclusivity remained at the core of our programme. By increasing the number of free events, we opened the door to new audiences and showcased the value of membership. These events not only strengthened our community but also raised awareness of the many benefits available to members of the free community and beyond.

By the Numbers

Engagement this year was impressive:

- **2,162 unique attendees joined our webinars.**
- **220 participants took part in MakaChat LIVE.**
- **A total of 2,382 individuals engaged across all events.**

Feedback has been overwhelmingly positive. As one member shared:

"Brilliant evening! Loved both the song and the vocabulary! Would love to know how I can raise more awareness and how I can take my Makaton further please. Thank you all again."

Another told us:

"I have found all the events very useful. It's fantastic to be able to keep practising and learning Makaton."

These voices highlight the value of creating spaces for both learning and connection.

150
Makaton Aware Organisations

40
Makaton Friendly Organisations

MakaChat: Our Digital Community

Our MakaChat platform remains central to the membership experience. Between August 2024 and August 2025, we saw:

- **185 unique contributors**
- **920 new posts across 225 days**
- **787 replies, with 749 within discussion threads**
- **384 recommendations shared**

Popular discussions included resources for tutors, Christmas countdown activities, creative ideas such as Makaton in comics, and heartfelt threads for support from other members. Importantly, we saw a rise in contributions, including members' original posts sharing their own experiences. This inspired a parent-led webinar that provided honest, open reflections on embracing Makaton to support their children's communication — and, in doing so, helped shift attitudes in their local and wider communities.

Strengthening Communications

We improved the way we connect with members by enhancing visibility on social media and streamlining internal collaboration. Working closely with communications colleagues, our membership team provided event highlights, fresh graphics, and — most importantly — real images of members themselves.

Email continues to be the most effective way of engaging members, particularly for events. We trialled a new onboarding journey for trial members, using a series of short videos and branded templates to help new joiners explore membership benefits. This approach will now be developed further to support retention and guide members through their first months

18%
growth in membership revenue

72%
of members renewed their membership accounts with us.

Looking Ahead

The year ahead promises to be just as exciting. We are preparing to launch the new Makaton App, providing even more tools to support learning and communication. We are also working on a collaboration with Widgit to offer members access to Makaton Symbols in new ways. Alongside these developments, our ongoing member survey will continue to shape our understanding of the member journey — helping us ask not just what do members use? but also who are our members?

30,800
free membership accounts were created

4,800+
people trailed our Premium Membership

A Thriving Membership

This year has demonstrated the strength, creativity, and generosity of our Makaton community. Whether through webinars, MakaChat discussions, or members-only events, our offer continues to provide valuable opportunities to learn, share, and connect. With thousands of members engaged and more joining every month, we are proud to celebrate another year of growth — and to look ahead to an even brighter future together.

New or updated materials in our Makaton Library

223 resources
44 line drawings
52 symbols
95 tutorial videos
505 quizzes & games



Case Study:
John Mason International Movers

Impact

John Mason International Movers has taken a significant step toward making its services more inclusive by learning Makaton. The team shares their experience, and the positive impact Makaton has had on their work so far.

At John Mason International Movers, we've always believed that moving should be a positive experience for everyone. However, we realised that for some of our customers—especially those with communication difficulties—the process could feel overwhelming. That's why we decided to learn Makaton.

Challenge

Our journey with Makaton began when we started thinking about how we could better support all our customers. We knew that moving can be a stressful time, and we wanted to do everything we could to make it easier for those who might struggle to express their needs. Learning Makaton felt like a natural step.

Our team members—from front-line staff to our dedicated Move Managers—embraced the opportunity with enthusiasm. They recognised that by learning Makaton, they could break down barriers and deliver a more personalised service.

The training was both challenging and rewarding. We learned to use simple signs and symbols alongside speech, helping us better support people who have difficulty with verbal communication. It wasn't just about acquiring a new skill—it was about building understanding and connecting with our customers in a more meaningful way.

Solution

The impact of our Makaton training has been profound. Not only has it improved our ability to communicate with customers who use Makaton, but it has also fostered a deeper sense of empathy and awareness across our team.

We've received positive feedback from customers who appreciate the effort we've made to accommodate their needs. Our staff also feels more confident in their ability to provide an inclusive and compassionate service.

Results

We're proud of the progress we've made, but we know there's always more to learn. We're committed to continuing our journey with Makaton and exploring new ways to make our services as accessible as possible.

We've learned that communication is about much more than just words—it's about connection, understanding, and making sure everyone feels heard. By sharing our experience, we hope to encourage others in our industry to think about how they can make their own services more inclusive.


JohnMason
International Movers
Moving the world for you


JohnMason
International Movers


Makaton
JohnMason

Celebrating the Tutor Network

Alongside the milestones achieved as a network this year, individual Tutors and Ambassadors have made a remarkable impact in their communities. Their work highlights the reach of Makaton and the difference it makes in everyday lives.



Community Engagement in Action

Makaton Tutors Becky Ebsworth and Hellen Moore proudly represented The Makaton Charity at **Romsey Dementia Action Group's DEMFEST 2025.** The event, which brought together innovation and inspiration around dementia, gave Becky and Hellen the chance to introduce Makaton and Watch My Needs to the public. Their enthusiasm and skill in signing created a welcoming space for families, carers, and professionals to explore how Makaton can support inclusion.



At the **Carse of Stirling Rotary Club's Kids Fun Day,** Tutor Julie Halliday gave her time to represent the Charity, engaging with over 600 children and 250 carers. Julie not only showcased Makaton at the event but also shared how warmly it was received: "Kids Day Out was a lovely day. All the Schools enjoyed it and the weather was great. I had lots of people inquiring about Makaton... I really did enjoy it and I am always available to help again." Events like this highlight how Tutors help spread awareness of Makaton far beyond formal training.

Celebrating Learner Achievements

Through his organisation SignSimply, Tutor **Grant Wetherall** has been teaching Makaton across Northern Ireland for nearly three decades. In 2025 he marked four years of partnership with Armagh City, Banbridge & Craigavon Borough Council, having trained more than 200 participants. This partnership was celebrated in a special evening hosted by the Deputy Lord Mayor in the prestigious Portadown Town Hall, where learners received certificates recognising their achievements.

A hallmark of his courses is the Outstanding Achievement Award, recognising learners who have shown determination and progress. Grant shared the story of Holly, a 22-year-





old participant who received the award for being the "most improved signer." Supported by her mother, she demonstrated that with determination and encouragement, learners can make life-changing progress.

Grant often highlights how even small steps can be transformative. He recalls one learner who, after months of practice, finally mastered the sign for "toilet" — a breakthrough that represented independence and dignity. His patient and creative approach ensures that learners leave not only with new communication skills but also with pride and confidence.

Supporting the Next Generation of Tutors

Within the Tutor Training Journey, our Ambassadors and Senior Tutors continue to make a profound difference. Trainees frequently share how much the encouragement and support of experienced Tutors mean to them.

- One trainee described **Ambassador Kerry Halkett** as helping them feel "at ease" during their consultation, giving constructive feedback and inspiring confidence to continue their journey.

- **Senior Tutor Mike Harris** was praised for his calm, reassuring approach: "Mike went through my symbol work and gave me great constructive feedback and top tips... it has made me even more determined and excited to become a Makaton Tutor."

- A trainee also wrote movingly about **Ambassador Holly Cannon-Taylor,** whose support enabled them to complete training despite personal challenges: "Without Holly being so supportive and approachable there is a strong chance I wouldn't have completed the course... she really restored my faith that Makaton as a charity truly has communication at the core."

These stories are a testament to the compassion, skill, and commitment within our Tutor Network.

Looking Ahead

As we move into the next year, we want to continue to shine a spotlight on the people at the heart of the network —Tutors, Ambassadors, and Senior Tutors whose efforts build inclusive communities and inspire the next generation. Their stories reflect not only achievements, but the values that drive The Makaton Charity forward.



Tutor Support & Development – Key Highlights

- **Onboarding & Training:** Last year, the Tutor Support team welcomed 89 new Tutors through our training course. We also supported 38 existing Tutors with additional training, equipping them to deliver Safeguarding, Frontline, and Know & Grow (Christianity) workshops.
- **Improved Training Pathways:** Our Tutor Training course was updated with clearer guidance materials, including a brochure and new web content. We also automated parts of the process, freeing up administration time to focus on personalised support and future planning.
- **Targeted Communication:** We redesigned our communication strategy to ensure Tutors are fully aware of the additional training and workshops available. Tailored messaging means the right information reaches the right people, increasing uptake and impact.
- **Network Engagement:** We strengthened links with Tutor networks, contributing to discussions, reviewing meeting minutes, and feeding back to improve collaboration and communication between Tutors and the central team.
- **Feedback & Development:** Through a key account trial and an annual survey, we gathered valuable insights from high-performing Tutors. Their feedback on recent initiatives and day-to-day challenges has shaped our support plans and informed the development of new courses, products, and communications.
- **Early Years & Language Acquisition:** We are expanding our focus on early years learning and wider language acquisition. Building on trial activity in these areas, we are preparing for new workshop developments in 2025 and 2026 that will strengthen our offer for both Tutors and learners.
- **Renewals & Policy Improvements:** Tutor licence renewals saw stronger engagement than in previous years, helped by a refreshed Terms & Conditions process. This placed greater emphasis on clarity, discussion, and support. Alongside 1:1 support, Q&A sessions, and video guidance, this approach fostered trust and engagement.
- **Protecting Quality & Brand:** The updated Terms & Conditions also gave us a stronger footing in tackling intellectual property challenges. This ensures Tutors' training is protected and helps safeguard the brand from unverified or poor-quality online content.



Workplace Training:
A Year of Growth and Consolidation

Overview

The Workplace Training division at The Makaton Charity has navigated a challenging but positive year. While growth has not reached the levels anticipated, performance remains aligned with the broader trajectory of the charity. Income increased modestly, rising from **£263,289 in 2023/24 to £271,492 in 2024/25,** an uplift of just over **3%.** This steady increase highlights resilience in a year when market conditions and organisational capacity required careful consolidation.

Training Delivery

In 2024/25, we delivered 286 workshops to an estimated 2,809 learners. The Level 1 Workshop continued to be the most popular offer, engaging 1,306 learners (53%), followed by 84 Taster Workshops with 1,260 participants (29%). Other higher-level courses, including Levels 3–4, had less traction this year and reached smaller but strategically significant groups of professionals, reflecting our focus on deepening skills as well as broadening reach.

This year also marked the rebrand of the Frontline Workshop to Makaton For... a tailored programme designed to serve industry-specific needs. We delivered 15 sessions to 105 learners, representing 5% of total training activity. The rebrand has provided a clearer value proposition and demonstrated the potential for expansion into new professional sectors.

Expanding Sector Reach

Our training continued to serve a wide cross-section of organisations. Social Care led with 42% of total training, highlighting our strong relationship with this sector. Education (nursery and primary) followed at 30%, while councils (14%), the NHS (9%), and higher education (2%) also made up important parts of the training portfolio. This broad engagement reflects the relevance of Makaton across multiple public-facing and professional services.

Delivery was made possible by our network of 57 Tutor Consultants, who ensured that high-quality, standardised workshops were accessible across the year.

New Developments and Special Projects

To enhance learner experience, we began bundling Makaton products with training, increasing integration and engagement for participants. This initiative not only strengthens the connection between training and practical application but also supports learners in embedding Makaton into their daily practice.

Alongside training delivery, 29 organisations signed up to Makaton Aware, publicly demonstrating their commitment to communication accessibility. This initiative generated £1,700 of additional income, while also deepening the impact of training through long-term organisational change.

In addition, special projects with three organisations enabled the delivery of 10 bespoke workshops and tasters. While income for these projects is tracked separately by the Development and Operations team, they represent important innovation work that extends the reach and influence of Makaton.

Financial Performance

Although overall income was slightly below target (£271,492 vs. £320,000), the year closed at 84.8% of the set goal. Strong performances in September (109%), October (100%), and January (112%) balanced out weaker summer months, when demand was significantly lower. This seasonal trend aligns with previous years and remains a key consideration for forward planning.

Looking Ahead

The year has been one of consolidation, steady performance, and investment in future growth. With stable income and new initiatives such as Makaton For..., bundled products, and enhanced digital learner resources, the foundations are in place for further expansion. The challenge for 2025/26 will be to translate these building blocks into sustainable growth, ensuring that more organisations and professionals are able to access high-quality Makaton training.

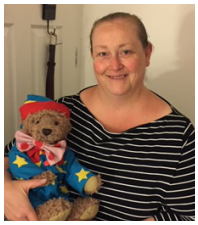
Senior Tutors and Ambassadors

Senior Tutors are highly experienced Makaton Tutors who play a crucial role in maintaining the high quality of The Makaton Communication Programme. These dedicated individuals undergo up to two years of additional training, assessment, and skill development in signing, symbol use, and translation. They also work on specialised projects to further enhance their expertise and achieve this prestigious title.

Our Senior Tutors



Mike Harris



Tracy Clark



Julie Hawkins



Shelina Mitha



Sarah Norman



Zanna Finnerty

Their commitment ensures the consistent delivery of high-quality Makaton training across the community.

Ambassadors are Makaton Tutors with specialised skillsets and a proven dedication to the Makaton community. They play a key role in promoting Makaton awareness, advocacy, and the development of new vocabulary. Ambassadors actively support Senior Tutors by helping to train Trainee Tutors, facilitating network Revision Sessions, and providing expert advice within the online MakaChat community.

Our Ambassadors

Helen Hayhoe
Nic Pike
Amanda Glennon
Kerry Halkett
Richard Fish
Becky George
Jemma Sagar
Prit Chouhan
Helene Elia
Catriona Chisholm
Linda Bates
Julie Tarn
Tracey Fillan
Mike Carlin
Saskia Dady
Gareth Smith
Debby Auvache
Robb Cummings
Pixie Norris-Royle
Helen Whaling
Clare Standing
Karen Baxter
Nikki Harrison
Sarah Arthur
Jess McQueen
Sam Stephen
Samantha Harper
Nicola Hall
Aileen Bannatyne
Alex Jordan
Leanne Hipkiss-Walker
Hannah Anderson



Senior Tutors and Ambassadors are essential to the growth and success of Makaton.

The Makaton Charity extends its heartfelt gratitude to these individuals for their dedication, commitment, and the invaluable support they continue to provide to the Makaton community.

Trustees' Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 30th June 2025. Reference and administrative information set out on pages [33-38] form part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Surplus for the year of £53,762 (2024: Surplus of £108,706). Of that Surplus there was a small change in the level of restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources from unrestricted funds decreased by 1.37% this year, totalling £2,036,435 (2024: £2,064,730). The income was derived from the delivery of charitable activities and particularly in the delivery of fees for courses, together with membership subscriptions and income from the sale of workshop manuals. The Charity experienced a decrease in revenue from the sales of manuals, but experienced an increase in all direct training, membership and project activity.

While the Charity's income and trading environment continue to be impacted by the ongoing economic conditions, the strategy of broadening the base of the Charity's income has largely mitigated these barriers and enabled the Charity to achieve a growth in user activity, while this reflects a static overall income position for the year.

Expenditure

Total expenditure during the year increased to £1,982,673 (2024: £1,954,905) or 1.36%, representing the Charity's tight operating environment. While the overall value has remained broadly stable, the mix of expenditure has changed to reflect the greater development of Training and resource materials. The Charity continues to develop its digital and resource base, to enable users to remotely access the full catalogue of 40,000 assets. The broadening of the Charity's income streams does mean that there is a continuing change in the allocation of our charitable costs when compared to previous years' allocation.

Reserves

Each year the Trustees review the purpose of any reserves the Charity holds and determine the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £320,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end of the year the balance on the Unrestricted Funds was £975,231 (2024: £928,928), some £655k above the minimum requirement.

During the year, the Trustees reviewed and agreed on a strategic plan and operational objectives for the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity had restricted reserves of £7.4k (2024: £Nil).

Fundraising Activities

During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice. The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations.



Risk Management

The Trustees hold the responsibility for overseeing the management of risks within the Charity. This duty has been delegated to the CEO, who actively manages this process. A risk matrix approach is utilised to address risks, where each risk is assessed and graded based on its likelihood and potential impact on the Charity. Each identified risk is attributed to a designated senior manager, and regular reports and updates are provided to the Trustees. The Trustees are confident that the primary risks have been identified, and appropriate measures have been put in place to address them. The following are the key risks that the Trustees have identified for the Charity:

1. Enhancing the Charity's Sustainable Growth

The fiscal year 2024/25 continues to see broad-based growth in the Charity's new trading activities, with increases in membership, training and general project-based sales; however, this year has seen a slight decline in the level of general network activity. This decline reflects an operational movement within a limited number of high-value accounts. The Charity continues to operate as a Social Enterprise and has seen a particular expansion in the level of non-charitable trading activities, which, while providing a useful stream of income, potentially creates longer-term challenges for the charity in its SORP compliance and taxation. In response to our mitigation of these growth risks, the Charity has introduced a new key account approach to gain better visibility on change, together with building the pipeline of high-value contributor accounts. Together with further investment in additional operational capacity, it has enhanced its operational risk tracking and is investigating the deployment of structural changes that would enable it to maximise its revenue generation while minimising compliance and taxation liability.

2. Sustaining Momentum in a Complex Operating Landscape

The Charity continues to operate within a multi-sector environment, working through our Tutor Network to help and support an expanding community of over 500,000 Makaton Users, their families, and the professionals who support them. Ensuring a clear cross-team goal-based focus remains a key challenge for the organisation as we are growing operationally. Our mitigation has been to review and adopt a new five-year strategic plan based on the areas of Inclusion, Impact, International, Innovation and Intelligent operations. These areas are then reflected within our OKR (Objective and Key Results approach) and developed further within a combined bottom-up and top-down agile planning approach.

3. Developing an Efficient Decision-Making and Implementation Model

With our growth comes expanding ideas and features, strengthened by our innovation and commitment to making a meaningful impact on our Users. The allocation of resources to deliver these initiatives requires careful consideration from the entire team. Determining which elements to implement, the timing, sequence, and ensuring that all ideas are centred around the needs of the Makaton User present a tangible and evolving challenge. Our mitigations will involve embracing the practice of piloting ideas, adopting more Agile-based project management methodologies, and incorporating new decision-making tools that promote cross-team visibility will be instrumental in our future success.

4. Scanning the Horizon for Future Opportunities

As the organisation adapts and responds to market drivers, there's an inherent tendency for leadership to concentrate on operational matters. However, preserving time and space for horizon scanning—exploring new markets, forging partnerships, and generating

innovative ideas—will be pivotal for Makaton's prosperity.

We continue to explore cutting-edge capabilities, such as further developing our range of Apps, digital learning materials and gamification, together with the deployment of operational Artificial Intelligence (AI) to improve data assessment and user requirements, operated through an AI Governance Framework agreed with Trustees.

The emerging technological landscape is fast-moving, and it is crucial for Makaton to maintain a pioneering position to avoid being left behind. Advancements in technology are bridging distances, rendering the world more interconnected and unveiling unprecedented opportunities for international collaborations and partnerships. The fast-changing landscape will require an agile approach to mitigations, with a focus on developing our longer-term PESTLE and strategic risk matrix, providing both Trustees and the management team with enhanced visibility to ensure we are ready to seize opportunities and effectively mitigate operational risks.



Trustees' Report

Structure, Governance and Management

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007, and registered as a Charity on 25 June 2007. At the date of reporting, it has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 11. On June 30, 2025, there were Nine Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities. The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

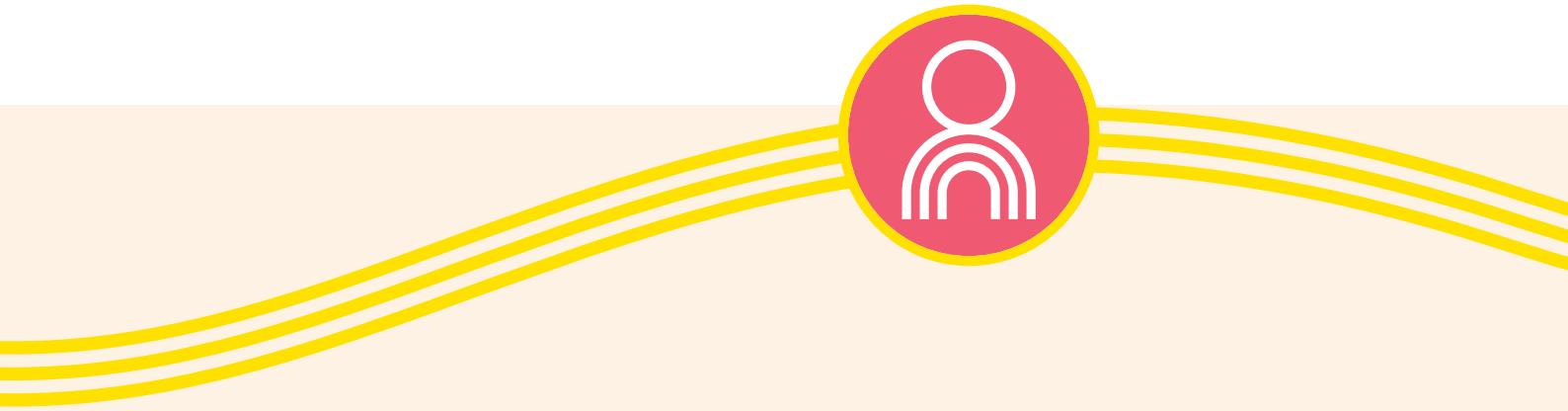
The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and OKR (Objective and Key Results) setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in sub-committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

The Board through its People & Governance sub-committee annually reviews the Charity's structure and governance model, feeding back recommendations to the main Trustee Board. The Charity has three standing sub-committees made up of Finance & Digital, Quality & Standards and People & Governance, where each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People & Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies, as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders, and sexual orientations. The Charity is currently reviewing its Impact and Equality, Diversity, and Inclusion (EDI) strategy, with a dual focus on both its community and its employees, workers, and volunteers. It remains committed to upholding the highest standards of compliance and is developing an enhanced strategic approach to strengthen this commitment.

Impact of environmental factors

During the year, the Board supported by the Senior Management Team, continued to review, and develop the Charity's



business model, both in relation to its significant operational growth and the wider operational environment. Trustees have supported the team in their progress of both digital and wider business transformation, which has seen the Charity significantly grow its new business income and engagement levels, which overall has produced a stable operational income base for the Charity. The current trading conditions continue to be unstable, with individuals and organisations adapting to the unfamiliar environment. Initial results from the first 3 months of trading in 2025/26 are broadly stronger and encouraging, with income around 5% up on the previous year.

The Charity's Membership, Tutor Training and Workplace Training continue to perform strongly, with the Trainer packages to support professionals within the NHS, Emergency services and community space continuing to gain traction. The year will also see the continued rollout of our MakaTots Franchise; together with the deployment of the Charity's new Makaton App, the Digital Learning Kit and the deployment of a new Special Word App which provides a new gamification offer for Makaton users.

Trustees' commitment

All Trustees give their time voluntarily and receive no benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts. The Charity provides induction and training to new Trustees and training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three-quarters of the Trustees consent to such reappointment. We have had the pleasure of welcoming one new Trustee to the Board, Phil Dabrowski, and he brings with him a diverse array of experience and knowledge.

Going concern

The Trustees have carefully examined the charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a period of capacity building for the charity, leading to a further increase in sales within new areas of direct training, membership and projects. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the charity's operations.

Currently, the charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

Trustees' Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 5 to the accounts.

The Trustees understand and recognise their duties under section 172 (1) (a)-(f) of the Companies Act 2006, and confirm that individually and collectively, they have acted in good faith, promoted the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term,
- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company to maintain a reputation for high standards of business conduct and the need to act fairly between members of the company.

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. The Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charity's SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the 36 charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. Trustees are responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps to prevent and detect fraud and other irregularities.



In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- 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 auditor is aware of that information.
- The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees on the 30th June 2025 was 9 (guarantees in 2024 were 9). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity. The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime. The Trustees Report has been approved by the Trustees on Tuesday 4th December 2025 and signed on their behalf by the Chair, Robert Douglas.

Chair, Rob Douglas CBE DL.





Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2025 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
- 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 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 Makaton Charity'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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual 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 charitable company and its 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 in relation to which 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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



Auditor's Report

Auditor's 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 an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 are set out below.

Capability of the audit in detecting irregularities

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

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - 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 related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed

whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard
(Senior statutory auditor)

Date: 10th December 2025

for and on behalf of Sayer Vincent LLP, Statutory Auditor,
110 Golden Lane, London, EC1Y 0TG

Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2025

	Note	Unrestricted Funds £	Restricted Funds £	2025 Total £	Unrestricted Funds £	Restricted Funds £	2024 Total £
Income from:							
Grants and donations	2	3,607	7,459	**11,006**	4,165	-	4,165
Charitable activities							
Fees for workshops and courses		570,981	-	**570,981**	567,882	-	567,882
Sale of workshop manuals		706,950	-	**706,950**	755,816	-	755,816
Tutor Licences and memberships schemes		406,504	-	**406,504**	389,264	-	389,264
Sales of publications and other resources		114,306	-	**114,306**	148,787	-	148,787
Royalties for the use of Makaton worldwide		52,662	-	**52,662**	57,195	-	57,195
Worldwide promotion of Makaton		13,065	-	**13,065**	8,370	-	8,370
Translation services		119,924	-	**119,924**	89,993	-	89,993
Investments		16,000	-	**16,000**	22,575	-	22,575
Other		24,977	-	**24,977**	20,683	-	20,683
Total Income		2,028,976	7,459	**2,036,435**	2,064,730	-	2,064,730
Expenditure on:							
Raising funds		19,467	-	**19,467**	14,882	-	14,882
Charitable activities							-
Provision of workshop and courses		923,243	-	**923,243**	777,107	-	777,107
Printing and production of workshop manuals		155,557	-	**155,557**	143,800	-	143,800
Tutor licence and memberships schemes		451,588	-	**451,588**	451,171	-	451,171
Other training projects and services		21,518	-	**21,518**	-	-	-
Publications and other resources		300,256	-	**300,256**	398,852	1,119	399,971
Worldwide promotion of Makaton		28,460	-	**28,460**	52,727	-	52,727
Translation services		82,584	-	**82,584**	116,366	-	116,366
Total expenditure	3	1,982,673	-	**1,982,673**	1,954,905	1,119	1,956,024
Net income (expenditure) for the year and net movement in funds	4	46,303	7,459	**53,762**	109,825	(1,119)	108,706
Transfers between funds		-	-	**-**	2,769	(2,769)	-
Net movement in funds		46,303	7,459	**53,762**	112,594	(3,888)	108,706
Reconciliation of funds:							
Total funds brought forward		928,928	-	**928,928**	816,334	3,888	820,222
Total funds carried forward		975,231	7,459	**982,690**	928,928	-	928,928

All of the above results are derived from continuing activities.
There were no other recognised gains or losses other than those stated above.

Balance Sheet

As at 30 June 2025

	Note	£	2025 £	£	2024 £
Fixed assets:					
Intangible assets	9		**82,853**		53,792
Tangible assets	10		**326,052**		231,749
			408,905		285,541
Current assets:					
Stock	11	**60,971**		64,801	
Debtors	12	**413,451**		442,089	
Cash at bank and in hand		**794,504**		865,565	
		1,268,926		1,372,455	
Liabilities:					
Creditors: amounts falling due within one year	13	**(695,141)**		(729,068)	
Net current assets			**573,785**		643,387
Total net assets			**982,690**		928,928
The funds of the charity:	15				
Restricted funds			**7,459**		-
Unrestricted income funds:					
Designated funds		408,905		285,541	
General funds		566,326		643,387	
Total unrestricted funds			**975,231**		928,928
Total charity funds			**982,690**		928,928

Approved by the trustees on 4 December 2025 and signed on their behalf by

Stephanie Kogels
Treasurer

The Makaton Charity
Registered Charity number: 1119819
Registered Company number: 06280108

Statement of Cash Flows

For the year ended 30 June 2025

	Note	2025 £	2025 £	2024 £	2024 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	17		**120,327**		120,025
Cash flows from investing activities:					
Interest from investments		**16,000**		**22,575**	
Purchase of fixed assets (tangible and intangible)		**(207,388)**		**(155,062)**	
Net cash provided by / (used in) investing activities			**(191,388)**		(132,487)
Change in cash and cash equivalents in the year			**(71,061)**		(12,462)
Cash and cash equivalents at the beginning of the year			**865,565**		878,027
Cash and cash equivalents at the end of the year			**794,504**		865,565

Financial Notes

Notes to the financial statements for the year ended 30 June 2025

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is Westmead House, Farnborough, Hampshire GU14 7LP.

b) Basis of preparation

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

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees have carefully examined the Charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a notable growth phase for the Charity, leading to a substantial increase in reserves. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the charity's operations.

Currently, the Charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

e) Income

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

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

Financial Notes

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

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support costs. Expenditure also includes attributable VAT which cannot be recovered.
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Goverance costs are re-allocated based on charitable activities income.

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
  10% on cost p.a. from the month following publication
- **General publications**
  10% on cost p.a. from the month following publication
- **Database resources**
  20% on cost p.a. from the month following publication
- **Training courses**
  20% on costs p.a. from the month following completion of the course

The amortisation for that asset is charged to the general fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- **Computers and related equipment**
  33% of cost
- **Website and online dictionary**
  20% of cost
- **Office furnishings**
  20% of cost

n) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation

Financial Notes

can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only 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.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
Donations:						
Gift Aid & Other Income	3,607	-	**3,607**	4,165	-	4,165
Grants:						
Gatehill Trust	-	7,459	**7,459**	-	-	-
	3,607	7,459	**11,066**	4,165	-	4,165

3a. Analysis of expenditure (current year)

	Charitable activities											
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	**2025 Total**	2024 Total
Staff costs (Note 5)	6,709	264,613	46,414	115,126	5,960	85,671	11,006	27,928	73,846	409,638	**1,046,911**	1,031,105
Other direct costs	2,238	115,517	17,331	59,012	2,729	37,099	3,061	9,586	15,216	137,253	**399,042**	402,511
Amortisation/depreciation	396	20,446	13,397	10,445	483	9,630	542	1,697	2,693	24,294	**84,023**	49,027
Audit	-	-	-	-	-	-	-	-	18,600	-	**18,600**	17,223
Irrecoverable VAT	164	8,477	1,272	4,330	200	2,722	225	703	1,117	10,072	**29,282**	26,238
Office costs	1,776	91,663	13,752	46,826	2,165	29,438	2,429	7,607	12,074	108,910	**316,640**	331,733
Professional fees	-	-	-	-	-	-	-	-	9,182	42,108	**51,290**	63,514
Other costs	-	-	-	-	-	-	-	-	-	36,885	**36,885**	34,673
	11,283	500,716	92,166	235,739	11,537	164,560	17,263	47,521	132,728	769,160	**1,982,673**	1,956,024
Support costs	6,980	360,345	54,062	184,083	8,512	115,726	9,549	29,903	-	(769,160)	**-**	-
Governance costs	1,204	62,182	9,329	31,766	1,469	19,970	1,648	5,160	(132,728)	-	**-**	-
Total expenditure 2025	**19,467**	**923,243**	**155,557**	**451,588**	**21,518**	**300,256**	**28,460**	**82,584**	**-**	**-**	**1,982,673**	
Total expenditure 2024	14,882	777,107	143,800	451,171	-	399,971	52,727	116,366	-	-		1,956,024

Financial Notes

3b. Analysis of expenditure (prior year)

	Charitable activities										
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	**2024 Total**
Staff costs (Note 5)	3,645	219,561	36,785	108,959	-	108,783	19,015	37,707	68,579	428,071	**1,031,105**
Other direct costs	1,831	90,856	27,425	55,766	-	48,339	5,494	12,818	14,510	145,472	**402,511**
Amortisation/depreciation	230	11,436	1,950	7,019	-	5,951	691	1,613	1,826	18,311	**49,027**
Audit	-	-	-	-	-	-	-	-	17,223	-	**17,223**
Irrecoverable VAT	123	6,120	1,044	3,756	-	3,185	370	863	978	9,799	**26,238**
Office costs	1,560	77,377	13,196	47,493	-	40,264	4,679	10,917	12,357	123,890	**331,733**
Professional fees	-	-	-	-	-	-	-	-	15,020	48,494	**63,514**
Other costs	-	-	-	-	-	-	-	-	-	34,673	**34,673**
	7,389	405,350	80,400	222,993	-	206,522	30,249	63,918	130,493	808,710	**1,956,024**
Support costs	6,452	320,105	54,591	196,475	-	166,571	19,355	45,161	-	(808,710)	**-**
Governance costs	1,041	51,652	8,809	31,703	-	26,878	3,123	7,287	(130,493)	-	**-**
Total expenditure 2024	**14,882**	**777,107**	**143,800**	**451,171**	**-**	**399,971**	**52,727**	**116,366**	**-**	**-**	**1,956,024**

4. Net expenditure for the year

This is stated after charging:

	2025 £	2024 £
Depreciation and amortisation	84,023	62,025
Loss on disposal of fixed assets	-	-
Operating lease rentals:		
Property	53,575	47,439
Other	-	2,293
Auditor's remuneration (excluding VAT)		
Audit	15,600	14,900

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2025 £	2024 £
Salaries and wages	960,588	934,086
Social security costs	109,036	95,874
Employer's contribution to defined contribution pension schemes	35,729	29,885
	1,105,353	1,059,845
Less: staff costs capitalised	(58,442)	(28,740)
	1,046,911	1,031,105

Financial Notes

The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2025 No.	2024 No.
£60,000 - £69,999	1	3
£70,000 - £79,999	2	1
£80 000 - £89,999	1	-

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £407 960 (2024: £395 497).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2024: £nil). No charity trustee received payment for professional or other services supplied to the charity (2024: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £18 (2024: £469) incurred by 1 (2024: 1) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2025 No.	2024 No.
Training (workshops, Manuals, memberships etc)	10	11
Publications and other resources	3	3
Support	12	12
Governance	1	1
	26	27

7. Related party transactions

Other than those referred to in note 5 there are no related party transactions to disclose for 2025 (2024: none).

8. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	**Total £**
Cost					
At the start of the year	49,153	663,025	132,475	138,683	**983,336**
Additions in year	-	14,261	-	28,193	**42,454**
Disposals in year/write offs	-	-	-	-	**-**
At the end of the year	49,153	677,286	132,475	166,876	**1,025,790**
Amortisation					
At the start of the year	49,153	659,187	132,475	88,729	**929,544**
Charge for the year	-	3,064	-	10,329	**13,393**
Eliminated on disposal/write off	-	-	-	-	**-**
At the end of the year	49,153	662,251	132,475	99,058	**942,937**
Net book value					
At the end of the year	**-**	**15,035**	**-**	**67,818**	**82,853**
At the start of the year	-	3,838	-	49,954	53,792

All of the above assets are used for charitable purposes.

Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	**Total £**
Cost				
At the start of the year	72,845	274,185	72,581	**419,611**
Additions in year	136,909	23,292	4,733	**164,934**
Disposals in year	-	-	(20,911)	**(20,911)**
At the end of the year	209,754	297,477	56,403	**563,634**
Depreciation				
At the start of the year	31,052	113,933	42,877	**187,862**
Charge for the year	6,451	53,695	10,485	**70,631**
Eliminated on disposal	-	-	(20,911)	**(20,911)**
At the end of the year	37,503	167,628	32,451	**237,582**
Net book value				
At the end of the year	**172,251**	**129,849**	**23,952**	**326,052**
At the start of the year	41,793	160,252	29,704	231,749

11. Stocks

	2025 £	2024 £
Finished goods	**60,971**	64,801
	60,971	64,801

12. Debtors

	2025 £	2024 £
Trade debtors	**248,324**	278,775
Other debtors	**34,821**	41,872
Prepayments	**130,306**	121,442
	413,451	442,089

13. Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	**91,927**	166,674
Taxation and social security	**52,554**	26,353
Other creditors	**368**	3,114
Accruals	**92,087**	117,678
Deferred income (note 14)	**458,205**	415,249
	695,141	729,068

14. Deferred income

Deferred income comprises income for services such as training, memberships and licenses which are to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2025 Total £	2024 Total £
Balance at the beginning of the year	203,416	71,595	4,938	**415,249**	347,604
Amount released to income in the year	(203,416)	(71,595)	(4,938)	**(415,249)**	(347,604)
Amount deferred in the year	204,318	213,835	40,052	**458,205**	415,249
Balance at the end of the year	204,318	213,835	40,052	**458,205**	415,249

Financial Notes

15a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unrestricted £	Total funds £
Intangible fixed assets	-	82,853	-	**82,853**
Tangible fixed assets	-	326,052	-	**326,052**
Net current assets	7,459	-	566,326	**573,785**
Net assets at the end of the year	7,459	408,905	566,326	**982,690**

15b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unrestricted £	Total funds £
Intangible fixed assets	-	53,792	-	**53,792**
Tangible fixed assets	-	231,749	-	**231,749**
Net current assets	-	-	643,387	**643,387**
Net assets at the end of the year	-	285,541	643,387	**928,928**

16a. Movements in funds (current year)

	At 1 July 2024 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2025 £
Restricted funds:					
Gatehill Trust	-	7,459	-	-	**7,459**
Total restricted funds:	-	7,459	-	-	**7,459**
Unrestricted funds:					
Designated funds:					
Intangible assets	53,792	-	(13,393)	42,454	**82,853**
Tangible fixed assets	231,749	-	(70,631)	164,934	**326,052**
Total designated funds	285,541	-	(84,024)	207,388	**408,905**
General funds	643,387	2,028,976	(1,898,649)	(207,388)	**566,326**
Total unrestricted funds:	928,928	2,028,976	(1,982,673)	-	**975,231**
Total funds:	928,928	2,036,435	(1,982,673)	-	**982,690**

Financial Notes

16b. Movements in funds (prior year)

	At 1 July 2023 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2024 £
Restricted funds:					
Makaton overseas fund	1,119	-	(1,119)	-	-
Filming Fund	2,769	-	-	(2,769)	-
Total restricted funds:	3,888	-	(1,119)	(2,769)	-
Unrestricted funds:					
Designated funds:					
Intangible assets	57,507	-	(12,990)	9,275	**53,792**
Tangible fixed assets	134,997	-	(49,035)	145,787	**231,749**
Total designated funds	192,504	-	(62,025)	155,062	**285,541**
General funds	623,830	2,064,730	(1,892,880)	(152,293)	**643,387**
Total unrestricted funds:	816,334	2,064,730	(1,954,905)	2,769	**928,928**
Total funds:	820,222	2,064,730	(1,956,024)	-	**928,928**

Gatehill Trust	These funds are for a Bible translation.
Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Kick Start Scheme	The Kickstart Scheme provided funding to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment programme to help.
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.

Financial Notes

17. Reconciliation of net income to net cash flow from operating activities

	2025 £	2024 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	**53,762**	108,706
Investment income	**(16,000)**	(22,575)
Depreciation and amortisation charges	**84,024**	62,025
Decrease / (increase) in stock	**3,830**	(34,902)
Decrease / (increase) in debtors	**28,638**	(166,941)
(Decrease) / increase in creditors	**(33,927)**	173,712
Net cash provided by operating activities	**120,327**	120,025

18. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2025 £	2024 £	**2025 £**	2024 £
Less than one year	**34,005**	34,005	**-**	2,293
One to five years	**102,015**	136,020	**-**	-
	136,020	170,025	**-**	2,293

19. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



Contact Us

Head Office

The Makaton Charity
1st Floor, One Fleet
Ancells Business Park
Fleet, Hampshire GU51 2UN

Telephone: 01276 606760
Email: help@makaton.org
Website: makaton.org

Directors and Trustees

Rob Douglas CBD DL, Chair

Stephanie Kogels, Deputy Chair

Richard Guy

Maire Brady

Melissa Skinner

Carol Riddington

Rebecca Khanna

Paul Moore

Phil Dabrowski

Peter Kinsley (appointed October 2025)

Senior Management Team

Stephen Hall
Chief Executive Officer

Vicki Partridge
Director of Operations

Zanna Finnerty
Director of the Makaton Communication Programme

Roque Da Silva
Director of Finance and Services

Hannah Anderson
Director of Membership and Partnerships

Patrons

Dave Benson-Phillips
Children's Entertainer

Justin Fletcher MBE
Children's TV Presenter

Allan Johnston
Children's TV Producer

Tracy Upton MBE
Singing Hands

Suzanne Miell-Ingram MBE
Singing Hands

Registered Office
66 Lincoln's Inn Fields,
London, WC2A 3LH

Solicitors
Farrer and Co,
66 Lincoln's Inn Fields
London, WC2A 3LH

Auditor
Sayer Vincent LLP,
110 Golden Lane,
London, EC1Y 0TG

Bankers
Lloyds plc, PO Box 1000, BX1 1LT

HSBC plc, 2 Victoria Road,
Farnborough, GU14 7HX

Country of registration
England & Wales

Country of incorporation
United Kingdom

Makaton



The Makaton Charity

1st Floor, One Fleet
Ancells Business Park
Fleet, Hampshire GU51 2UN

Tel: 01276 606760 · **Email:** help@makaton.org

makaton.org

Registered Charity number: 1119819
Registered Company number: 06280108

THE MAKATON CHARITY

England & Wales - Charity number 1119819

Accounts

Makaton



Annual Report 2023/2024

Registered Charity number: 1119819
Registered Company number: 06280108

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 500,000 Makaton Users.

The Makaton Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society.

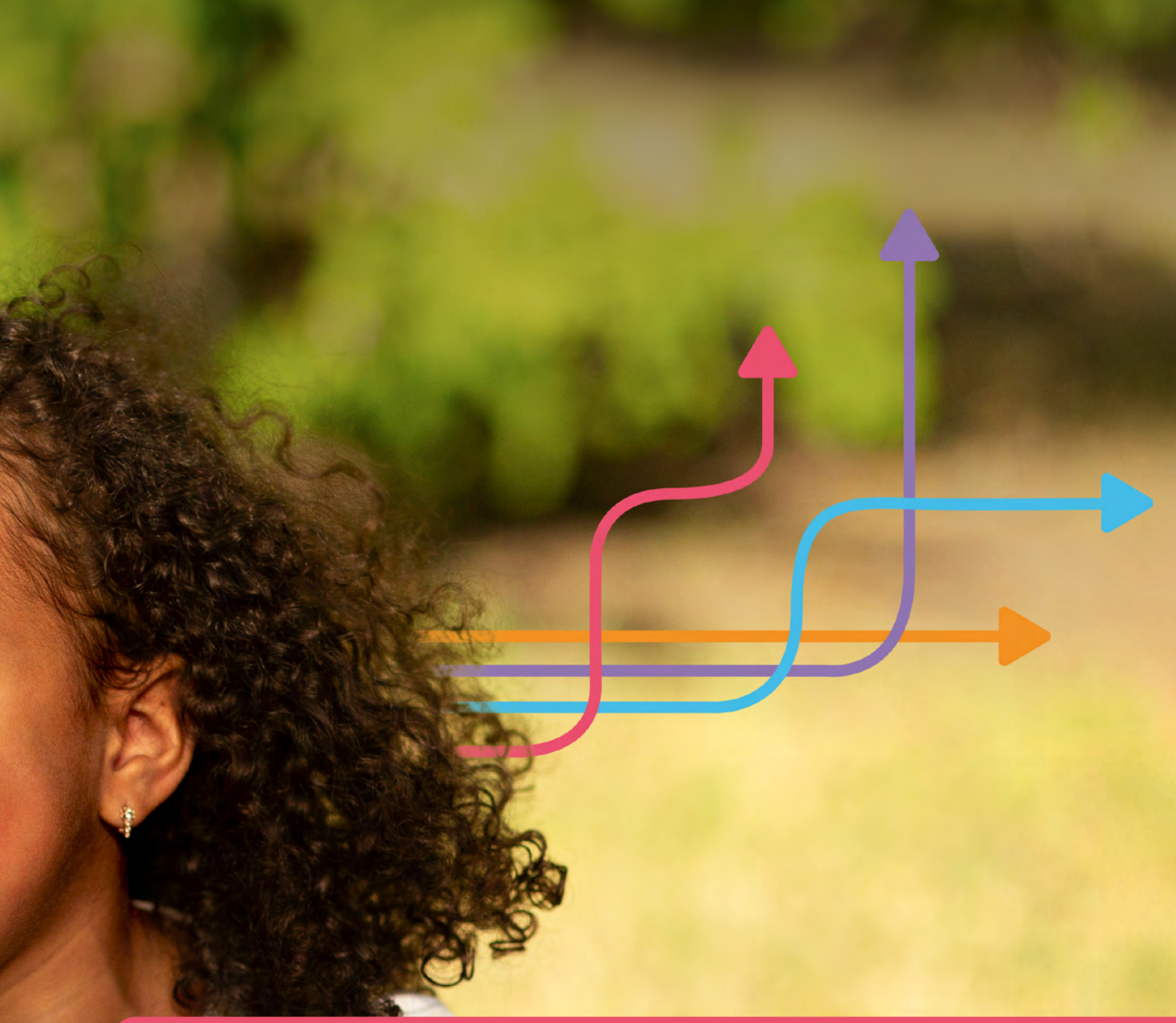


The Makaton Charity's Mission Statement

To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Our Vision

By 2025 to double the number of people we support, building a community of members, accessing innovative and life changing services.



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Chair and CEO's Report

Rob Douglas CBE DL
Chair of Trustees



Stephen Hall
Chief Executive



Reflections on the Past Year

2023/24 has been another exciting year for the Makaton Charity. Our focus has been on growth and strengthening our network, resulting in over 15% growth in our engagement and wider Charity turnover, while maintaining a sustainable level of operating surplus. This growth strategy enhances our reserves and enables us to continue our strategic investment plans, developing a range of new and innovative services and provisions.

Central to driving the Charity's growth and success has been a clear and unified set of goals and values, outlined in our 5-Year Strategic Plan, In autumn 2023, we began the process of reviewing and updating this plan, concluding in April 2024, when the Trustees approved a new Strategic Plan centred around five key themes:

- **Inclusion –** Ensuring no one is left behind
- **Impact –** Understanding how we can best shape and transform lives
- **International –** Expanding the reach of Makaton globally
- **Innovation –** Delivering synergistic and sustainable growth
- **Intelligent Operations –** Working smarter, not harder

At the heart of our strategy is a commitment to better understanding how Makaton helps and supports our users, their families, and the professionals who work with them. We are committed to identifying and removing barriers to maximise the effectiveness of the Makaton Communication System. In spring 2024, in partnership with Trust Impact, we launched our first pilot survey of Makaton users, their families, and the broader professional network. The pilot, which involved over 100 families in the North of England, used surveys incorporating Makaton Symbols, allowing us to capture the voices of both Makaton users and their support networks. The findings of this survey will be reported later this year, with the aim of rolling out a national survey in 2025.

Makaton is an evolving communication system, and while we firmly believe that our levels-based training is the best way to learn and use this tool, we also recognise the need to adopt more flexible approaches in today's fast-moving, multimedia world.

To that end, we have re-evaluated how we describe Makaton and developed a new way to train and support users in community and workplace environments. After extensive consultation, we have decided to replace the word "Language" with "Communication Programme" in how we describe Makaton. We believe this better reflects the role of Makaton in today's world. In spring 2024, we launched a new approach to delivering Makaton in workplace and community settings. This Trainer-based concept focuses on training a limited range of relevant communication tools, enabling employers to integrate Makaton sustainably, supported by our outstanding network of over 1,200 accredited Tutors.

Work is now underway to implement this in a range of NHS, schools, and support services, with plans to extend it to the retail, hospitality, and leisure sectors.

A key part of Makaton's success is the belief that communication is for everyone, not just at home or in school. This ensures Makaton users have their voices heard wherever they are. To promote this, we have launched the Makaton Places Initiative, which aims to recruit over 5,000 user-facing organisations across the country. This initiative will create a network of places where Makaton users and their families can engage with the confidence that they will be recognised, supported, and understood, ensuring those with learning disabilities and communication needs enjoy the same level of service and accessibility as the wider community.

Thank You to All Who Have Supported the Charity

The long-term success of Makaton is owed to its professional and highly effective Tutor network. With over 1,200 licensed and accredited Tutors nationwide, and with the aid of new technology, there is no part of the UK where Makaton users cannot receive support. This year, we have focused even more on growing and supporting this key part of the Makaton team. In autumn 2023, we launched our new Makaton Tutor Roadshow, bringing senior leaders, Trustees, and the wider support team to local venues, ensuring Tutors have a direct line of communication and influence over the Charity's strategy. In spring 2024, we introduced our Tutor Support Team and recruited a new Franchise Manager, providing a single point of contact and a voice for the network within the Charity's leadership.

As the Charity continues to grow, so does the need for resources to manage our expanding activities. This year, we have created several new roles in Customer Service, Membership Support, and Project Management, bringing our team to 26 staff members and over 80 supporting consultants. We also celebrated significant milestones with Alison Barron, Finance Officer, marking 30 years of service with the Charity, and with Andy Phipps, Digital Manager, and Margaret Walton, Asset Management Executive, reaching 25 and 15 years respectively. A huge congratulations to each of them. Sadly, we also said goodbye to several team members this year, and we wish them well in their future careers.

Our Trustees and Patrons are a hardworking, often unsung team, whose dedication allows the Charity to thrive. It is with sadness that we bid farewell to three long-serving Trustees who have completed their six-year terms: Ian Newman (Chair of Finance), Pete Donell, and Julia Spencer (Chair of our Quality and Standards Committee). Their contributions have been instrumental to the Charity's success, and they will be greatly missed. We also welcomed three new Trustees in the year – Richard Guy, Maire Brady, and Melissa Skinner – who bring a wealth of skills and expertise to the Charity. We look forward to working with them in the coming year.

Looking Forward – An Exciting Year Ahead

As always, Makaton continues to innovate, with several exciting and ground breaking initiatives planned for the coming year.

The first on our list is the development of the Makaton App, which will be available on both Android and iOS platforms. This interactive app will give Makaton members access on the go, with robust search capabilities for signs, symbols, and videos, as well as access to the wider Makaton collection and one-touch access to our MakaChat Community and associated webinars. Alongside this, we are working with partners to develop a new gamification offer that builds on the Special iApps legacy, creating new ways to integrate the Makaton Library with Microsoft technologies.

Makaton is, and always has been, a social enterprise at its core. While this approach has made Makaton the most widely used communication tool in the UK, and one that is growing globally, there is still more to do to support those for whom cost is a barrier. We are working with Trustees and consultants to develop and launch a pilot Foundation programme, aimed at using the Charity's reserves to create a long-term bursary model. This will help ensure that no one is left behind.
On behalf of the Trustees and the team, we would like to thank everyone who has supported and helped the Charity in 2023/24. We look forward to another exciting year ahead. Thank you.

About Makaton

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

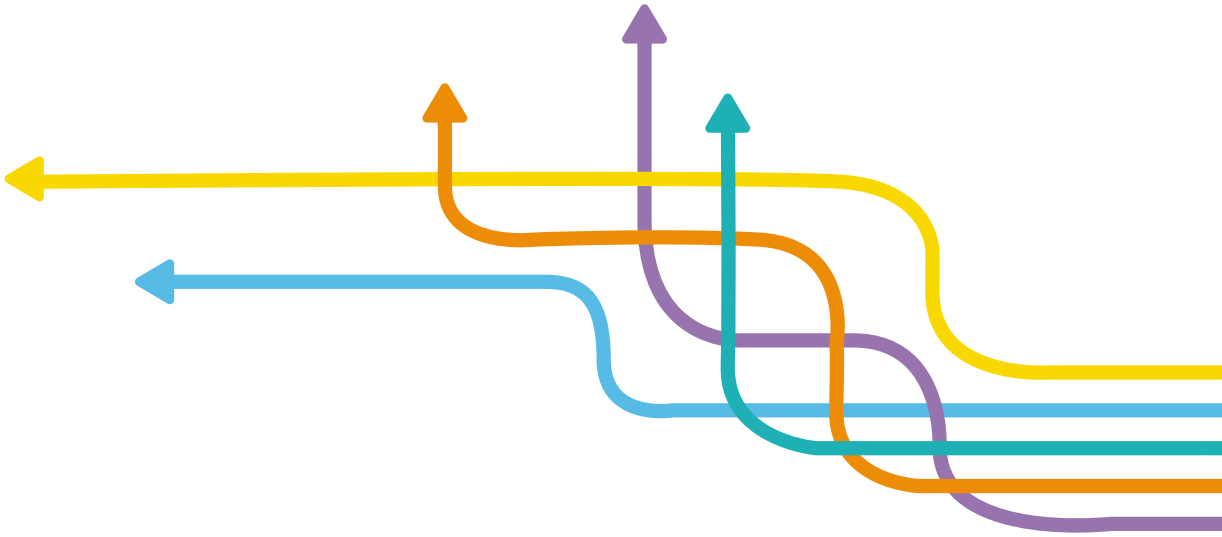
The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support society's needs and encourage the learning of Makaton, to achieve our vision 'by 2025 to double the number of people we support, building a community of members accessing innovative and life changing services'.

Makaton is a communication programme that uses signs, symbols and speech. These elements are what provide the multiple ways for someone to communicate. The use of signs can help people who have no speech or whose speech is unclear and using symbols can help people who have limited speech and those who cannot, or prefer not to sign. Makaton is proven to overcome the frustrations often caused by learning and communication difficulties.

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users. The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need. This sustainable approach ensures the maximum number of people can benefit from using Makaton.

We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people
- providing a membership which offers 24/7 access to signs, symbols and video tutorials.



Impact

Key Achievements:

Launch of Specialised Frontline Courses: We developed six new Frontline courses to improve communication in fast-paced environments and emergency situations. Tailored for each sector, these shorter courses focus on the most relevant vocabulary. Collaborating with industry professionals ensured the courses are practical for busy schedules. Additionally, we trained 15 in-house NHS Frontline Trainers, and over 70 healthcare professionals have been trained in this new product.

Enhanced Makaton Library:

- Over 400 new sign videos have been added to the Library.
- We improved the Library's search functionality by introducing new filters for more accurate and precise searches. This update removes additional grammatical endings, ensuring that the correct signs and symbols are prioritised in search results, significantly improving the user experience. Launch of Makaton Places: We introduced Makaton Places, creating more inclusive social environments for our Users. The Makaton Aware and Makaton Friendly initiatives highlight businesses that use symbols and signs to make their services more accessible, fostering a sense of community and belonging.

Participant Manuals and Workshop Engagement: Through our Tutor Network, we sold over 38,000 participant manuals, representing places on Makaton workshops and reflecting our expanding training impact.

Tutor Roadshows: We hosted three Tutor Roadshows in Birmingham, London, and Manchester, with 150 tutors attending. These events provided opportunities for engagement with the charity, updates on new developments, and valuable peer networking opportunities.

Collaborative Workshops: We facilitated a number of deep-dive workshop for the Senior Management Team and Trustees, focusing on strengthening collaborative efforts and developing a strategic plan and operational roadmap.

Long Service Awards: We celebrated the remarkable contributions of two long-serving team members: Andy Phipps, marking 25 years, and Alison Barron, celebrating 30 years of service.

Christmas Santa Letter Initiative: In the spirit of giving, we sent personalised Christmas letters to over 500 recipients in health and social care settings, including both adults and children. This initiative brought joy and connection to our community during the festive season.

SKY Partnership: We developed and delivered a new eLearning module for SKY engineers and retail staff, supporting them in serving Makaton Users. Additionally, 65 SKY engineers will participate in a specialised frontline workshop to enhance their communication skills with Makaton Users.



Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.





Collaboration

We work collaboratively to build effective solutions

We engage with others to share ideas and approaches

We create strong and successful working relationships

Integrity

We are fair and transparent in all that we do

We are responsible and accountable for our actions

We work with people who share our values

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boundaries

seemingly possible

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Strategy: The 5 I's for Sustainable Growth

In alignment with our vision for growth and enhanced impact, we have developed a new 5 year business plan.

This plan provides a robust and visionary framework and is centred around The Five I's, which will guide our strategic objectives and key results, ensuring that The Makaton charity thrives in an evolving landscape while continuing to serve our community. This year, our focus will centre on;

The 5 I's

1. Innovation: We are committed to driving innovation within our sector by expanding our market presence and introducing new, cutting-edge initiatives.

- Expanding Makaton into new markets and completing the rollout of our new Trainer pathway.
- Applying an flexible project management approach across all teams to foster agility and responsiveness.
- Developing a clear roadmap for our product offerings, enhancing the e-shop, and improving access to the Makaton Library.
- Launching initiatives such as Makaton Places and piloting the 'Makaton on the Move' App.
- Rebrand the Makaton Language Programme to enhance brand visibility and strengthen partnerships.

2. Intelligent Operation: Maximising organisational efficiency and diversifying revenue streams are critical to our long-term success.

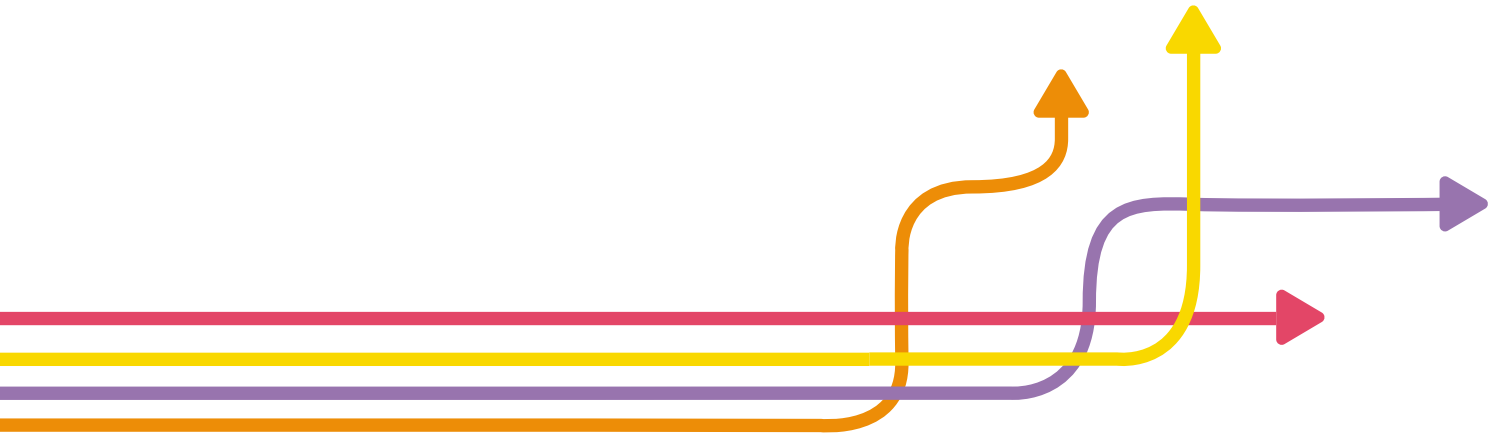
- Launch a middle leader training program to enhance leadership capabilities and position ourselves as a top-tier employer by offering competitive salaries.
- Improve key account management, growing our large project pipeline and bundling products to enhance service support and effectiveness.
- Continue to diversify our revenue streams from historical markets to broader income opportunities while maintaining a balanced cost structure.
- Targeting £1.4m in revenue from existing markets, aiming for £2.4m turnover, 83% gross margin, and 9% surplus.
- Update our 'core vocabulary', improve franchise compliance, and meet 90% of all commitment Key Results and 80% of overall SMT KRs.

3. Impact: Understanding and responding to User needs is fundamental to refining our offerings and increasing our impact.

- Scale the Impact 100 study to a UK-wide level, gathering essential data to enhance our understanding of user needs.
- Develop a new data lake and dashboards for enhanced data visibility and analysis.
- Strengthen the integration of lived experiences and co-production into our processes.
- Enhance stakeholder engagement through pulse surveys and panels, and expand our partnerships with academic researchers to ensure evidence-based decision-making.

4. Inclusion: Inclusion remains a top priority, and we are creating a new operating model to address the needs of all stakeholders, to ensure no one is left behind.

- Establish a Makaton Foundation working to develop a bursary offer for those needing financial support.
- Appointing commercial leadership for the Social Enterprise agenda to drive growth and innovation in this space.
- Elevating the visibility of Equality, Diversity, and Inclusion (EDI) in all aspects



of our work, while securing funding from Corporate Social Responsibility (CSR) partners and grant providers.

5. International: Expanding our international reach is crucial to increasing our impact on a global scale.

- Developing a joint venture partnership framework to expand internationally.
- Implementing an interim international engagement strategy, scoping and defining the roadmap for international expansion.
- Securing third-party funding and grants to de-risk our international expansion and ensure sustainable growth.

Shaping Tomorrow: Makaton's Evolving Vision

As part of our evolving strategy, we are excited to introduce new initiatives, accelerate key projects, and adjust our focus where necessary. Below is a snapshot of the changes for the year ahead.

New Initiatives for the Year

- **Beta App Launch:** We are introducing a new Beta App featuring 'on the go' search functionality, interactive community spaces and webinars, as well as piloting eLearning and gamification to enhance user engagement.
- **'Makaton Places' Program:** This new initiative will certify 5,000 venues as Makaton Aware and Friendly, expanding our presence in community spaces.
- **MakaTots Program:** Designed to support language development in young children, this program will provide early intervention resources for families and caregivers.

Accelerating Key Initiatives

- **Frontline Services Expansion:** We are speeding up our work to improve Makaton's impact in health, emergency services, education, care, retail, and hospitality sectors.
- **Franchise Model Enhancement:** We're focusing on increasing the presence and effectiveness of our Tutors and Trainers, building their marketing and business skills, and forming new partnerships to boost income and sustainability.
- **Data Capabilities:** Our development of enhanced dashboarding tools will accelerate, enabling more tailored services delivery based on User's needs.
- **Key Account Strategy:** We are fast-tracking our Key Account strategy, which will professionalise our sales pipeline and adopt a marketing persona approach to better reach and serve our target audiences.

Areas to Adjust and Prioritise

- **International Focus:** We will adjust our international approach by concentrating on supporting current partners and developing a short-term strategy for managing global Makaton. This will help maintain stability while we explore further expansion.
- **Charity Governance:** To streamline processes, we are transitioning from dedicated reports for Trustees to a unified dashboard approach, enhancing operational efficiency and governance.

What We're Stopping

- **Isolated Working Practices:** We are shifting away from siloed operations. We aim to foster cross-team collaboration and democratise access to data, breaking down barriers across departments.
- **Barriers to Innovative Thinking:** We plan to eliminate obstacles to innovation by increasing training and upskilling efforts. This will cultivate strong leadership and empower all team members to contribute creatively.

Makaton Places

Makaton Places is a key initiative that aims to promote accessibility, independence, and inclusion for Makaton Users across the UK. It serves as the umbrella term for two important programmes: Makaton Aware and Makaton Friendly, which encourage organisations to integrate Makaton into their services.

By enrolling in these initiatives, businesses and public spaces are committing to creating environments where Makaton Users can confidently navigate, communicate, and feel supported.

These programmes help to raise awareness about different ways of communicating and allow Makaton Users to access everyday activities with ease, whether they are in a shop, library, school, or healthcare setting. Makaton Places offers two distinct levels of engagement for organisations:

Makaton Aware

The Makaton Aware programme is designed to offer a simple yet effective way for organisations to create more inclusive environments. For an annual fee of £50, businesses and community spaces can enrol in the programme, receive a physical and digital resource pack, and begin making small but meaningful changes to how they communicate with Makaton Users.

The goal is to have 5,000 organisations enrolled by 2029, creating a vast network of welcoming and accessible spaces across the UK. Within just three months of launching, 100 organisations had already signed up, ranging from butchers and libraries to schools, zoos, medical centres, and local football clubs. This enthusiastic response reflects a growing commitment across different sectors to support Makaton Users.

What Our Community Is Saying:

- Brierley Hill Library in Dudley shared their experience of becoming Makaton Aware:

  "Libraries are important community spaces, and it's essential that everyone feels welcome. While not all our staff are Makaton qualified, we are fully committed to accessibility, inclusion, and meaningful communication. Becoming Makaton Aware has helped us embrace patience, foster inclusivity, and ensure clear signage for our visitors. We are proud to be part of Makaton Places, and we see this as just the beginning of our journey."

- Haworth Art Gallery and Museum shared how the programme has enhanced their services:

  "Accessibility goes beyond mobility. Thanks to funding, we were able to sign up for Makaton Aware, and the resources we received have helped us incorporate Makaton into our school visits. The public response has been overwhelmingly positive, and our staff are excited to be part of this initiative."

These examples demonstrate how Makaton Aware is helping everyday spaces become more inclusive, making Makaton Users feel valued and supported.

Makaton Friendly

For organisations that want to take their commitment further, the Makaton Friendly programme offers a more invested approach to inclusion. This programme requires organisations to undergo more in-depth training and make adjustments to their environment to better meet the needs of Makaton Users.

The goal is to establish a network of 500 key advocates by 2028. These advocates will champion Makaton's mission by creating spaces where Makaton is actively used and supported. Organisations that sign up for Makaton Friendly also need to enrol in a Premium Group Membership, which ensures they have ongoing access to Makaton resources and vocabulary to continue providing high-quality support.

The Makaton Friendly programme will be relaunched in January 2025, offering organisations the opportunity to provide a truly immersive Makaton experience. From the moment a Makaton User enters a Makaton Friendly space, they will know that "Makaton is used here!", enabling them to communicate effectively and confidently.

Creating a More Inclusive Society

By encouraging businesses, healthcare providers, and public spaces to adopt these principles, Makaton Places is making significant strides in raising awareness about communication accessibility. This initiative not only benefits Makaton Users but also helps the broader community understand the importance of inclusivity and meaningful communication in everyday life.





Case Study:
Collar & Cuffs

Impact:

Collar & Cuffs Co, a pioneering organisation founded in 2016, has become one of the first to achieve Makaton Aware status. This multi-award-winning company is widely recognised for its innovative work in creating sensory trails, tours, theatre productions, and educational resources. Their mission is to enhance accessibility, participation, and inclusion in heritage, culture, arts, nature, and horticulture for individuals of all ages with special educational needs and disabilities, including those with severe learning difficulties (SLD) and profound and multiple learning disabilities (PMLD).

Challenge

Collar & Cuffs Co faced the challenge of ensuring that their work was accessible and inclusive to a diverse audience, particularly those with varying communication needs. Many participants in their activities use Makaton, a communication programme that utilises signs and symbols to support communication. The challenge was to integrate Makaton into their offerings in a way that would not only meet the needs of their audience but also encourage a broader understanding and acceptance of signing as a valuable communication tool.

Solution

In response, Collar & Cuffs Co made Makaton an integral part of their work. As explained by Creative Director Julia, who is an autistic parent of autistic twins, Makaton is used in every show, sensory tour, and storytelling session, regardless of whether the audience already communicates using signs. This consistent use of Makaton helps to support visual attention in younger participants and normalises signing as part of everyday communication. It also engages parents and carers of children without special educational needs and disabilities (SEND), sparking interest and leading to meaningful conversations about the importance of signing.

Results

By becoming Makaton Aware, Collar & Cuffs Co has not only enhanced their own inclusivity but has also contributed to the wider community's understanding of communication needs. Their commitment to using Makaton has made their events more accessible to SEND audiences and has provided valuable support to families. The decision to display the Makaton Aware certificate and window sticker proudly further reinforces their dedication to breaking down communication barriers and promoting a more inclusive world. Through their efforts, Collar & Cuffs Co is helping to build a community where everyone's voice can be heard and understood.



Online Reach

Website

Over the past year, our website attracted more than 600,000 users, marking a 9% increase compared to the previous year. A major focus has been improving our site's visibility through Search Engine Optimisation (SEO), with over 50% of our traffic now coming from organic (non-paid) Google searches. This success highlights the effectiveness of our SEO strategy. Additionally, as a charity, we benefit from up to $10,000 per month in Google Ad Grants, allowing us to run targeted advertising. Our Google Remarketing campaigns brought in 50,000 visits this year, driving users to key areas such as Training, Shop, and Membership.

Search Engine Optimisation

Our dedication to SEO has positioned us as leaders in the field, with our website consistently ranking at the top of Google for key Makaton-related search terms. Through ongoing optimisation and close collaboration with expert SEO consultants, we ensure our website stays aligned with search engine algorithms. This work is reflected in the fact that over half of our website traffic comes from organic Google searches. We use Google Analytics to monitor performance and make data-driven improvements, keeping our SEO strategies relevant and effective.

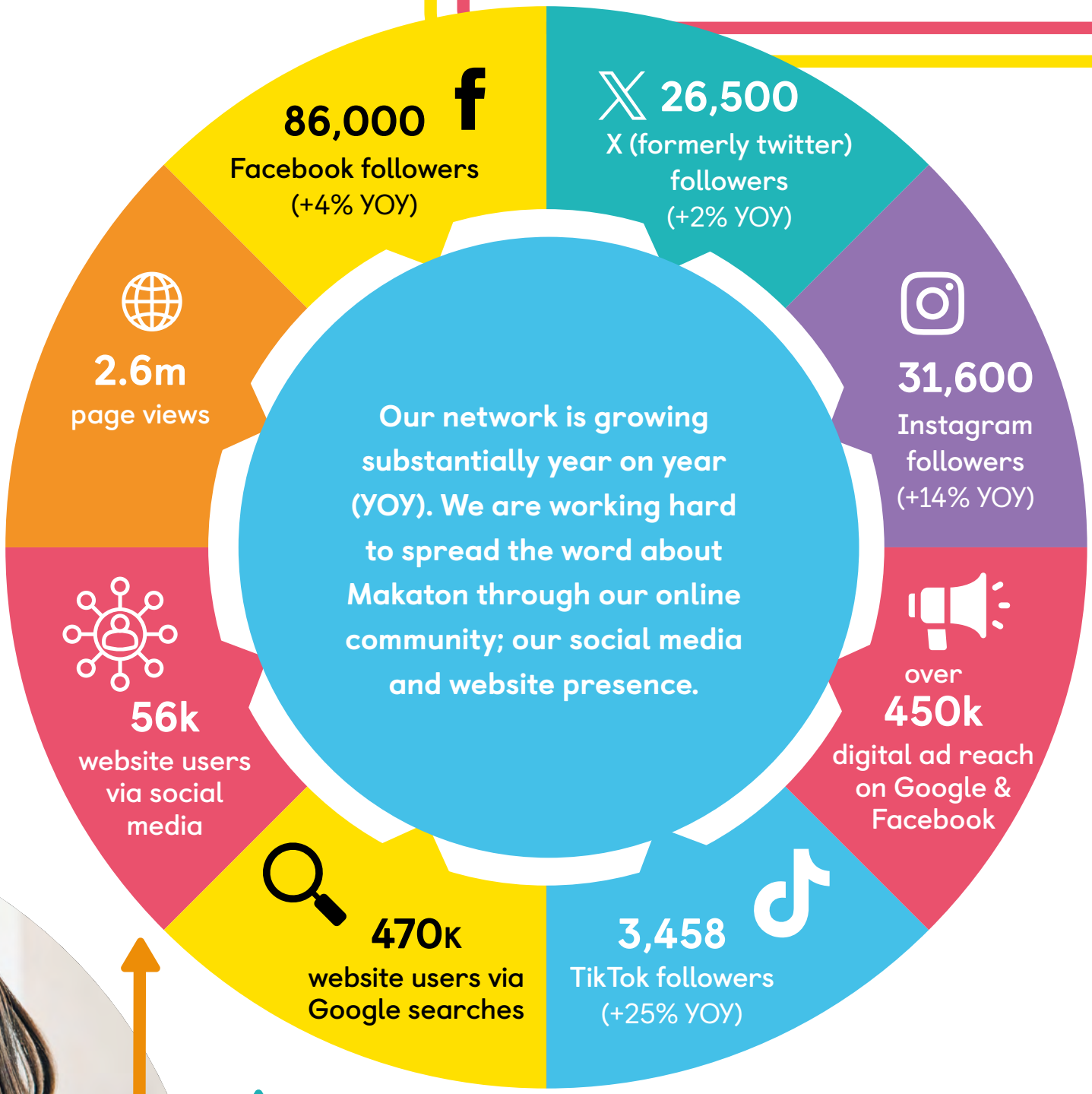
Social Media Growth

Our social media presence has seen steady growth across all platforms this year:

- **Facebook:** Followers grew by 4% to reach over 86,000.
- **Instagram:** A 14% increase brought our audience to more than 31,600.
- **Twitter:** Followers increased by 2%, now totalling 26,500.
- **TikTok:** A significant 25% rise expanded our audience to 3,458.

This growth is the result of a consistent and engaging posting strategy, alongside popular campaigns such as Sign of the Week, Makaton Insights, and Countdown to Christmas. Collaborations and community engagement have also played a crucial role in expanding our reach and impact across these platforms.




86,000
Facebook followers
(+4% YOY)
26,500
X (formerly twitter)
followers
(+2% YOY)
31,600
Instagram
followers
(+14% YOY)
over
450k
digital ad reach
on Google &
Facebook
3,458
TikTok followers
(+25% YOY)
470K
website users via
Google searches
56k
website users
via social
media
2.6m
page views
Our network is growing substantially year on year (YOY). We are working hard to spread the word about Makaton through our online community; our social media and website presence.

Free Resources

This year, we developed over 100 new free resources tailored to key awareness days and events. These resources offer users valuable tools to integrate Makaton into their daily lives, fostering increased engagement with Makaton in a variety of contexts.

Top Downloaded Free Resources:

1. **Greetings –** 5,831 views
2. **My Name Is –** 5,487 views
3. **All About Me –** 5,028 views

Makaton Insights:

The Makaton Insights campaign continues to deliver daily, themed Makaton content accessible to all. This initiative has led to a notable rise in engagement, with more website visits, Makaton Library downloads, and free account sign-ups. This year, we also introduced Makaton User contributions, showcasing how versatile Makaton can be across different settings and communities.

Sign of the Week:

The Sign of the Week initiative remains a key part of our community's learning journey. Each week, a new sign and symbol is introduced, accompanied by video tutorials and educational resources. This initiative has enriched the Makaton vocabulary and made learning more interactive and fun. Over the past year, Sign of the Week videos gained over 300,000 views, with downloads consistently ranking among the most popular content in the Makaton Library.

Makaton Magazine:

The Makaton Magazine continues to be a source of inspiration and information, now reaching over 17,350 subscribers. Each issue is themed around various aspects of the charity's work, featuring articles, news, and success stories from the Makaton community. Each edition also offers exclusive free Makaton games and activities, enhancing the reader's learning experience and deepening their engagement with Makaton.

Member Events:

This year, our exclusive member events continued to serve as invaluable opportunities for learning, networking, and sharing experiences. These events brought together a diverse community of Makaton users, experts, and learners, fostering collaboration and support.

We were proud to host three free events, each focusing on different aspects of the Makaton journey:

1. **Starting the Makaton Journey in Adulthood:** A Lived Experience
2. **Diary of a Makaton User Part 2**
3. **Empowering Communication:** Makaton in Medical Appointments

These events were a resounding success, attracting over 1,000 attendees and offering participants the chance to deepen their understanding of Makaton and its life-changing potential.





Case Study:
Taylor's Resource

Impact:

We are thrilled to announce a significant new addition to the Makaton Library, made possible by the initiative of Taylor, a dedicated Makaton User. Taylor's innovative idea has led to the creation of Wheelchair Access Posters featuring Makaton symbols, providing an essential resource that is now accessible to all.

Challenge

Taylor recognised a gap in the available resources for wheelchair users within the Makaton community. Despite regularly using a wheelchair, Taylor noticed a lack of visual aids that address the specific needs of wheelchair users, particularly concerning parking spaces and the space required for safe access. This challenge was personal for Taylor, who often struggled with inadequate parking spaces due to a lack of clear signage.

Solution

Determined to address this issue, Taylor proposed the creation of Wheelchair Access Posters to the Makaton charity's Resource Team. With their support, Taylor's idea was brought to life. The posters were designed to raise awareness within the Makaton community about the importance of leaving sufficient space for wheelchair access. The posters serve as a reminder for people to consider the needs of wheelchair users, ensuring that appropriate space is left in parking areas and other relevant locations.

Results

Thanks to Taylor's initiative, these valuable resources are now available in the Makaton Library, providing crucial support for wheelchair users and promoting greater awareness within the community. The posters come in four versions, catering to both electric and manual wheelchair users, with clear instructions on the space required for safe access. Taylor's contribution has not only filled a significant gap in the Makaton resources but has also made a positive impact on the daily lives of wheelchair users.

We extend our heartfelt thanks to Taylor for collaborating with us to create this fantastic resource. You can find the four versions of Taylor's Wheelchair Access posters in the Makaton Library by searching for "Wheelchair Access." Let's all remember the importance of leaving adequate space for wheelchair access to ensure inclusivity for everyone.


Singing

Media Engagement

Behind the Scenes – Something Special, Series 14

This summer, we were thrilled to be part of the 14th series of Something Special for CBeebies, marking an exciting milestone for the show. Although we can't reveal too much yet, we're confident this will be the most engaging season, packed with fresh surprises.

Our role in the production extends beyond supporting the presenter; we are crucial to ensuring the authenticity and accuracy of Makaton throughout the series. Before filming, we receive the scripts and carefully select the Makaton signs that best convey the meaning and emotions of each scene. This requires thoughtful interpretation to ensure that the Makaton flows naturally with the dialogue.

We also conduct light training with the crew and presenter, laying the foundation for smooth communication on set. During filming, we provide on-set support, working closely with the presenter, Justin Fletcher, as he moves through the scripts. It's an intense but rewarding process to ensure every sign is aligned with the spoken words, bringing Makaton to life for children, families, and viewers.

Child-Centred Filming

At the heart of Something Special is the interaction between Justin Fletcher and the children. Each episode features clues from Mr. Tumble, chosen based on the child's personal interests, ensuring they are engaged and comfortable. The production schedule is flexible, with setups tailored to each child's needs to ensure they have the best possible experience.

Filming for Series 14 spanned nine weeks, taking place in various locations such as schools, cafés, gardens, and even a pig farm! Each location brought new opportunities to showcase Makaton in real-world situations, making the series relatable and engaging for viewers.

Once filming wrapped, we reviewed the footage before the final edit to ensure that Makaton was portrayed accurately and meaningfully on screen. This attention to detail helps maintain the high standard of the show and reinforces the importance of Makaton's use.

Makaton in Communities

One of the most rewarding aspects of working on Something Special is seeing Makaton in action within real communities.



During filming, we visit schools and organisations where Makaton is either in use or could be introduced. This behind-the-scenes insight allows us to understand how Makaton benefits individuals and where further support might be needed. It's a valuable aspect of our partnership with the show, enabling us to continually learn and make a difference in communities.

This year, we welcomed a new consultant, Ami Davies, who shared her thoughts on the experience:

In 2022, I shadowed Tracy Clark on Series 13 of Something Special to prepare for the role of Makaton Consultant, and I was thrilled to be invited back for the upcoming series. Although it had been two years, shadowing Tracy and Zanna helped me quickly get up to speed. The experience was both amazing and overwhelming, with plenty to learn, from technical terms to teaching signs. Over time, my confidence grew, thanks to their support. The actors were incredible, and it was moving to witness the programme's impact on children and families. Overall, it was a rewarding experience, and I'd do it again in a heartbeat.



Our Community: Growing Together

The Makaton Charity is experiencing continuous growth, fostering a diverse and inclusive community. Individuals and organizations are increasingly joining our mission to enhance communication for everyone, particularly those with communication challenges. Our growing membership reflects the expanding reach and impact of Makaton, with users actively engaging with our resources, events, and digital platforms.

- We have 3,530 paid individual members, benefiting around 7,000 users who access Makaton membership services.
- There are 90 large group memberships, enabling businesses and organizations to offer Makaton resources to their teams.
- An impressive 150,000 free members demonstrate the widespread interest in Makaton's resources.
- In the past year, 9,000 people have trialed free membership, exploring how Makaton can enhance communication in their lives.

MakaChat: A Vibrant Online Community

Our online platform, MakaChat, has become a central space for Makaton users, Tutors, and Trainers to connect, share experiences, and support one another. Through engaging conversations and community-driven discussions, it fosters a sense of belonging and learning.

- Over 2,000 conversations have been started on MakaChat, covering a variety of topics.
- Around 10% of members actively contribute to these discussions, providing valuable insights and advice.

•The MakaChat community consists of 6,424 members and 1,333 Tutors, creating a dynamic environment for interaction and growth.

24/7 Access with Premium Membership

Our Premium Membership offers an enhanced Makaton experience, with 24/7 access to over 40,000 symbols and signs in the Makaton Vocabulary. It also includes video tutorials and downloadable content for offline use, making Makaton accessible anytime, anywhere. This is especially beneficial in settings like schools, homes, and healthcare environments, empowering members to use Makaton confidently in their daily lives.

Premium members also benefit from a strong online community, making it an ideal choice for those seeking to deepen their understanding and practice of Makaton.

Member Events: Learning, Sharing, and Growing

We regularly host member events, where professionals, parents, and Makaton users come together to learn and share their experiences. These events demonstrate how Makaton can be integrated into daily life, whether for personal or professional purposes. Most events are led by dedicated Makaton Tutor Ambassadors, who volunteer their time to share their expertise.

One recent event featured a User Case Panel, where Makaton users and their families shared how Makaton has transformed their lives. Such panels offer valuable insights and foster a sense of community, inspiring others to embrace Makaton with confidence.

Recent topics discussed at our events include using Makaton for medical consent and helping vulnerable individuals advocate for themselves through communication.



What Our Members Are Saying:

"As a teacher and Makaton beginner, I feel inspired by the stories I heard yesterday. Thank you for such a wonderful event."

"Hearing directly from Makaton Users was incredibly moving. It's a powerful reminder to never give up on communication."

MakaChat Live: Use it don't lose it

To further support our community, we introduced MakaChat Live, a real-time version of our online platform. These live sessions, hosted by Makaton Ambassadors, allow members to practice signs and symbols, ask questions, and participate in interactive activities like sentence practice, games, and sing-and-sign sessions.

MakaChat Live has received positive feedback from members, who appreciate the chance to refresh their skills in a supportive environment. It has become a regular feature in our Member Event Calendar, ensuring ongoing opportunities for practice and learning.

Member Feedback:

"I loved tonight's session—keeping the signing fresh is so important! More evening sessions would be great." — Makaton Tutor

"All the MakaChat sessions are interesting, and I really appreciate the support from the Ambassadors during the songs!" — Premium Member

Continual Improvements

Makaton Library and Makaton Places

We are committed to enhancing our resources to better serve our community. This year, we revamped the Makaton Library, making it easier to navigate and introducing topic-based searches for more relevant content. Additionally, we've added over 500 new videos to support members in both educational and everyday settings.

These updates reflect our ongoing dedication to improving the experience for all Makaton users, helping them continue to grow in their communication journey.



Case Study: Syeda's Story

Impact

The birth of our beautiful daughter, Syeda, in 2016 brought immense joy to our lives. However, as she grew, we noticed she was missing key developmental milestones. After numerous visits to doctors, no serious cause was identified. Our world changed dramatically when, at 11 months old, Syeda suffered a fit while battling a cold and flu. This event led to a regression in her progress, and she was diagnosed with Global Developmental Delay and Febrile Seizures. Later, a Neurological Paediatrician confirmed she had Spastic Cerebral Palsy, Epilepsy, and Global Developmental Delay.

Challenge

One of the most significant challenges we faced as a family was Syeda's speech development. We were told she might never speak, and we needed to prepare for that possibility. Despite moving back to the UK and arranging numerous private appointments with various hospitals, her ability to communicate remained a major concern. The frustration of not being able to understand or meet Syeda's needs was overwhelming, both for her and for us as her parents.

Solution

The turning point came when Syeda was 3 1/2 years old, and we were introduced to Makaton by Mel, our Early Year Support Worker from Sandwell Council. Initially, I was hesitant, worried that using Makaton might hinder her speech development. However, after some encouragement from my husband, we decided to fully commit to this journey. We both enrolled in Level 1 and Level 2 Makaton courses and began using Makaton at home as much as possible. Through repetition and perseverance, Syeda started to say words and communicate her needs. The progress was remarkable, and Makaton quickly became an integral part of our daily lives.

Results

The impact of Makaton on Syeda's life has been profound. She can now communicate her basic needs, which has significantly improved her quality of life. We continued our Makaton journey, completing Level 3 and Level 4 courses, and noticed a reduction in challenging behaviours as Syeda's ability to express herself improved. Her confidence grew, as did her ability to socialise and engage with others. However, we soon realised that for Syeda to thrive in social situations outside the home, those around her needed to be Makaton aware. This motivated me to become a Makaton Tutor, enabling me to teach others and create a more inclusive environment for Syeda.

Makaton has had an unparalleled impact on our family, allowing us to communicate effectively and ensuring that Syeda is included in every aspect of our lives. I am eternally grateful to Mel for introducing us to Makaton and to my husband for encouraging us to persevere on this life-changing journey.



Tutors and Training

96

new Tutors have successfully qualified and been licensed over the past year, significantly strengthening our network and extending Makaton's reach across communities.

1,092
Tutors

166
Trainers

This growing network reflects the dedication of professionals committed to improving communication access for people with learning and communication challenges.

Tutor Development

We have made significant progress in expanding our Tutor network and developing Ambassadors and Senior Tutors who lead the way in Makaton training:

Ambassador Update: **15** new ambassadors are currently undergoing the training process, bringing the total number of Ambassador Tutors to 36.

Senior Tutors: **6** Senior Tutors provide additional support and guidance across the network.

Know and Grow Tutors: **37** Tutors are now fully trained to deliver the Know and Grow programme, extending Makaton into faith-based settings.

Frontline Tutors: **96** Tutors have been trained in our new frontline programme, further advancing communication access in specialised environments.





Know and Grow

In collaboration with the Christian accessibility charity Count Everyone In, we have developed the Know and Grow Makaton programme, bridging Makaton with the Christian faith. This programme equips community groups with everyday Makaton vocabulary and the specific terms associated with Christianity, making communication accessible in church settings. Know and Grow provides invaluable support for faith-based communities seeking to include individuals who use Makaton.

New Training Opportunities

Over the past year, The Makaton Charity launched the innovative Frontline Training programme, designed specifically for professionals in high-demand and specialist environments. This programme equips frontline workers with essential Makaton communication skills, ensuring inclusivity and clear communication across a range of sectors. Below are the key areas where this training has been implemented:

Nursing: By enhancing the communication skills of nursing teams, we empower them to engage more effectively with individuals in challenging healthcare settings. This training ensures patients' needs are understood and addressed with greater clarity and compassion.

Dentistry: Our programme has also been applied to dental teams, helping them communicate more effectively with patients who struggle with communication. This improves the overall patient experience, creating a more supportive and comfortable environment.

Learning Disability Teams: This training focuses on teams who work directly with individuals with learning disabilities, improving their ability to communicate with and support these individuals. This ensures that voices are heard, needs are met, and meaningful connections are made.

Emergency Services: Frontline workers in emergency services are equipped with the skills to use Makaton in high-pressure situations. This training is invaluable in crisis scenarios, where clear communication can be critical for safety and well-being.

General Wellbeing: Teams supporting mental health and well-being are also benefiting from this training. By enhancing their communication skills, they are better able to understand and address the emotional needs of those they support.

These training programmes highlight our commitment to fostering inclusivity in diverse settings. By equipping frontline workers with effective communication tools, we are making great strides in broadening societal support and understanding for people with learning and communication needs.

Workplace Training

2023/24: A Year of Growth and Success

The Workplace Training division at The Makaton Charity, responsible for delivering organisational group training, has experienced remarkable growth over the past year. The training department now has over fifty Makaton Tutors contracted to deliver workshops year-round, ensuring the highest standards of Makaton quality and excellence are upheld. This rapid expansion has necessitated improvements in processes and systems to manage growing enquiries, training delivery, support, and client engagement efficiently.

In 2023/24, we delivered 269 workshops, training 2,563 individuals and generating £263,289 in income from workplace training services. The Level 1 workshop was our most popular, with 1,519 participants, followed by 51 Taster sessions attended by 679 people. Our reach spanned across five key sectors, with social care leading the way with 81 workshops delivered, followed by primary education with 53 workshops, council services with 34 workshops, and both the NHS and higher education sectors completing 19 workshops each.

Frontline Workshop Launch

A highlight of the year was the successful launch of the Frontline Training Workshop. Several NHS trusts commissioned the course, and 70 nurses and healthcare workers participated, equipping them with essential communication skills for high-pressure and challenging situations.



Up-lift in higher-level training

Additionally, we focused on increasing engagement in higher-level Makaton training (Levels 2, 3, and 4). This initiative was a significant success:

- **Level 2:** 218 participants, a 13% increase from the previous year.
- **Level 3:** 40 participants, a 79% increase.
- **Level 4:** 37 participants, a 71% increase.

To support and encourage participation across all training levels, we produced four promotional videos that explain the content and benefits of each level of Makaton workshops. These videos aim to provide clear, engaging information, driving increased participation and awareness of the Makaton training journey. These videos will be available via a QR code at the back of the accompanying workshop manual.

Building on Success: What's Next for 2024/25

Looking ahead to 2024/25, our focus is on scaling our operations and refining our processes to achieve a 15% increase in training delivery. Key to this will be the full implementation of a Customer Relationship Management system. This system will provide better visibility of our enquiry pipeline, improve conversion tracking, and help us deliver a more seamless customer experience.

Automation to promote consistency

We also plan to enhance our customer service by mapping the entire user journey and automating both the enquiry and aftercare processes. This will standardise interactions, ensuring customers receive consistent, high-quality service throughout their engagement with Makaton.

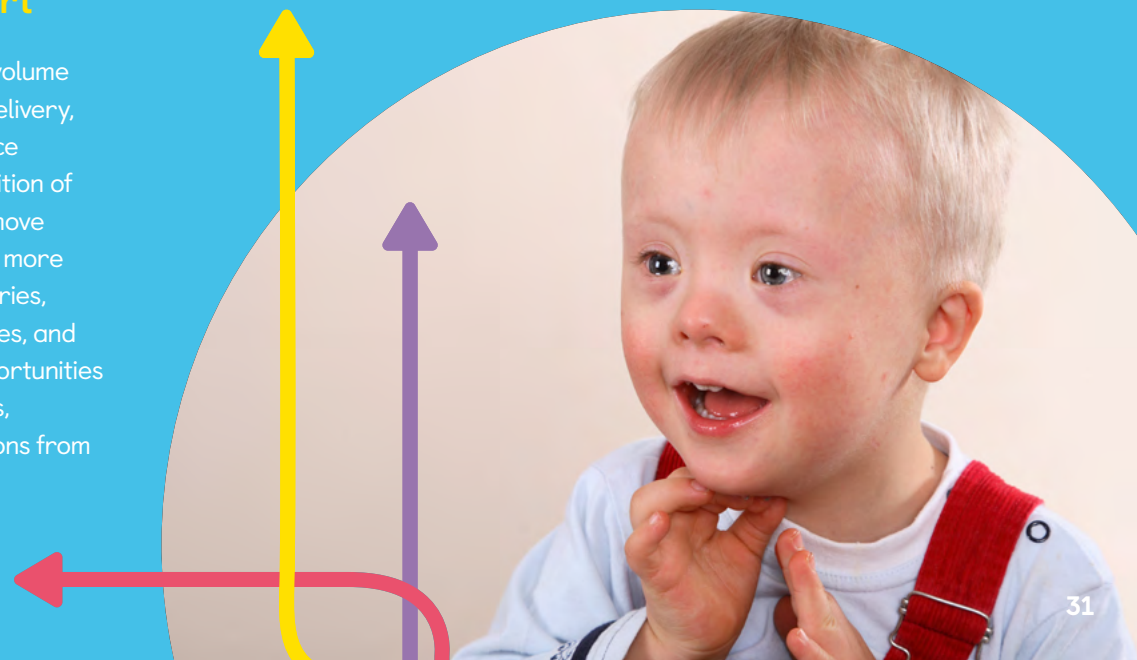
Adding value to Makaton Training

Building on the successes of 2023/24, we aim to increase Level 2 participation by a further 10% and prioritise repeat business alongside new customer acquisition. To further enhance our value proposition, we will introduce bundle packages that integrate training with membership options, Makaton Aware and Friendly recognition, and shop products. This approach will offer comprehensive wrap-around services, delivering both excellent value and a pathway to greater social recognition of Makaton training.

Our strategy for the year ahead underscores our commitment to providing enhanced customer service, fostering greater engagement, and further supporting the wider community. By refining our operations and expanding our offerings, we aim to deliver a more comprehensive, impactful experience for our customers and Makaton Users alike.

New admin support

To manage the increased volume of enquiries and training delivery, we expanded the Workplace Training team with the addition of a new administrator. This move has enabled us to respond more efficiently to customer queries, improve follow-up processes, and increase cross-selling opportunities with membership packages, resulting in more conversions from enquiries to bookings.



Senior Tutors and Ambassadors

Senior Tutors are highly experienced Makaton Tutors who play a crucial role in maintaining the high quality of The Makaton Communication Programme. These dedicated individuals undergo up to two years of additional training, assessment, and skill development in signing, symbol use, and translation. They also work on specialised projects to further enhance their expertise and achieve this prestigious title.

Our Senior Tutors



Mike Harris



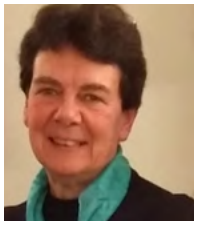
Tracy Clark



Julie Hawkins



Shelina Mitha



Sarah Norman



Zanna Finnerty

Their commitment ensures the consistent delivery of high-quality Makaton training across the community.

Ambassadors are Makaton Tutors with specialised skillsets and a proven dedication to the Makaton community. They play a key role in promoting Makaton awareness, advocacy, and the development of new vocabulary. Ambassadors actively support Senior Tutors by helping to train Trainee Tutors, facilitating network Revision Sessions, and providing expert advice within the online MakaChat community.

Our Ambassadors

Helen Hayhoe
Nic Pike
Amanda Glennon
Kerry Halkett
Richard Fish
Becky George
Jemma Sagar
Prit Chouhan
Helene Elia
Holly Cannon Taylor
Catriona Chisholm
Linda Bates
Julie Tarn
Tracey Fillan
Mike Carlin
Saskia Dady
Gareth Smith
Debby Auvache
Robb Cummings
Pixie Norris-Royle
Helen Whaling
Clare Standing
Ellie Whittaker
Karen Baxter
Nikki Harrison
Sarah Arthur
Jess McQueen
Sam Stephen
Samantha Harper
Nicola Hall
Aileen Bannatyne
Alex Jordan
Leanne Hipkiss-Walker
Hannah Anderson



Together, Senior Tutors and Ambassadors contribute 200 volunteer hours annually, demonstrating their dedication to the growth and success of Makaton. The Makaton Charity would like to extend its heartfelt thanks to these individuals for their unwavering commitment and the invaluable support they provide to the Makaton community.

Trustees' Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 30th June 2024. Reference and administrative information set out on pages [33-38] form part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Surplus for the year of £109,825 (2023: Surplus of £248,297). Of that Surplus there was no change in the level of restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources from unrestricted funds increased by 8% this year, totalling £2,064,730 (2023: £1,914,410). The income was derived from the delivery of charitable activities and particularly in the delivery of fees for courses, together with membership subscriptions and income from the sale of workshop manuals. The increase in revenue was due to a range of new initiatives coming on stream, including a significant increase in income from organisational training, together with further income from a growth in our membership scheme and a general increase in general network activity. While the Charity's income and trading environment continue to be impacted by the ongoing economic conditions, the strategy of broadening the base of the Charity's income has successfully mitigated these barriers and enabled the Charity to achieve a significant and, we believe, sustainable level of growth.

Expenditure

Total expenditure during the year increased to £1,956 024 (2023: £1,668 283) or 17 %, which aligns with the growth in the Charity's operation. The significant change in expenditure has been due to the deployment of new digital provision, together with further expansion of our middle leader, membership and Tutor and workplace training offer. The Charity continues to develop its digital and resource base, to enable users to remotely access the full catalogue of 40,000 assets. The broadening of the Charity's income streams does mean that there is a continuing change in the allocation of our charitable cost when compared to previous years' allocation.

Reserves

Each year the Trustees review the purpose of any reserves the Charity holds and determines the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £320,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end

of the year the balance on the Unrestricted Funds was £928,928 (2023: £816,334), some £608k above the minimum requirement. During the year, the Trustees reviewed and agreed on a strategic plan and operational objectives for the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity had no restricted reserves (2023: £3,888).

Fundraising Activities

During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice. The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations..



Risk Management

The Trustees hold the responsibility for overseeing the management of risks within the Charity. This duty has been delegated to the CEO, who actively manages this process. A risk matrix approach is utilised to address risks, where each risk is assessed and graded based on its likelihood and potential impact on the Charity. Each identified risk is attributed to a designated senior manager, and regular reports and updates are provided to the Trustees. The Trustees are confident that the primary risks have been identified, and appropriate measures have been put in place to address them. The following are the key risks that the Trustees have identified for the Charity:

1. Enhancing the Charity's Sustainable Growth

The fiscal year 2023/24 saw continued expansion in the Charity's activities, with growth of around 10% year on year. This development was supported by increases across most operational sectors, with new markets emerging at a faster rate than established ones.

The Charity operates as a social enterprise and has experienced growth across various income-generating activities. While these support the Charity's mission, some new income streams are not fully aligned with its existing operating structure. To address these growth-related risks, the Charity is investing in additional operational capacity and exploring alternative structures to support its long-term growth and broader operations.

2. Sustaining Momentum in a Complex Operating Landscape

The Charity operates in a multi-sector environment, supporting an expanding community of over 500,000 Makaton Users, their families, and professionals through our Tutor Network. As we grow operationally, maintaining a clear, cross-team, goal-based focus is a key challenge. To address this, we have adopted a new five-year strategic plan centred around the pillars of Inclusion, Impact, International, Innovation, and Intelligent Operations. These focus areas are integrated into our tracking and evaluation approach and further developed through a combined bottom-up and top-down planning process.

3. Developing an Efficient Decision-Making and Implementation Model

As we grow, we are generating more ideas and initiatives, bolstered by our commitment to innovation and making a meaningful impact on our users. Allocating resources to deliver these initiatives requires careful consideration across the entire team. Deciding which projects to prioritise, their timing and sequence, and ensuring they meet the needs of Makaton users remains a dynamic challenge. Our mitigation strategy includes piloting new ideas, adopting agile-based project management methodologies, and incorporating decision-making tools that increase cross-team visibility—key to our future success.

4. Scanning the Horizon for Future Opportunities

With the Charity's continued growth, there is a natural tendency for leadership to focus on operational matters. However, setting aside time for horizon scanning—exploring new markets, forming partnerships, and fostering innovation—will be vital for Makaton's future success. We are exploring new capabilities, such as developing apps and tools that enhance mobile access to Makaton, alongside gamification and integration with platforms like Microsoft to boost user engagement.

The emerging technological landscape is exciting, and it is crucial for Makaton to stay at the forefront to avoid being left behind. Technological advancements are shrinking distances and creating unprecedented opportunities for international collaborations. To keep pace with these changes, we

will adopt an flexible approach, focusing on refining our long-term PESTLE analysis and strategic risk matrix. This will provide our Trustees and management team with enhanced visibility, ensuring we are well-prepared to seize opportunities and mitigate operational risks effectively.



Trustees' Report

Structure, Governance and Management

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007, and registered as a Charity on 25 June 2007. At the date of reporting, it has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 11. On June 30, 2024, there were eleven Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities. The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and OKR (Objective and Key Results) setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in sub-committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

The Board through its People & Governance sub-committee annually reviews the Charity's structure and governance model, feeding back recommendations to the main Trustee Board. The Charity has three standing sub-committees made up of Finance & Digital, Quality & Standards and People & Governance, where each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People & Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders, and sexual orientation. The Charity is continuing a review of its Equality, Diversity, and Inclusion strategy, which when complete will support strategy and operational decision making.

Impact of environmental factors

During the year, the Board supported by the Senior Management Team, continued to review, and develop the Charity's business model, both in relation of its significant operational growth and the wider operational

environment. Trustees have supported the team in their progress of both digital and wider business transformation, which has seen the Charity significantly grow its income and engagement levels, continuing to expand the operational income base of the Charity. The current trading conditions continue to be unstable, with individuals and organisations adapting to the unfamiliar environment. Initial results from the first 4 months of trading in 2024/25 are broadly on track and encouraging, with income around 5% up on the previous year.

The Charity's Membership, Tutor Training and Workplace Training continue to perform strongly, with the Trainer packages to support professionals within the NHS, Emergency services and community space continuing to gain traction. The year will also see the launch of a new initiative supporting language acquisition in babies, called MakaTots; together with the deployment of the Charity's new Makaton App supporting enhanced access to Makaton on the move..

Trustees' commitment

All Trustees give their time voluntarily and receive no benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts. The Charity provides induction and training to new Trustees and training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three-quarters of the Trustees consent to such reappointment. At the end of July, four Trustees, Ian Newman, Julia Spenser, and Pete Donnal, opted for retirement, and a further Trustee, Karen Donnelly, stepped back due to personal reasons. The board wishes to extend heartfelt gratitude for their dedicated years of service. Their guidance and support were instrumental as the charity navigated a period of innovation and exciting expansion. We have had the pleasure of welcoming three new Trustees to the Board – Maire Brady, Melissa Skinner, and Richard Guy. They bring with them a diverse array of experience and knowledge.

Going concern

The Trustees have carefully examined the charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a further period of growth for the charity, leading to a further increase in reserves. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the charity's operations.

Currently, the charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

Trustees' Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 5 to the accounts.

The Trustees understand and recognise there duties under section 172 (1) (a)-(f) of the Companies Act 2006, and confirm that individually and collectively, they have acted in good faith, promoted the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term,
- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company to maintain a reputation for high standards of business conduct and the need to act fairly as between members of the company.

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. The Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity's SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the 36 charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. Trustees are responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps to prevent and detect fraud and other irregularities.

In so far as the Trustees

are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- 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 auditor is aware of that information.
- The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees on the 23rd of June 2024 were 11 (guarantees in 2023 were 9). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees Report has been approved by the Trustees on Tuesday 3rd December 2024 and signed on their behalf by the Chair, Rob Douglas CBE DL.

Chair, Rob Douglas CBE DL.



Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2024 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2024 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
- 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 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 Makaton Charity'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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual 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 charitable company and its 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 in relation to which 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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



Auditor's Report

Auditor's 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 an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 are set out below.

Capability of the audit in detecting irregularities

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

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - 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 related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed

whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard
(Senior statutory auditor)

4 February 2025

for and on behalf of Sayer Vincent LLP, Statutory Auditor, 110 Golden Lane, London, EC1Y 0TG

Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2024

	Note	Unrestricted Funds £	Restricted Funds £	2024 Total £	Unrestricted Funds £	Restricted Funds £	2023 Total £
Income from:							
Grants and donations	2	4,165	-	**4,165**	48,613	2,170	50,783
Charitable activities							
Fees for workshops and courses		567,882	-	**567,882**	503,667	-	503,667
Sale of workshop manuals		755,816	-	**755,816**	773,636	-	773,636
Tutor Licences and memberships schemes		389,264	-	**389,264**	296,171	-	296,171
Sales of publications and other resources		148,787	-	**148,787**	141,874	-	141,874
Royalties for the use of Makaton worldwide		57,195	-	**57,195**	68,071	-	68,071
Worldwide promotion of Makaton		8,370	-	**8,370**	1,633	-	1,633
Translation services		89,993	-	**89,993**	58,869	-	58,869
Investments		22,575	-	**22,575**	5,783	-	5,783
Other		20,683	-	**20,683**	16,093	-	16,093
Total Income		2,064,730	-	**2,064,730**	1,914,410	2,170	1,916,580
Expenditure on:							
Raising funds		14,882	-	**14,882**	26,462	-	26,462
Charitable activities							
Provision of workshop and courses		777,107	-	**777,107**	359,078	2,170	361,248
Printing and production of workshop manuals		143,800	-	**143,800**	140,309	-	140,309
Tutor licence and memberships schemes		451,171	-	**451,171**	433,592	-	433,592
Other training projects and services		-	-	**-**	113,814	-	113,814
Publications and other resources		398,852	1,119	**399,971**	439,045	-	439,045
Worldwide promotion of Makaton		52,727	-	**52,727**	40,441	-	40,441
Translation services		116,366	-	**116,366**	113,372	-	113,372
Total expenditure	3	1,954,905	1,119	**1,956,024**	1,666,113	2,170	1,668,283
Net income (expenditure) for the year and net movement in funds	4	109,825	(1,119)	**108,706**	248,297	-	248,297
Transfers between funds		2,769	(2,769)	**-**	-	-	-
Net movement in funds		112,594	(3,888)	**108,706**	248,297	-	248,297
Reconciliation of funds:							
Total funds brought forward		816,334	3,888	**820,222**	568,037	3,888	571,925
Total funds carried forward		928,928	-	**928,928**	816,334	3,888	820,222

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movement in funds are disclosed in note 16 to the financial statements.

Balance Sheet

As at 30 June 2024

Company number: 06280108

	Note	£	2024 £	£	2023 £
Fixed assets:					
Intangible assets	9		**53,792**		57,507
Tangible assets	10		**231,749**		134,997
			285,541		192,504
Current assets:					
Stock	11	**64,801**		29,899	
Debtors	12	**442,089**		275,148	
Cash at bank and in hand		**865,565**		878,027	
		1,372,455		1,183,074	
Liabilities:					
Creditors: amounts falling due within one year	13	**(729,068)**		(555,356)	
Net current assets			**643,387**		627,718
Total net assets			**928,928**		820,222
The funds of the charity:	15				
Restricted funds			**-**		3,888
Unrestricted income funds:					
Designated funds		285,541		192,504	
General funds		643,387		623,830	
Total unrestricted funds			**928,928**		816,334
Total charity funds			**928,928**		820,222

Approved by the trustees on 3rd December 2024 and signed on their behalf by

Stephanie Kogels
Treasurer

Statement of Cash Flows

For the year ended 30 June 2024

	Note	2024 £	2024 £	2023 £	2023 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	17		**120,025**		303,234
Cash flows from investing activities:					
Interest from investments		**22,575**		5,783	
Purchase of fixed assets (tangible and intangible)		**(155,062)**		(69,516)	
Net cash provided by / (used in) investing activities			**(132,487)**		(63,733)
Change in cash and cash equivalents in the year			**(12,462)**		239,501
Cash and cash equivalents at the beginning of the year			**878,027**		638,526
Cash and cash equivalents at the end of the year			**865,565**		878,027

Financial Notes

Notes to the financial statements for the year ended 30 June 2024

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is 1st Floor, One Fleet, Ancells Business Park, Fleet, Hampshire GU51 2UN.

b) Basis of preparation

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

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees have carefully examined the Charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a notable growth phase for the Charity, leading to a substantial increase in reserves. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the Charity's operations.

Currently, the Charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

e) Income

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

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

Financial Notes

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

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support costs. Expenditure also includes attributable VAT which cannot be recovered.
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Governance costs are re-allocated based on charitable activities income.

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
  10% on cost p.a. from the month following publication
- **General publications**
  10% on cost p.a. from the month following publication
- **Database resources**
  20% on cost p.a. from the month following publication
- **Training courses**
  20% on costs p.a. from the month following completion of the course

The amortisation for that asset is charged to the general fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- **Computers and related equipment**
  33% of cost
- **Accounting Software**
  20% of cost
- **Website and online dictionary**
  20% of cost
- **Office furnishings**
  20% of cost

n) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation

Financial Notes

can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only 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.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
Donations:						
Gift Aid & Other Income	4,165	-	4,165	48,613	-	48,613
Grants:						
First time employment	-	-	-	-	2,170	2,170
	-	-	-	-		
	6,165	-	4,165	48,613	2,170	50,783

3a. Analysis of expenditure (current year)

	Charitable activities											
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	**2024 Total**	2023 Total
Staff costs (Note 5)	3,645	219,561	36,785	108,959	-	108,783	19,015	37,707	68,579	428,071	**1,031,105**	846,003
Other direct costs	1,831	90,856	27,425	55,766	-	48,339	5,494	12,818	14,510	145,472	**402,511**	374,702
Amortisation/depreciation	230	11,436	1,950	7,019	-	5,951	691	1,613	1,826	18,311	**49,027**	42,915
Audit	-	-	-	-	-	-	-	-	17,223	-	**17,233**	17,427
Irrecoverable VAT	123	6,120	1,044	3,756	-	3,185	370	863	978	9,799	**26,238**	15,841
Office costs	1,560	77,377	13,196	47,493	-	40,264	4,679	10,917	12,357	123,890	**331,733**	305,745
Professional fees	-	-	-	-	-	-	-	-	15,020	48,494	**63,514**	42,799
Other costs	-	-	-	-	-	-	-	-	-	34,673	**34,673**	22,851
	7,389	405,350	80,400	222,993	-	206,522	30,249	63,918	130,493	808,710	**1,956,024**	1,668,283
Support costs	6,452	320,105	54,591	196,475	-	166,571	19,355	45,161	-	(808,710)	**-**	-
Governance costs	1,041	51,652	8,809	31,703	-	26,878	3,123	7,287	(130,493)	-	**-**	-
Total expenditure 2024	**14,882**	**777,107**	**143,800**	**451,171**	**-**	**399,971**	**52,727**	**116,366**	**-**	**-**	**1,956,024**	
Total expenditure 2023	26,462	361,248	140,309	433,592	113,814	439,045	40,441	113,372	-	-		1,668,283

In 2024, the expenditure which in previous years had been allocated to the 'other training projects and services' charitable activity have been reclassified to the 'provision of workshops and courses' charitable activity in order to closer reflect the nature of this expenditure.

Financial Notes

3b. Analysis of expenditure (prior year)

	Charitable activities										
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	2023 Total
Staff costs (Note 5)	4,693	53,068	29,721	92,829	23,485	86,038	10,756	31,737	69,095	444,579	**846,003**
Other direct costs	2,808	39,756	20,094	43,959	11,653	46,056	3,829	10,531	18,710	177,305	**374,702**
Amortisation/depreciation	328	4,649	1,568	5,141	1,363	5,262	448	1,232	2,188	20,739	**42,915**
Audit	-	-	-	-	-	-	-	-	17,427	-	**17,427**
Irrecoverable VAT	121	1,716	579	1,898	503	1,943	165	455	807	7,655	**15,841**
Office costs	2,340	33,125	11,168	36,627	9,709	37,491	3,191	8,775	15,589	147,731	**305,745**
Professional fees	-	-	-	-	-	3,145	-	-	7,440	32,214	**42,799**
Other costs	-	-	-	-	-	-	-	-	-	22,851	**22,851**
	10,291	132,315	63,129	180,455	46,713	179,936	18,389	52,729	131,255	853,071	**1,668,283**
Support costs	14,015	198,405	66,890	219,382	58,153	224,558	19,111	52,556	-	(853,071)	**-**
Governance costs	2,156	30,527	10,292	33,755	8,948	34,551	2,941	8,086	(131,255)	-	**-**
Total expenditure 2022	**26,462**	**361,248**	**140,309**	**433,592**	**113,814**	**439,045**	**40,441**	**113,372**	**-**	**-**	**1,668,283**

4. Net expenditure for the year

This is stated after charging:

	2024 £	2023 £
Depreciation and amortisation	62,025	50,668
Loss on disposal of fixed assets	-	5,573
Operating lease rentals:		
Property	47,439	45,000
Other	2,293	1,274
Auditor's remuneration (excluding VAT)		
Audit	14,900	14,200

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	934,086	757,673
Social security costs	95,874	81,210
Employer's contribution to defined contribution pension schemes	29,885	25,691
	1,059,845	864,574

2024: £28,740 was capitalised for Staff Costs (Makaton Aware programme)

2023: £18,571 was capitalised (Frontline Know and Grow, Signing for Babies programmes)

Financial Notes

The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2024 No.	2023 No.
£60,000 - £69,999	3	1
£80,000 - £89,999	1	1

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £395 497 (2023: £345 474).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £469 (2023: £219) incurred by 5 (2023: 1) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024 No.	2023 No.
Training (workshops, Manuals, memberships etc)	11	7
Publications and other resources	3	3
Support	12	11
Governance	1	1
	27	22

7. Related party transactions

Other than those referred to in note 5, there are no related party transactions to disclose for 2024 (2023: none).

8. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	Total £
Cost					
At the start of the year	49,153	661,925	132,475	130,508	**974,061**
Additions in year	-	1,100	-	8,175	**9,275**
Disposals in year/write offs	-	-	-	-	**-**
At the end of the year	49,153	663,025	132,475	138,683	**983,336**
Amortisation					
At the start of the year	49,153	658,127	132,475	76,799	**916,554**
Charge for the year	-	1,060	-	11,930	**12,990**
Eliminated on disposal/write off	-	-	-	-	**-**
At the end of the year	49,153	659,187	132,475	88,729	**929,544**
Net book value					
At the end of the year	**-**	**3,838**	**-**	**49,594**	**53,792**
At the start of the year	-	3,798	-	53,709	57,507

All of the above assets are used for charitable purposes.

Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	Total £
Cost				
At the start of the year	32,519	183,124	58,181	**273,824**
Additions in year	40,326	91,061	14,400	**145,787**
Disposals in year	-	-	-	**-**
At the end of the year	72,845	274,185	72,581	**419,611**
Depreciation				
At the start of the year	27,603	77,727	33,497	**138,827**
Charge for the year	3,449	36,206	9,380	**49,035**
Eliminated on disposal	-	-	-	**-**
At the end of the year	31,052	113,933	42,877	**187,862**
Net book value				
At the end of the year	**41,793**	**160,252**	**29,704**	**231,749**
At the start of the year	4,916	105,397	24,684	134,997

11. Stocks

	2024 £	2023 £
Raw materials	**-**	12,426
Finished goods	**64,801**	17,473
	64,801	29,899

12. Debtors

	2024 £	2023 £
Trade debtors	**278,775**	149,491
Other debtors	**41,872**	31,133
Prepayments	**121,442**	94,524
	442,089	275,148

13. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	166,674	60,018
Taxation and social security	26,353	50,800
Other creditors	3,114	161
Accruals	117,678	96,773
Deferred income (note 14)	415,249	347,604
	729,068	555,356

14. Deferred income

Deferred income comprises income for services such as training, memberships and licenses which are to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2024 Total £	2023 Total £
Balance at the beginning of the year	203,416	71,595	4,938	347,604	279,949
Amount released to income in the year	(203,416)	(71,595)	(4,938)	(347,604)	(279,949)
Amount deferred in the year	258,518	129,537	27,194	415,249	347,604
Balance at the end of the year	258,518	129,537	27,194	415,249	347,604

Financial Notes

15a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	53,792	-	**53,792**
Tangible fixed assets	-	231,749	-	**231,749**
Net current assets	-	-	643,387	**643,387**
Net assets at the end of the year	-	285,541	643,387	**928,928**

15b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	57,507	-	**57,507**
Tangible fixed assets	-	134,997	-	**134,997**
Net current assets	3,888	-	623,830	**627,718**
Net assets at the end of the year	3,888	192,504	623,830	**820,222**

16a. Movements in funds (current year)

	At 1 July 2023 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2024 £
Restricted funds:					
Makaton overseas fund	1,119	-	(1,119)	-	-
Filming Fund	2,769	-	-	(2,769)	-
Total restricted funds:	3,888	-	(1,119)	(2,769)	-
Unrestricted funds:					
Designated funds:					
Intangible assets	57,507	-	(12,990)	9,275	**53,792**
Tangible fixed assets	134,997	-	(49,035)	145,787	**231,749**
Total designated funds	192,504	-	(62,025)	155,062	**285,541**
General funds	623,830	2,064,730	(1,892,880)	(152,293)	**643,387**
Total unrestricted funds:	816,334	2,064,730	(1,954,905)	2,769	**928,928**
Total funds:	820,222	2,064,730	(1,956,024)	-	**928,928**

Financial Notes

16b. Movements in funds (prior year)

	At 1 July 2022 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2023 £
Restricted funds:					
Makaton overseas fund	1,119	-	-	-	**1,119**
Filming Fund	2,769	-	-	-	**2,769**
Kickstart Scheme	-	2,170	(2,170)	-	**-**
Total restricted funds:	3,888	2,170	(2,170)	-	**3,888**
Unrestricted funds:					
Designated funds:					
Intangible assets	43,906	-	(7,751)	21,352	**57,507**
Tangible fixed assets	135,323	-	(42,917)	42,591	**134,997**
Total designated funds	179,229	-	(50,668)	63,943	**192,504**
General funds	388,808	1,914,410	(1,615,445)	(63,943)	**623,830**
Total unrestricted funds:	568,037	1,914,410	(1,666,113)	-	**816,334**
Total funds:	571,925	1,916,580	(1,668,283)	-	**820,222**

Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Kick Start Scheme	The Kickstart Scheme provided funding to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment.
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.

Financial Notes

17. Reconciliation of net income to net cash flow from operating activities

	2024 £	2023 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	**108,706**	248,297
Investment income	**(22,575)**	(5,783)
Depreciation and amortisation charges	**62,025**	50,668
Loss on disposal of tangible assets	**-**	5,573
(Increase)/decrease in stock	**(34,902)**	3,114
Increase in debtors	**(166,941)**	(74,426)
Increase in creditors	**173,712**	75,791
Net cash provided by operating activities	**120,025**	303,234

18. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2024 £	2023 £	**2024 £**	2023 £
Less than one year	**34,005**	45,000	**2,293**	1,274
One to five years	**136,020**	-	**-**	1,055
	170,025	45,000	**2,293**	2,329

19. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



Contact Us

Head Office

The Makaton Charity
1st Floor, One Fleet
Ancells Business Park
Fleet, Hampshire GU51 2UN

Telephone: 01276 606760
Email: help@makaton.org
Website: makaton.org

Directors and Trustees

Rob Douglas CBD DL, Chair

Stephanie Kogels, Deputy Chair

Richard Guy

Maire Brady

Melissa Skinner

Carol Riddington

Rebecca Khanna

Paul Moore

Karen Donnelly, , Retired 2024

Ian Newman, Retired 2024

Pete Donell, Retired 2024

Julia Spencer, Retired 2024

Senior Management Team

Stephen Hall
Chief Executive Officer

Vicki Partridge
Director of Operations

Zanna Finnerty
Director of the Makaton Language Programme

Roc Da Silva
Director of Finance and Services

Hannah Anderson
Director of Membership and Partnerships

Patrons

Dave Benson-Phillips
Children's Entertainer

Justin Fletcher MBE
Children's TV Presenter

Allan Johnston
Children's TV Producer

Tracy Upton MBE
Singing Hands

Suzanne Miell-Ingram MBE
Singing Hands

Registered Office
66 Lincoln's Inn Fields,
London, WC2A 3LH

Solicitors
Farrer and Co,
66 Lincoln's Inn Fields
London, WC2A 3LH

Auditor
Sayer Vincent LLP,
110 Golden Lane,
London, EC1Y 0TG

Bankers
Lloyds plc, PO Box 1000, BX1 1LT

Santander, Bootle, L30 4GB

HSBC plc, 2 Victoria Road,
Farnborough, GU14 7HX

Hampshire Trust Bank,
PO Box 74003, London,
EC2P 2QR

Country of registration
England & Wales

Country of incorporation
United Kingdom

Makaton

The Makaton Charity

1st Floor, One Fleet
Ancells Business Park
Fleet, Hampshire GU51 2UN

Tel: 01276 606760 • **Email:** help@makaton.org

makaton.org

Registered Charity number: 1119819 • Registered Company number: 06280108

THE MAKATON CHARITY

England & Wales - Charity number 1119819

Accounts

Makaton



Annual Report 2022/2023

Registered Charity number: 1119819
Registered Company number: 06280108



There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 400,000 people supporting this community by using Makaton.

The Makaton Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society.

The Makaton Charity's Mission Statement

To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Our Vision

By 2025 to double the number of people we support, building a community of members, accessing innovative and life changing services.



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Chair and CEO's Report

Stephen Hall
Chief Executive



Rob Douglas CBE DL
Chair of Trustees



Reflections on the Past Year

It's official, 2022/23 has been Makaton's best year ever. Coming in our golden centenary, we've managed to double the size of the Charity, from the number of people we support (around 100,000 Children and Adults), the income the Charity receives, now around £2m and our social media environment, where the Charity now has over 150,000 followers reaching 6m people through interconnections and have achieved over 1m downloads since the launch of the Makaton Library.

Training Delivery and Expansion

Our growth has been supported by some wonderful new additions to the Makaton toolkit of support resources, we've seen significant growth in our training for organisations, with over 307 training sessions, delivered by over 60 Makaton Tutors nationwide. This supported 2,762 employees from across the Schools, NHS and Care sectors. The year has also seen the Charity work with the NHS, developing a new online learning solution aimed at raising awareness about Makaton to all new nurses joining the NHS, together with working with 3 large NHS Trusts to pilot a new training offer, called Frontline aimed at truly embedding tailored Makaton skills within all levels of the NHS.

Tutor Network

Over the year, we've seen good movement towards our goal of creating a truly inspirational Social Franchise approach, one that builds a professional two-way partnership between the Tutor network and the Charity. The first step in this journey has been working in partnership with BookWhen, a leader in eBooking systems, to develop and deploy a new advertising and booking tool for our network, where individual members of the public can see what courses are on offer and for the first time book and make payment, with funds going directly to the Tutor.

Membership

We've been working on making our services and products better for our members! We've made our membership simpler, and now all memberships include the full package of 40,000 signs, symbols, video tutorials, and support materials. This helps us meet the needs of our community better. We've also grown our Group membership, so now not just families, but also big teams, employers, and communities can get great value access to the Makaton Library and our app, MakaChat. We've held 50% more Member Events and MakaChat Live webinars than last year, where members can ask our Tutors questions and see how Makaton is making a difference for people, young and old, in the UK and abroad.

A Special Thanks to our Team and Supporters

Making this happen is a Team effort, and we would like to say a special thank you to all the hardworking Trustees, Staff Team, our Senior Tutors and Ambassadors and all the Tutor Network, who have pulled together in such a magnificent way this past year. This year has also seen some staffing milestones, with a long service award, for Alison Barron our Finance Controller, reaching 25 years of service,

as well as some departures and new starters, with the Charity's employee base growing to 26. For those who have left, we wish them well in their new careers or retirement, and for those joining, we look forward to working with you to develop Makaton to new heights.

We would like to express our gratitude to our retiring Trustees, Lori Cunningham and Juliet Armstrong. After six remarkable years of supporting the Charity, during which they have steered us towards a new digital and social enterprise approach, both are stepping down. We are also pleased to welcome our three new Trustees, Dr Rebecca Khanna, Paul Moore, and Karen Donnelly, who bring with them a wealth of experience and knowledge.

Lastly, we wish to extend our thanks to all those who have supported and contributed to the Charity. A special mention to Sky PLC for their generous donation of £11k worth of free recording studios, to our partners Makaton Kuwait for their financial support, to our Patrons Singing Hands for their ongoing backing, and to everyone who participated in our MakaHikes. These hikes have seen tremendous engagement and have raised over £30k in donations for the Charity.

Advancing the Journey: Makaton's Vision for the Upcoming Year

Makaton never stands still, we continue to strive to improve and deepen the service we offer. A key principle we hold, is to ensure that no one is left behind on our journey. Over the past 5 years the Makaton Charity has been on its own journey, this year's results, and the strengthening reserves that we hold, mean that we can start a new pathway to reducing barriers that Makaton Users may face.

Over the coming years, the objective is to establish a Makaton Foundation, with an emphasis on harnessing funds. This initiative aims not only to provide financial assistance to those unable to bear the costs associated with the social enterprise approach but also to initiate and support new research into the ways Makaton can enhance and broaden its aid for our community. The journey has commenced with the initiation of two distinct research projects. The first seeks to evaluate how Makaton services are benefiting our existing community, thereby establishing a baseline of our impact for the first time. The second project aims to comprehend the perspectives we might be missing, particularly those from individuals with diverse ethnic backgrounds and those in deprived circumstances. Collectively, these projects will guide and shape the strategy of our foundation.

The strength of Makaton lies in its simplicity; its unique combination of speech, signs, and symbols has been proven to assist those with learning and communication needs. However, at times, the learning process itself can pose challenges, with the vocabulary taught being potentially irrelevant and not as beneficial to participants. Additionally, the duration of workshops can be a limiting factor for professionals engaging in learning Makaton. To address this, Makaton is introducing a new Trainer pathway. This innovative pathway has been developed to assist schools, the NHS, emergency services, and community spaces such as churches. The new provision enables professionals and those within their sector to learn a more concise subset of essential concepts. For the first time, with the support of the Tutor network, there is an opportunity to integrate smaller, relevant and more impactful vocabulary sets at a sector specific/community level. We anticipate this to be a transformative step, embedding crucial Makaton knowledge within both large and small organisations, aligning with our Member services, and integrating with our Makaton Friendly accreditation.

Makaton's success is significantly attributed to its strategy of blending products and services, delivered by our skilled freelance team of Tutors, supported by a robust digital infrastructure. While substantial progress has been made in generating added value for our members, we recognise the necessity for further enhancement.

We are delighted to announce the acquisition of an education-centred app solution called Special iApps which is designed to facilitate language development. This purchase of the intellectual property will act as a catalyst, initiating the Charity's own app development programme. The objective is to cultivate a variety of Makaton membership-linked offerings, including games, concept search, and additional support apps, accessible anytime, anywhere.

This year marked the commencement of our app development journey with the launch of the new MakaChat Community App, available to paid members across all platforms. We anticipate the relaunch of the enhanced educational app provision in 2024.

Makaton is constantly evolving. To discover more about our exciting journey, please visit our website at **makaton.org.**

About Makaton

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support society's needs and encourage the learning of Makaton, to achieve our vision 'by 2025 to double the number of people we support, building a community of members accessing innovative and life changing services'.

Makaton is a communication programme that uses speech, signs and symbols. These elements are what provide the multiple ways for someone to communicate. The use of signs can help people who have no speech or whose speech is unclear and using symbols can help people who have limited speech and those who cannot, or prefer not to sign. Makaton is proven to overcome the frustrations often caused by learning and communication difficulties.

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 400,000 people supporting this community by using Makaton.. The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need.

This sustainable approach ensures the maximum number of people can benefit from using Makaton.

We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people
- providing a membership which offers 24/7 access to signs, symbols and video tutorials. Plus MakaChat, a vibrant online community.

Impact

Tutor Expansion:

Successfully trained and licensed 99 distinguished Tutors to extend Makaton services within our communities.

Training Initiatives:

Throughout this year, The Makaton Charity has empowered 2,787 professionals within workplace environments, thereby amplifying awareness of learning disabilities, communication needs, and introducing actionable strategies for enhanced communication support

Membership Evolution:

In response to invaluable community feedback, we've transitioned away from our standard membership tier. All paid memberships now offer an enhanced package granting comprehensive access to an extensive collection of 40,000 signs, symbols, video tutorials, and indispensable resources

Free Resource:

We have significantly elevated both the quantity and quality of our complimentary resources. This includes the introduction of 30 valuable resources aligned with awareness days and noteworthy events. Moreover, the incorporation of 300 daily activities has propelled our free account registrations to a remarkable 136,484.

Engagement Metrics:

Our 'Sign of the Week' videos gathered over 250,000 views in the past year, amplifying Makaton visibility across a variety of audiences.

Interactive Webinars:

Our bespoke member webinars served as a useful platform for education, collaboration, and the exchange of experiences. This year saw the delivery of three complimentary member events, drawing an engaged audience of over 400 delegates.

Innovations in Training Pathways:

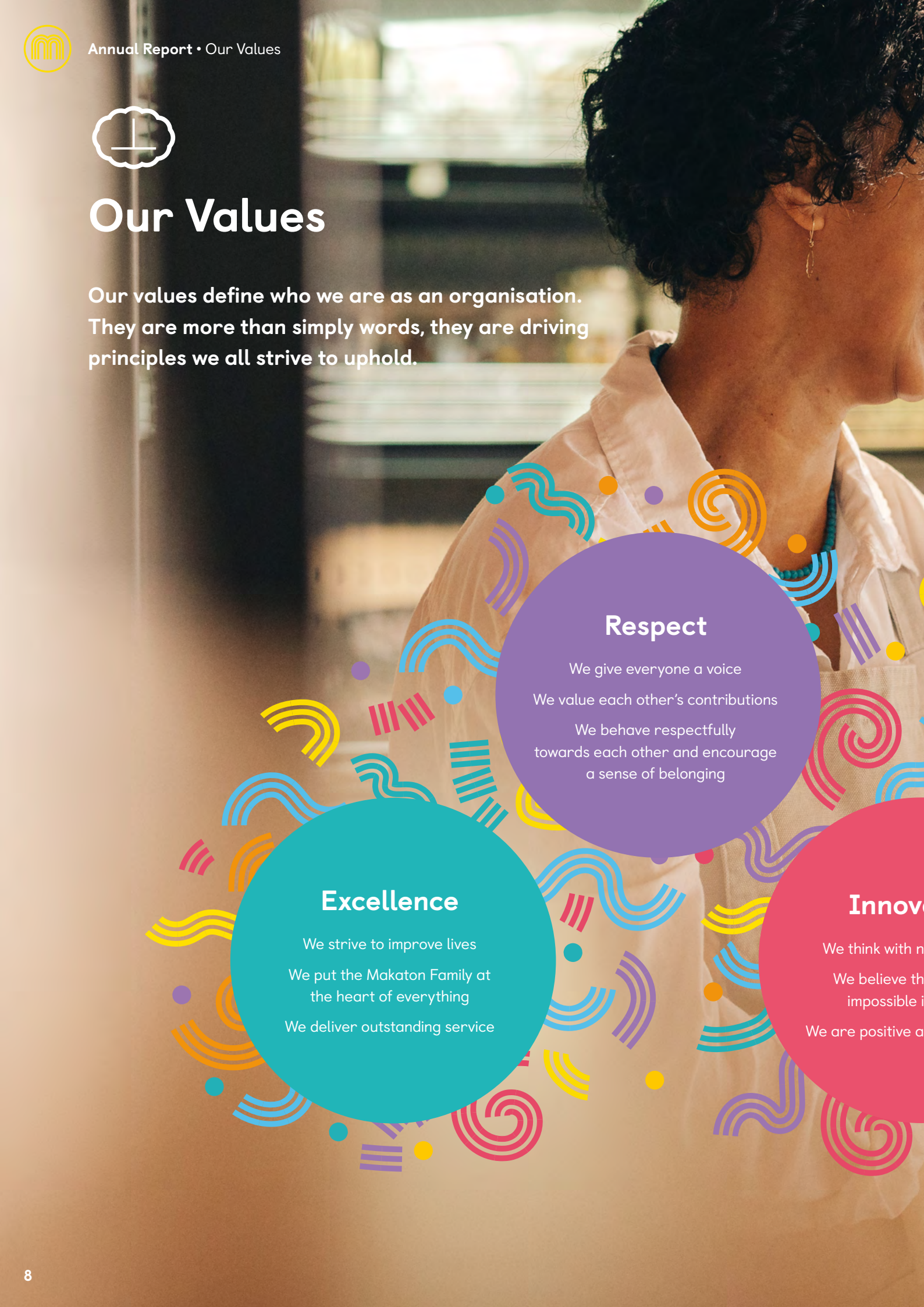
Throughout 2022/23, we've been diligently preparing for the upcoming debut of three innovative training pathways: Frontline, Know and Grow, and MakaTots. These newly curated workshops and sessions offer a versatile Makaton learning journey, with vocabulary tailored specifically to align with various audiences and groups.

Vocabulary Enhancement: This year, we've enriched the Makaton Vocabulary by incorporating over 500 new sign demonstration videos, thereby broadening access to our communication programme. This ensures that Makaton Users have greater inclusion when using the vocabulary collection for their everyday needs.



Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.



Respect

We give everyone a voice

We value each other's contributions

We behave respectfully towards each other and encourage a sense of belonging

Excellence

We strive to improve lives

We put the Makaton Family at the heart of everything

We deliver outstanding service

Innov

We think with n

We believe th impossible i

We are positive a



Collaboration

We work collaboratively to build effective solutions

We engage with others to share ideas and approaches

We create strong and successful working relationships

Integrity

We are fair and transparent in all that we do

We are responsible and accountable for our actions

We work with people who share our values

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s possible

nd lead the way

Delivering the Strategy

The Makaton Charity has a clear vision of where it wants to grow. By 2025, we aim to double the number of people we support, building a community of members, accessing innovative and life changing sevices. Here's how we intend to do that!

As we create our plans and goals for the next year, our Charity starts by looking at our mission and vision, set out in our detailed 5-year plan. Making a clear 12-month plan is crucial. It helps us highlight and grow our successes, products, and services from the past year, and pushes us towards achieving our overall charitable mission. In this plan, all senior leaders, with their own specific duties, sets the main Objectives and Key Results (OKRs) for their department. Then, they work with their teams to break these down into focused tasks for the team, ensuring that every effort is a well-planned move towards our key charity aims, linking everyday work with our long-term targets.

As we approach the culmination of our current 5-year plan in 2024, a dynamic collaboration is underway between our Trustees, CEO, senior leaders, staff, and wider stakeholders, crafting the pathway for Makaton's future. This exciting process provides a vibrant opportunity to explore, envision, and design Makaton's forthcoming chapter in supporting individuals with learning and communication needs.

1. Grow Deeper

By building deeper relationships and knowledge of our customers, core users and wider stakeholders.

2. Grow Wider

By expanding our provision and horizons, supporting more users and people.

3. Grow Newer

By harnessing new technology to broaden our offer, making it more accessible.

4. Grow Stronger

By strengthening our resource base to better impact the lives of those with learning or communication difficulties.

1. Grow Deeper

Strengthening Our Relationships with Users

1.1 Building lifetime member value by offering a comprehensive approach to our members, bundling products and services for a fuller experience.

1.2 Enhancing Makaton User interaction with our membership products and services.

1.3 Broadening partnerships and services by collaborating with commercial partners to develop innovative, value-added cross-membership offerings.

2. Grow Wider

Broadening Our Reach and Vision

2.1 Expanding our Social Franchise initiatives by elevating our Tutor and Trainer Networks and enriching the selection and quality of training they provide.

2.2 Improving the Makaton Library by introducing new resources, curating materials, and developing fresh Signs and Symbols to diversify the tools and support materials we provide to our community.

2.3 Maximise Makaton's presence and impact by actively working to extend the influence and awareness of Makaton across the UK and on international platforms.

3. Grow Newer

Evolving technology to enhance the breadth and depth of our services.

3.1 Broadening Makaton's outreach by tailoring and bundling our products, meeting User requirements, optimising impact, and ensuring that Makaton becomes an integral tool for its Users.

3.2 Elevating the digital User experience, through transitioning to cloud-based solutions focusing on delivering a quicker, more intuitive User journey across all our digital interfaces.

3.3 Proactively seeking expansion opportunities and actively seeking innovative prospects by understanding emerging markets. Launching pilot schemes to evaluate and adapt to fresh ideas.

4. Grow Stronger

Amplifying Our Commitment to Individuals with Learning and Communication Challenges:

4.1 Establishing a resilient business model by focusing on not only on suplus but also has a strong emphasis on social responsibility and User impact, directly benefiting those we serve.

4.2 Building out efficient business and information automation by harnessing the latest in automation technologies, we aim to streamline our operations and deliver information more effectively, ensuring both responsiveness and reliability.

4.3 Develop a high quality operational framework that not only offers a superior level of efficiency but also adheres strictly to compliance standards, ensuring that our clients receive the best, most trustworthy service possible.

Makaton's Digital Evolution

Reaching for the Sky: From Servers to Clouds

In today's digital age, it's paramount for enterprises like Makaton to remain ahead of the technological curve. The decision to transition from a server-based platform to an enhanced cloud-based service is not merely a choice but a necessity. The digital landscape is evolving rapidly, and organisations that don't invest in upgrades risk obsolescence.

Firstly, the virtue of digital maintenance cannot be understated. Outdated systems can become susceptible to security vulnerabilities and performance issues. By migrating to the cloud, Makaton not only ensures consistent digital upkeep but also capitalises on improved efficiencies. Cloud platforms are designed to seamlessly adapt to increasing workloads, ensuring optimal performance at all times.

Furthermore, aligning with digital advancements ensures that Makaton remains competitive. A cloud-based service offers a more user-friendly experience, which is pivotal in retaining and attracting a broader user base. It facilitates smoother integrations, innovations, and enhanced capabilities, setting the stage for future expansions and adaptability.

The breadth of the project, impacting every team and encompassing the organisation's entire digital functionality, speaks to its significance. Nine months of meticulous planning and preparation is a testament to Makaton's commitment to excellence and foresight. Every process, from operations to client interactions, will benefit from this digital rejuvenation.

As Makaton prepares to complete this migration in November 2023, the move signifies more than just a technological upgrade. It embodies the organisation's vision for the future - one that is innovative, efficient, and in tune with the digital pulse of the 21st century.





Investment in digital advancements ensures that Makaton remains competitive, innovative, efficient, and in tune with the digital pulse of the 21st century.

Online Reach

Website

Over the last year our website has attracted over 550,000 users, which is a 25% increase on the previous year. A key focus has been to develop and optimise our website for search engines. Organic (nonpaid) Google searches account for over 50% of the visits to our website. As a charity, we can use up to $10,000/ month in grant funded advertising with Google AdWords and we also run Google Remarketing ads to reach new audiences. The ad campaigns direct users to the Training, Shop, and Membership areas and generated 40,000 visits this year.

Search Engine Optimisation

Our Search Engine Optimisation (SEO) commitment places us as industry leaders, proudly ranking first on Google. Our approach centres on continuously developing and optimising our website to align with search engine algorithms. Over 50% of our website traffic originates from organic (non-paid) Google searches, highlighting the significance of our SEO efforts. To retain this position and stay updated with industry trends, we work closely with experienced SEO consultants. Using Google Analytics, we actively monitor and adapt to website changes, ensuring our optimisation strategies remain unparalleled.

Social Media

We use social media scheduling and monitoring software Hootsuite for campaign management and analytics. Our 2022 Hootsuite report indicates that our social media efforts have generated impressive results. Our reach has expanded to 6 million people in 2022, marking a substantial growth from 1.2 million in the previous year. This was a result of our consistent posting strategy, collaborations, and successful campaigns such as Sign of the Week, Makaton Insights, and Countdown to Christmas. The Hootsuite software proved to be an effective tool for scheduling and monitoring our social media presence, contributing to our successful engagement with our communities. This year the number of people following our Facebook page has grown by 6% to over 82,500 our Instagram audience has grown by 10% to tally over 27,600 and Twitter has grown steadily by 2% to 26,300. TikTok which was launched last year has grown by 60% to 2,750.



82,500
Facebook followers
(+6% YOY)

26,300
Twitter followers
(+2% YOY)

27,700
Instagram followers
(+10% YOY)

400k
digital ad reach on Google & Facebook

2,750
TikTok followers
(+60% YOY)

400K
website users via Google searches

50k
website users via social media

2.8m
page views

Our network is growing substantially year on year (YOY). We are working hard to spread the word about Makaton through our online community; our social media and website presence.



Free Resources

Impact of our Free Resources

As part of our ongoing commitment to making Makaton more accessible and improving communication, The Makaton Charity is delighted to enhance our range of free resources and benefits this year, all aimed at educating, inspiring, and connecting our growing community.

New Free Resources:

This year, we've developed over 30 new free resources dedicated to topical awareness days and events, such as resources for King Charles III's coronation, the Commonwealth Games, and Pride. To ensure comprehensive support, we've established a cross-team Product and Services Committee responsible for identifying key calendar events and creating relevant resources.

Top Downloaded Free Resources:

1. **Talk PANTS Makaton Prompt** Cards (Collaboration with NSPCC) - 971 views
2. **Coronation Vocabulary –** 921 views
3. **Sign of the Week – Happy –** 812 views

Makaton Insights:

In 2022, Makaton successfully launched the Makaton Insights campaign, offering daily themed Makaton content accessible to all, resulting in high engagement across diverse groups. Website visits, Makaton Library downloads, and free account sign-ups significantly increased. The impact of Makaton Insights has been remarkable, with over 300 daily activities added for free, positive feedback, and increased registration for free accounts. Future plans include further skill development and Makaton User contributions to showcase Makaton's adaptability.

Sign of the Week:

Our Sign of the Week initiative continues to be a fundamental part of learning and engagement. Every week, we introduce a new sign and symbol, along with video tutorials and educational materials. This initiative has not only expanded the Makaton vocabulary but has also enhanced the learning experience, making it more interactive and enjoyable. Sign of the Week videos were viewed over 250,000 times last year and Sign of the Week downloads consistently rank among our most popular free resources in the Makaton Library.

Makaton Magazine:

The Makaton Magazine remains a source of inspiration and knowledge with over 16,500 subscribers. Each themed issue covers all aspects of the Charity, featuring articles, news, and success stories. The magazine offers a comprehensive view of the world of Makaton. Additionally, each issue includes exclusive free Makaton games and activities, enhancing the reader's engagement and learning experience.

Free Member Events:

Our exclusive member events have provided a platform for learning, networking, and sharing experiences. These events have brought together Makaton Users, experts, and learners. This year, we hosted three free member events: "Diary of a Makaton User Part I," "Diary of a Makaton User Part II," and "What's it like Living with Autism," all of which were resounding successes with over 1200 attendees. The engagement and feedback received have been invaluable in shaping our future initiatives and enhancing the Makaton experience.

Makaton Insights: A Journey of Engagement & Learning

Key Achievements:

The successful roll-out of our dynamic Makaton Insights campaign in 2022 saw daily themed Makaton content free to access for all.

Unprecedented engagement on social media from a diverse group - from families and schools to workplaces and community hubs.

A significant spike in website visits, Makaton Library downloads, and sign-ups for free accounts.

Challenges:

Our main challenge was finding a way to involve Makaton Users in activities that would both enhance their skills and expand their knowledge. The Makaton Charity was keen to offer more free content to its active community. We aimed to provide frequent content tied closely to current events, seasonal happenings, news, and special awareness days. This would help keep Makaton Users informed and more connected to the world. Moreover, we wanted these insights to be engaging, fun, and accessible to all, whether they used Makaton or not.

Solution:

Through collaboration and creative brainstorming, we launched themed insights for each day of the week.

Introducing:

- 'Topic Tuesday'
- 'Which Wednesday'
- 'Thesaurus Thursday'
- 'Fun Friday'
- 'Symbol Saturday'
- 'Solve it Sunday'

Every day highlights a different aspect of Makaton, from signing and understanding symbols to solving puzzles and engaging in activities that connect Makaton Users to the world around them. We crafted these activities to be interactive, engaging, and to deepen understanding and awareness of Makaton. You can find these insights on social media and in the Makaton Library, with additional insights reserved just for members.

Impact:

Since introducing Makaton Insights, we've added over 300 daily activities, all available at no cost. The 2022/23 Makaton Insights received encouraging feedback and saw participation from a range of audiences like schools, workplaces, and local groups. Thanks to the campaign's success on social media, 560 individuals have registered for a free account, granting them access to even more resources. As we develop insights for 2024, we are committed to further enhancing Makaton skills, knowledge, and sign/symbol recognition. The involvement of our Tutor network, with thanks to Jess McQueen, Jemma Sagar, Samantha Harper, Kris Campell Caldwell and Nicola Pike, is key to our success. Looking ahead, we're planning for new contributions from our Makaton Users, showcasing Makaton's adaptability to individual needs.



Partnerships

Makaton Featured on Sky Q

We are thrilled to share our collaborative effort with Sky, resulting in the launch of a dedicated Makaton-friendly page on Sky Q. This bespoke page curates a selection of shows and films influenced by the recommendations of the nationwide Makaton community. Not only does it feature much-loved regular content, but it also showcases a wide choice of films and a diverse category selection. Each category is complemented with Makaton symbols to ensure intuitive navigation.

To dive into this Makaton-rich experience, simply use your Sky Q voice remote and say commands like 'Makaton','Makaton friendly', 'Makaton area', or 'Makaton shows'.

Makaton Featured in Primark's New Campaign

When Primark envisioned an inclusive back-to-school campaign, they sought the expertise of our esteemed Makaton Tutor, Katie Durrell. Collaborating closely with The Makaton Charity, they ensured that the signs featured in the campaign videos met our quality assurance standards.

This venture marked Primark's pioneering attempt at such an inclusion-driven campaign. Amplifying the campaign's impact, we also introduced a complimentary downloadable resource, available via The Makaton Library.

A testament to the campaign's success, the videos attracted a staggering audience of over 1 million views.

Bridging Communication Gaps in Nursing: A Makaton Initiative

In January 2023, England's Chief Nursing Officer engaged with The Makaton Charity, exploring the potential to craft a pilot programme aimed at equipping all student nurses with basic Makaton awareness. Just months later, the NHS and The Makaton Charity united to enhance their knowledge and proficiency in delivering care to patients needing additional communication support. The mission? To devise a bespoke 45-minute e-learning module for student nurses that offers a fundamental understanding of the challenges people encounter in healthcare situations and offers them supportive, alternative communication solutions

Phase One: Inclusive Communication in Healthcare

Efficient communication is the keystone of effective healthcare training and delivery. It empowers healthcare professionals to



fully connect with patients and their families, ensuring they enjoy inclusive and authentic participation in their care journey.

Whilst conventional training introduces student nurses to active listening and basic non-verbal cue recognition, a noticeable gap exists. Both students and qualified professionals have observed an absence of training focused on specific non-verbal communication skills, with little opportunities for post-qualification enhancement.

Rolling Out E-Learning: Assessing the Impact

The e-learning module is now live on the NHS learning hub, welcoming student nurses to commence their Makaton training. The initiative gives them an accessible, introductory Makaton training programme, designed to be both educational and pragmatic. Moreover, it strategically raises awareness of learning and communication needs at a fundamental level. Incorporating Makaton, especially to empower patients with particular communication needs, has proven to be crucial, ensuring patients' voices are heard.

Aspiring for More: Transitioning to Phase Two

Inspired by the success of the initial 45-minute Makaton introduction, an exciting subsequent step is emerging. The ambition is to establish a comprehensive, sustainable blended learning pathway, which includes e-learning and live practical skill demonstrations. This integration of Makaton into healthcare teams ensures that these vital communication skills become ingrained and continually beneficial.

What's Ahead?

Progressing from the introductory session, the plan is to delve deeper with a more thorough, certified Makaton course. An additional 45-minute e-learning theory module will be developed, deepening nurses' understanding of communication needs in challenging situations, reflective of scenarios they might face professionally. This will be coupled with a 2-hour online practical session focused on signing and symbol use.

The Workshop intends to standardise and integrate 36 everyday and 46 specialist Makaton signs and symbols into everyday healthcare communication.

Project Sustainability

The project will conclude with the nurturing of student nurses into licensed Frontline Trainers, enabling them to distribute the freshly devised e-learning and practical sessions throughout their respective departments and services. These proficiently trained nurses will evolve into in-house Makaton Trainers, becoming a training resource that can pioneer a culture of inclusive communication within their departments. This ensures not only sustainability and cost-effectiveness for the NHS but can profoundly influence patient-nurse interactions on a broad scale.

In a world progressively steering towards inclusion, it's vital our healthcare system keeps pace, ensuring every patient interaction becomes a genuine connection. This initiative doesn't just teach signs and symbols; it shapes a future where every patient is heard, every voice is significant, and no one is left behind in healthcare conversations.

Our Community

Membership Stats

136,000
free members

3530
paid individual members allowing

5163
users to access membership services

60
large group memberships

7,000
free membership trials over the past 12 months

MakaChat Stats

2000+
threads and chats across the platform

4282
MakaChat members in communities

10%
of members participating in conversations.

1205
MakaChat Tutors in communities

24/7 Access with Premium Membership

Premium Membership gives subscribers 24/7 digital access to over 40,000 symbols and signs within the Makaton Vocabulary. With video tutorials, the support of a vibrant online community, and the ability to download favourite content for easy offline access, Premium Membership is the essential partner for the Makaton journey. Premium Membership supports users beyond the everyday situations, empowering communication across a broad range of settings.

Member Events

Building on the success of Member Event in previous years, we have had over 3000 members attend these events throughout the past year, and they have been rewatched for a further 4500 views within the MakaChat Library. We have found that access to the recoded Events encourages members to discuss and debate the webinar after the online event has been delivered elevating member engagement.

MakaChat Live

MakaChat Live is the virtual real-time adaptation of our community space, uniting our members from diverse backgrounds. We have launched these sessions, hosted by our Ambassadors, to field questions live and offer practice in signs and symbols, along with practical tips to get started. Having piloted several sessions to overwhelmingly positive feedback, we will continue to hold these events, integrating them into our Member Event Calendar.

New App Now Available: MakaChat Mobile

This is our newest feature to MakaChat making it even easier for our members to ask questions on the go from out MakaChat Mobile app. All paid members are able to download this feature for free at no additional charge to ensure they can get #MakaChatting at a time and place convenient for them.

"Great morning, really enjoyed it. lovely to meet some other people who have the same passion as you"

Makaton Trainer



Continual Improvements

Makaton Friendly

More than 200 organisations have earned Makaton Friendly status, each meeting precise Makaton criteria to adeptly support their respective communities in various sectors such as health and social care, education, and the broader community. These organisations commit to either a Bronze or Silver standard, adhering to the training and environmental guidelines set out by the Charity. To enhance this model, we aim to refine our Makaton Friendly services, making access to content and community support more streamlined and simplifying the joining process.

Makaton Library Improvements

The Makaton Library is always evolving. Over the past year, we've refined its search capabilities to yield more accurate results. Our community members have played an active role in testing these enhancements, and their ongoing feedback is invaluable to us. We remain committed to continuous improvement, and plan to further enhance the search features in the coming year.

"Really informative session – great that it is available in the library too. Very succinct which made it easy to attend around work"

Parent Premium Member



Case Study:

Empowering Rui: A Journey with Makaton

Key Achievements:

Through dedication and formal training, Rui's family, along with his key workers at nursery, mastered Level 1 and Level 2 of Makaton, ensuring a consistent and enriching environment for Rui to learn and communicate.

Rui successfully learned to sign critical words, expressing his desires and emotions, which marked a crucial turning point in his journey with Global Developmental Delay (GDD).

The launch of a parents group on Instagram has provided a valuable support network, aiming to enhance awareness and inclusivity for individuals utilising Makaton.

Challenge:

Diagnosed with Global Developmental Delay (GDD), Rui experienced significant delays in reaching developmental milestones, most notably in speech. His inability to verbally communicate resulted in isolation from peer interactions and frequent emotional distress, pressing the need for an alternative communication method.

Solution:

To address Rui's unique communication challenges, his family adopted Makaton, integrating speech, signs and symbols to foster connection and understanding. The initial focus on five essential signs evolved into a comprehensive approach, as the family, along with Rui's caregivers and educators, completed Makaton courses. This collective effort enabled Rui to steadily expand his vocabulary and express himself more effectively, bridging the communication gap.

Impact:

1. Improved Communication and Emotional Well-being: Rui's newfound ability to use Makaton has alleviated his frustrations, enabling him to articulate his needs and emotions, thereby reducing challenging behaviours and fostering a happier, more inclusive environment.
2. Remarkable Intellectual Progress: Rui has demonstrated significant intellectual growth, exhibiting attempts at new sounds and showcasing advancements in his overall development and understanding.
3. Widespread Community Outreach and Awareness: The family's Instagram account has become a beacon of knowledge and support, contributing to a greater understanding and appreciation for Makaton, and offering assistance to families in similar situations.
4. Enhanced Inclusivity and Understanding: Through their advocacy and sharing of Rui's story, the family has played a pivotal role in fostering a more inclusive society, where learning differences are recognised and embraced.

Conclusion:

Rui's transformative journey with Makaton illuminates the profound impact of adaptive communication methods. Through unwavering commitment, community engagement, and advocacy, Rui's family has facilitated his personal development and has been instrumental in promoting inclusivity and diverse communication needs awareness. Rui's story underscores the necessity of tailoring teaching methods to individual learning styles, ensuring every child feels heard, understood, and valued in their uniqueness.



"Rui's story underscores the necessity of tailoring teaching methods to individual learning styles, ensuring every child feels heard, understood, and valued in their uniqueness."



Tutor Support and Development

99
newly qualified and licenced Tutors from 1st July 2022 – 30th June 2023

1,017
Tutors

148
Trainers

Tutor Development:

7 Tutors have completed their Ambassador training, which brings us to a total of **22** Makaton Ambassador Tutors and **6** Senior Tutors.

Our fresh training pathways empower our Tutors and Trainers to broaden their offerings, reach new audiences, and access diverse settings...







New Training Opportunities

Frontline

For the first time, The Makaton Charity has introduced an innovative product aimed specifically at specialist environments. Our new Frontline Workshops will maintain a consistent format where participants will learn 'Everyday Vocabulary' that remains the same throughout the Frontline training courses. Additionally, there will be a 'Bespoke Vocabulary' tailored to specific settings or job roles. The initial workshops to be rolled out include Frontline: Emergency Services and Frontline: General Wellbeing, set for release by Autumn 2023. This will be followed by specific vocabulary for dentistry, district nursing, and learning disability nursing in 2024.

These fresh training pathways empower our Tutors to broaden their offerings, reach new audiences, and access diverse settings. Furthermore, these innovations underline Makaton's commitment to fostering inclusivity, bringing us steps closer to achieving wider societal understanding and support for people with learning and communication needs.

Frontline: Emergency Services is tailored to provide participants with the expertise to use Makaton efficiently during intense and crisis moments.

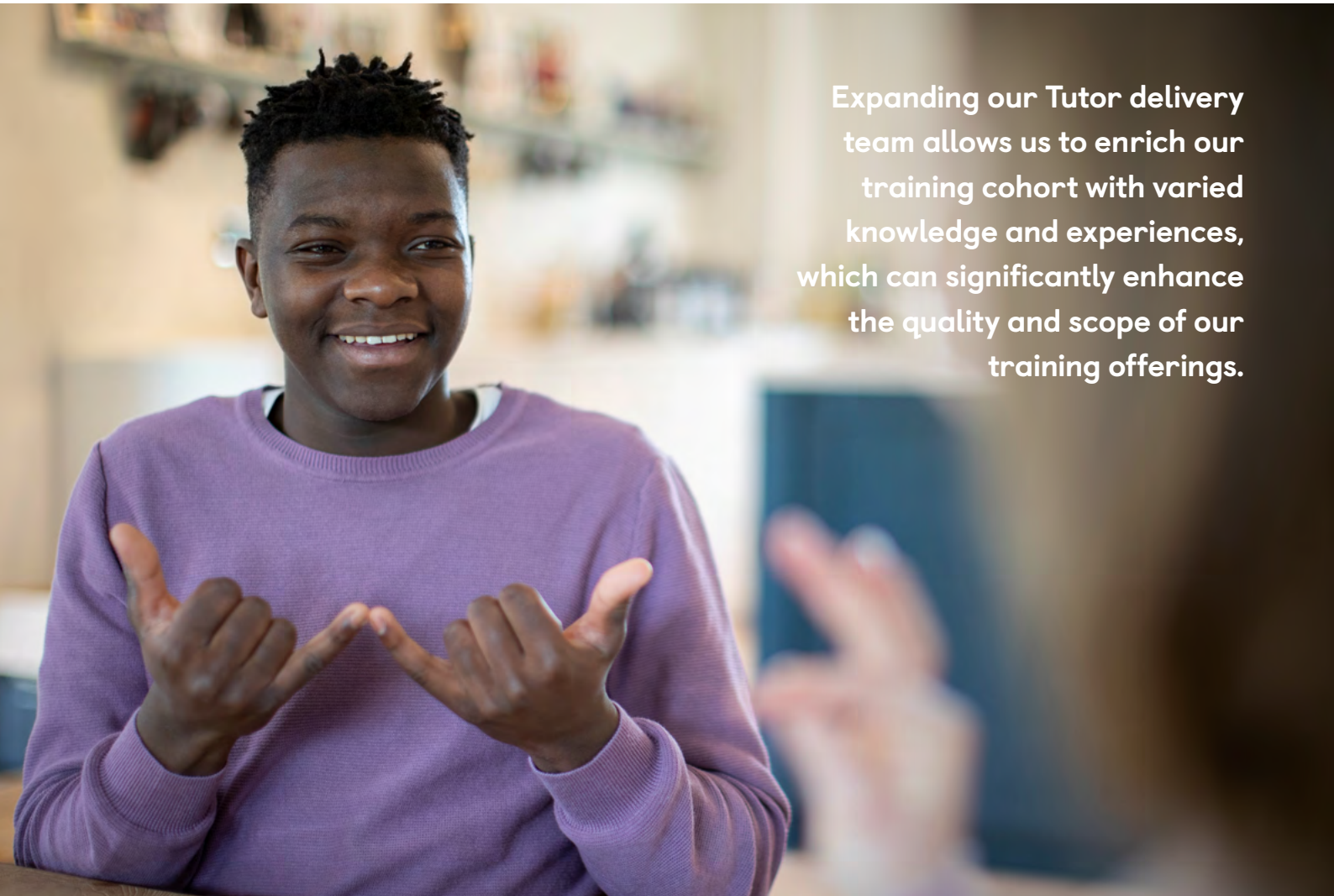
Frontline: General Wellbeing equips participants to use Makaton effectively in addressing general wellbeing, facilitating Makaton Users in expressing their mental health, feelings, and wishes.

Know and Grow

Know and Grow Makaton has been crafted in collaboration with Christian accessibility charity Count Everyone In, to bridge the world of Makaton with the principles of the Christian faith. Know and Grow Makaton will equip community groups with everyday Makaton but also the specific vocabulary associated with Christianity, and facilitate signing in church settings. Know and Grow Makaton will launch with its first Train the Tutor course in November 2023.

Workplace Training

July 22 – June 23	No. of workshops	Est. learners (85% attendance)
Taster	44	570
Level 1	238	2004
Level 2	23	193
Level 3	2	9
Level 4	2	11
Total	**309**	**2787**



Expanding our Tutor delivery team allows us to enrich our training cohort with varied knowledge and experiences, which can significantly enhance the quality and scope of our training offerings.

NHS Trust Project

We have successfully secured a contract worth £35,000 to deliver a workplace pilot series of Frontline training aimed at identifying nurses to become qualified Frontline Makaton Trainers. Upon completion, these individuals will be licensed to deliver Frontline training within the NHS Trust. The three areas that we are focusing on are; District Nursing, Dentistry and Learning Disability Nursing.

The delivery is scheduled to start in Autumn 2023 with three Level 1 Workshops, followed by the delivery of Level 2 Workshops and finally, the first delivery of our highly anticipated Frontline training sessions is scheduled for November and December.

This timeline ensures a structured and progressive approach to the training, allowing participants to acquire the necessary skills and knowledge to feel confident and rolling out the Frontline vocabulary to their colleagues within the NHS. We are excited to embark on this journey and make a significant impact in developing capable Frontline Trainers across the NHS Trust.

New Video Campaign for Workshops

Set to launch in 2023/24, we are delighted to introduce a fresh video campaign tailored to drive progression through the Makaton Workshop Levels. These videos will provide an engaging narrative guided by two of our dedicated Makaton Tutors. They will inspire participants to understand the significance of each level. We will integrate QR codes into the Participant's Manuals which will instantly take users to the relevant video. Our aim is that through these videos, participants are motivated to journey through all the levels and truly harness the power of Makaton.

Capacity Building within our Workplace Training Delivery Team

For the upcoming year of 2023/24, we are setting a clear and strategic ambition to onboard 10 additional Makaton Tutors for our Workplace training delivery. Our objective behind this expansion is two-fold. Firstly, it allows us to enrich our training cohort with varied knowledge and experiences, which can significantly enhance the quality and scope of our training offerings. Secondly, by expanding our pool of Tutors, we aim to broaden our geographical coverage across the UK, thereby meeting the increasing demand for our services more effectively. This concerted effort will ensure that we continue our legacy of delivering top-qualityMakaton training to workplaces across the UK.



Senior Tutors and Ambassadors

The role of an Ambassador:

Ambassadors are Makaton Tutors with specialised Makaton skillsets and proven commitment within The Makaton Community. They promote Makaton awareness, advocacy, and development of the Makaton vocabulary. Ambassadors support the Senior Tutors to provide training for Trainee Tutors, support at network Revision Sessions and provide expert advice within the online MakaChat community.

Ambassadors

Helen Hayhoe
Nic Pike
Ami Davies
Amanda Glennon
Kerry Halkett
Richard Fish
Becky George
Jemma Sagar
Holly Rankin
Kris Campbell Caldwel
Prit Chouhan
Helene Elia
Sarah Laszlo
Holly Cannon Taylor
Linda Bates
Julie Tarn
Tracey Fillan
Mike Carlin
Saskia Dady
Gareth Smith
Debby Auvache

Senior Tutors

Senior Tutors are Makaton Tutors with extensive experience, who have continually supported in teaching Makaton and maintaining the high quality of the communcation programme. Senior Tutors have attended up to two years of further training, assessment and development of signing, symbol and translation skills, as well as specific project work to achieve the accolade.


Mike Harris


Tracy Clark


Julie Hawkins


Shelina Mitha


Sarah Norman


Zanna Finnerty



Senior Tutors and Ambassadors offer 200 volunteer hours throughout the year. The Makaton Charity would like to thank all the Senior Tutors and Ambassadors for their commitment and dedication to the Makaton community, and the crucial support they provide.



In Loving Memory of Andy McLoughlin

It is with great sadness that we announce the passing of our Ambassador, Andy McLoughlin. Andy was an inspiration and a tremendous support to us all. His loyalty, dedication, and beautiful soul made him a cherished member of the Makaton community. We were incredibly fortunate to have him work on behalf of The Makaton Charity, and he will be greatly missed.

The whole Makaton community: individuals that use Makaton, families, colleagues, Tutors, Ambassadors, and the whole team at The Makaton Charity have been devastated by the news of Andy's sudden and sad death. Rest easy Andy, we will remember you always.



Case Study:

Kris Campbell Caldwell: An Advocate for Makaton

Key Achievements:

- Extensive Training in Makaton: Kris successfully completed all Levels of Makaton, enabling effective communication and teaching in a specialised educational environment.
- Influential Educator and Advocate: Kris's role as a Principal Teacher in a Makaton Friendly school and later as a Makaton Tutor and Ambassador, has been pivotal in promoting an inclusive environment for students with diverse needs.
- Community Engagement and Training: Kris has been instrumental in ensuring comprehensive Makaton training for all school staff and delivering impactful sessions for parents and carers, thereby promoting an inclusive communication culture.
- Continuous Learning and Development: Kris's commitment to ongoing learning and active involvement in the development of the Makaton Vocabulary exemplify a dedication to enhancing communication and inclusivity.

Challenge:

When Kris embarked on the journey with Makaton in 2013, there were limited local training opportunities, necessitating self-teaching and learning from colleagues and available resources. Ensuring comprehensive Makaton training for all stakeholders in the school community posed an initial challenge.

Solution:

To overcome these challenges, Kris immersed in self-study, utilising resources like Singing Hands and Something Special, and learned from experienced colleagues and pupils. The completion of formal Makaton training and subsequent achievements as a Tutor and Ambassador enabled Kris to spearhead initiatives to ensure inclusive communication within the school and the broader community.

Impact:

- Widespread Training and Awareness: Kris's initiatives have led to widespread training of school staff, parents, and carers, fostering a Makaton-friendly environment and enhancing the lives of students with diverse needs.
- Development of Makaton Resources: As part of the Signing Team, Kris contributes to the development of new concepts for the Makaton Vocabulary, supporting continuous improvement and adaptation of the communication tool.
- Mentorship and Community Building: Kris's role as a mentor for new Ambassadors and active participation in the Makaton community have helped strengthen the network of advocates and users, ensuring support and shared learning.

Conclusion:

Kris Campbell Caldwell's journey with Makaton is a testament to the power of dedication, continuous learning, and community engagement. Kris's achievements as an educator, Tutor, Ambassador, and advocate have had a transformative impact on the lives of many, showcasing the potential of inclusive communication in fostering understanding and connection.



Kris's achievements as an educator, Tutor, Ambassador, and advocate have had a transformative impact on the lives of many, showcasing the potential of inclusive communication.

Trustees' Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 23rd June 2023. Reference and administrative information set out on pages 33-38 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Surplus for the year of £248,297 (2022: Surplus of £54,471). Of that Surplus there was no change in the level of restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources from unrestricted funds increased by 30% this year, totalling £1,916,580 (2022: £1,483,957). The charity generated its income from various sources, notably from course fees related to its charitable activities, membership subscriptions, and sales of workshop manuals. Revenue increased due to several new initiatives, including a substantial rise in income from organizational training, increased earnings from Tutor Licences, our membership programme, and heightened overall network activity. Despite facing challenges from the prevailing economic conditions, the charity successfully navigated through by diversifying its income sources. This strategy has not only offset the economic hurdles but also enabled the charity to achieve substantial and, sustainable growth.

Expenditure

Total expenditure during the year increased to £1,668,283 (2022: £1,435,152) or 16%, which is in line and reflects the growth in the Charity's operation. A significant shift in expenditures has arisen due to the introduction of new digital services and the expansion of our mid-level leadership, membership, and Tutor and Workplace Training initiatives. The Charity is consistently improving its digital and resource base to allow users remote access to a full catalog of 40,000 sign, symbol, video tutorial and resource assets. As the Charity diversifies its income streams, there is a continuous realignment in charitable cost allocation compared to the distributions in prior years.

Reserves

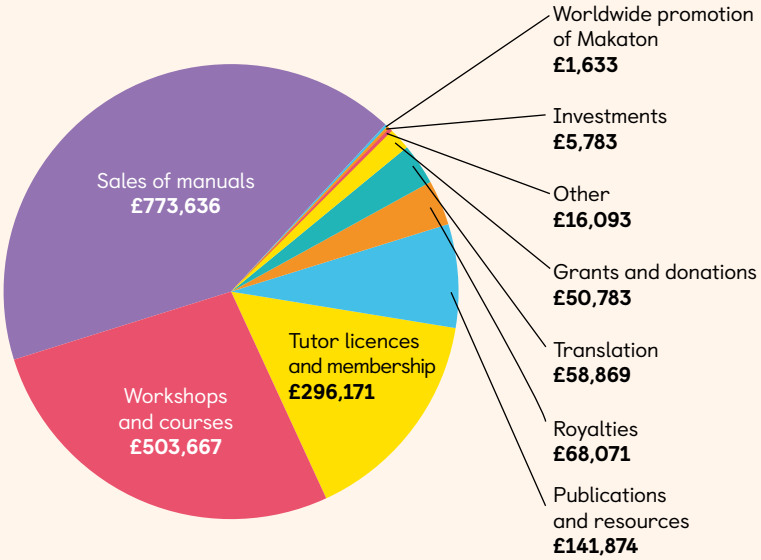
Each year the Trustees review the purpose of any reserves the Charity holds and determines the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £300,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end of the year the balance on the Unrestricted Funds was £816,333 (2022: £568,037), some £516,333 above the minimum requirement. During the coming year, the Trustees shall be reviewing the development needs and strategic objectives of the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity held £3,888 in restricted reserves (2022: £3,888).

Fundraising Activities

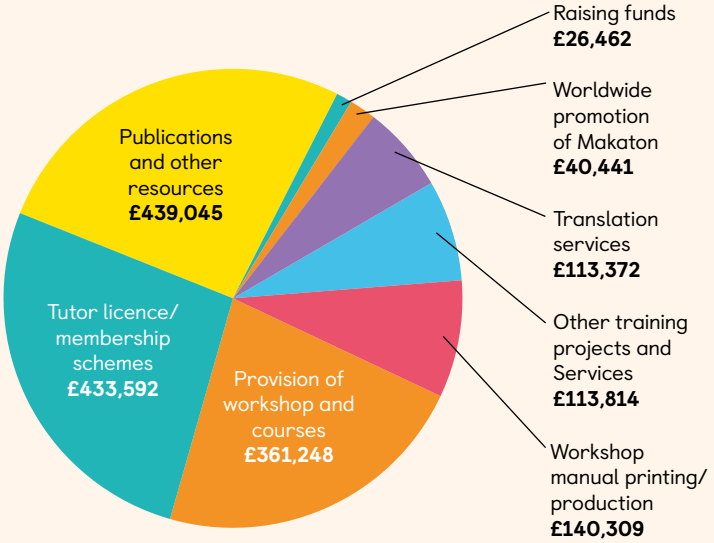
During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice. The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations.

Income **Total: £1,916,580**



Expenditure **Total £1,668,283**



Risk Management

The Trustees hold the responsibility for overseeing the management of risks within the Charity. This duty has been delegated to the CEO, who actively manages this process. A risk matrix approach is utilised to address risks, where each risk is assessed and graded based on its likelihood and potential impact on the Charity. Each identified risk is attributed to a designated senior manager, and regular reports and updates are provided to the Trustees. The Trustees are confident that the primary risks have been identified, and appropriate measures have been put in place to address them. The following are the key risks that the Trustees have identified for the Charity:

Enhancing the Charity's Sustainable Growth

The fiscal year 2022/23 witnessed the most rapid expansion in the Charity's activities since its establishment 50 years ago, exhibiting a growth of over 35% in just 12 months. This surge was underpinned by an increase in all operational sectors, with new markets emerging faster than anticipated and established markets exceeding expectations. This increase in activity led to an extended phase where the Charity was stretched beyond its immediate capacities. Consequently, there was a deliberate pause in new innovations. This approach allowed the Charity to stabilise and gain a clearer understanding of long-term trends in established markets. In the long term, our mitigation will involve improved capacity, planning tools, and enhancing our middle and senior leadership capacity. However, navigating this successfully is essential to stay ahead of the curve without compromising the objective of attaining a sustainable operating surplus.

Sustaining Momentum in a Complex Operating Landscape

Acknowledging that the strategies which brought us to this point may not necessarily guide us to our future goals, it becomes clear that a new plan and approach are essential. Our mitigation and forward strategy involves pivoting towards a more delegative and decentralised leadership model, fostering a flatter and more empowered organisational structure. The aim is to assist leaders throughout the organisation in becoming more adaptable to change and innovation whilst also cultivating an environment where team members feel encouraged and secure to take initiative. This will create a space where individuals feel empowered to either achieve success or learn from less successful endeavours.

Developing an Efficient Decision-Making and Implementation Model

With our growth comes expanding ideas and features, strengthened by our innovation and commitment to making a meaningful impact on our Users. The allocation of resources to deliver these initiatives requires careful consideration from the entire team. Determining which elements to implement, the timing, sequence, and ensuring that all ideas are centred around the needs of the Makaton User present a tangible and evolving challenge. Our mitigations will involve embracing the practice of piloting ideas, adopting more Agile-based project management methodologies, and incorporating new decision-making tools that promote cross-team visibility will be instrumental in our future success.

Scanning the Horizon for Future Opportunities

With the organisation's continuous growth, there's an inherent tendency for leadership to concentrate on operational matters. However, preserving time and space for horizon scanning—exploring new markets, forging partnerships, and generating innovative ideas—will be pivotal for Makaton's prosperity.

For instance, ChatGPT, a language

processing tool driven by artificial intelligence technology, was not on our radar nine months ago. This tool is now a common feature which we utilise to enhance our business development, marketing collateral, system programming, and governance development.

Exploring cutting-edge capabilities, such as augmented reality to instantaneously convert speech into sign, represents another facet of innovation. Furthermore, initiating collaborations with major corporations like Sky to integrate signing gestures for navigating menus and search functionalities on their platforms unveils thrilling prospects.

The emerging technological landscape is exhilarating, and it is crucial for Makaton to maintain a pioneering position to avoid being left behind. Advancements in technology are bridging distances, rendering the world more interconnected and unveiling unprecedented opportunities for international collaborations and partnerships. The fast-changing landscape will require an agile approach to mitigations, with a focus on developing our longer-term PESTLE and strategic risk matrix, providing both Trustees and the management team with enhanced visibility to ensure we are ready to seize opportunities and effectively mitigate operational risks.



Trustees' Report

Structure, Governance and Management

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007, and registered as a Charity on 25 June 2007. It has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 11. On June 30, 2023, there were nine Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities.

The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and OKR (Objective and Key Results) setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in sub-committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

The Board through its People & Governance sub-committee annually reviews the Charity's structure and governance model, feeding back recommendations to the main Trustee Board. The Charity has three standing sub-committees made up of Finance & Digital, Quality & Standards and People & Governance, where each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People & Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders, and sexual orientation. The Charity is commencing a review of its Equality, Diversity, and Inclusion strategy, which when complete will support strategy and operational decision making.

Impact of environmental factors

In the period March-June 2023, the Board supported by the Senior Management Team, continued to review, and develop the Charity's business model, both in relation of its significant operational growth and the wider operational environment. Trustees have supported the team in their progress of both digital and wider business transformation, which

has seen the Charity significantly grow its income and engagement levels, doubling its activity when set against 2018 levels. The current trading conditions continue to be unstable, with individuals and organisations adapting to the unfamiliar environment. Initial results from the first 4 months of trading in 2023/24 remain on track and encouraging, with income levels at or around that expected.

The Charity's Membership, Tutor Training and Workplace Training continue to perform strongly, with new Trainer packages to support professionals within the NHS, Emergency services and community space launch in Q2 of 2023/24. The year will also see the launch of a new initiative supporting language acquisition in babies, called MakaTots. The Charity's network is developing well, with Tutor numbers continuing to grow, together with growth in Membership and wider network training numbers.

Trustees' commitment

All Trustees give their time voluntarily and receive no benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts. The Charity provides induction and training to new Trustees and training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three-quarters of the Trustees consent to such reappointment. Following an amendment to the Articles of Association, the maximum number of Trustees was expanded to 11, with the additional option, in exceptional circumstances, to ask a Trustee to remain in post for a further one year. During the year, two Trustees, Juliet Armstrong, and Lori Cunningham, opted for retirement, and the Board wishes to extend heartfelt gratitude for their dedicated six years of service. Their guidance and support were instrumental as the charity navigated a period of innovation and exciting expansion. We have had the pleasure of welcoming three new Trustees to the Board – Dr. Rebecca Khanna, Paul Moore, and Karen Donnelly. They bring with them a diverse array of experience and knowledge.

Going concern

The Trustees have carefully examined the charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a notable growth phase for the charity, leading to a substantial increase in reserves. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the charity's operations.

Currently, the charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

Trustees' Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 5 to the accounts.

The Trustees understand and recognise there duties under section 172 (1) (a)-(f) of the Companies Act 2006, and confirm that individually and collectively, they have acted in good faith, promoted the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term,
- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company to maintain a reputation for high standards of business conduct and the need to act fairly as between members of the company.

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. The Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity's SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the 36 charitable company and enable

them to ensure that the financial statements comply with the Companies Act 2006. Trustees are responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps to prevent and detect fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- 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 auditor is aware of that information.
- The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees on the 23rd of June 2023 was 9 (guarantees in 2022 were 11). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees Report has been approved by the Trustees on 7th of December 2023 and signed on their behalf by the Chair, Rob Douglas CBE DL.

Chair, Rob Douglas CBE DL.



Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2023 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2023 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
- 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 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 Makaton Charity'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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual 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 charitable company and its 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 in relation to which 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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



Auditor's Report

Auditor's 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 an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 are set out below.

Capability of the audit in detecting irregularities

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

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - 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 related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed

whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard
(Senior statutory auditor)

Date: 7th December 2023

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2023

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total £	Unrestricted Funds £	Restricted Funds £	2022 Total £
Income from:							
Grants and donations	2	48,613	2,170	**50,783**	24,988	5,666	30,654
Charitable activities							
Fees for workshops and courses		503,667	-	**503,667**	363,501	-	363,501
Sale of workshop manuals		773,636	-	**773,636**	596,587	-	596,587
Tutor Licences and memberships schemes		296,171	-	**296,171**	226,342	-	226,342
Sales of publications and other resources		141,874	-	**141,874**	179,484	-	179,484
Royalties for the use of Makaton worldwide		68,071	-	**68,071**	39,927	-	39,927
Worldwide promotion of Makaton		1,633	-	**1,633**	2,099	-	2,099
Translation services		58,869	-	**58,869**	32,733	-	32,733
Investments		5,783	-	**5,783**	1,193	-	1,193
Other		16,093	-	**16,093**	17,103	-	17,103
Total Income		1,914,410	2,170	**1,916,580**	1,483,957	5,666	1,489,623
Expenditure on:							
Raising funds		26,462	-	**26,462**	21,876	-	21,876
Charitable activities							
Provision of workshop and courses		359,078	2,170	**361,248**	386,490	-	386,490
Printing and production of workshop manuals		140,309	-	**140,309**	163,271	-	163,271
Tutor licence and memberships schemes		433,592	-	**433,592**	316,813	-	316,813
Other training projects and services		113,814	-	**113,814**	126,915	-	126,915
Publications and other resources		439,045	-	**439,045**	325,002	15,166	340,168
Worldwide promotion of Makaton		40,441	-	**40,441**	34,847	1,182	36,029
Translation services		113,372	-	**113,372**	43,590	-	43,590
Total expenditure	3	1,666,113	2,170	**1,668,283**	1,418,804	16,348	1,435,152
Net expenditure and net movement in funds	4	248,297	-	**248,297**	65,153	(10,682)	54,471
Net income / (expenditure) for the year and net movements in funds	4	248,297	-	**248,297**	65,153	(10,682)	54,471
Reconciliation of funds:							
Total funds brought forward		568,037	3,888	**571,925**	502,884	14,570	517,454
Total funds carried forward		816,334	3,888	**820,222**	568,037	3,888	571,925

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movement in funds are disclosed in note 16 to the financial statements.

Balance Sheet

As at 30 June 2023

Company number: 06280108

	Note	£	2023 £	£	2022 £
Fixed assets:					
Intangible assets	9		**57,507**		43,906
Tangible assets	10		**134,997**		135,323
			192,504		179,229
Current assets:					
Stock	11	**29,899**		33,013	
Debtors	12	**275,148**		200,722	
Cash at bank and in hand		**878,027**		638,526	
		1,183,074		872,261	
Liabilities:					
Creditors: amounts falling due within one year	13	**(555,356)**		(479,565)	
Net current assets			**627,718**		392,696
Total net assets			**820,222**		571,925
The funds of the charity:	15				
Restricted funds			**3,888**		3,888
Unrestricted income funds:					
Designated funds		192,504		179,229	
General funds		623,830		388,808	
Total unrestricted funds			**816,334**		568,037
Total charity funds			**820,222**		571,925

Approved by the trustees on 7th December 2023 and signed on their behalf by

Ian Newman
Treasurer

Statement of Cashflows

For the year ended 30 June 2022

	Note	2023 £	2023 £	2022 £	2022 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	17		**303,234**		100,073
Cash flows from investing activities:					
Interest from investments		**5,783**		1,193	
Purchase of fixed assets (tangible and intangible)		**(69,516)**		(67,021)	
Net cash provided by / (used in) investing activities			**(63,733)**		(65,828)
Change in cash and cash equivalents in the year			**239,501**		34,245
Cash and cash equivalents at the beginning of the year			**638,526**		604,281
Cash and cash equivalents at the end of the year			**878,027**		638,526

Financial Notes

Notes to the financial statements for the year ended 30 June 2023

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is Westmead House, Farnborough, Hampshire GU14 7LP.

b) Basis of preparation

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

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees have carefully examined the Charity's financial stability and are confident that there are no significant uncertainties about its ability to sustain operations. The last twelve months have marked a notable growth phase for the Charity, leading to a substantial increase in reserves. The results and management accounts after the year-end indicate sustained demand and consistent cost management. The Trustees are optimistic that the strategies in place will foster a stable and growing foundation for the charity's operations.

Currently, the Charity's trading situation seems stable, with significant prospects for future growth. There are no additional key decisions made by the Charity that significantly affect the financial statements. Additionally, the Trustees are not aware of any uncertainties at the time of reporting that pose a significant risk of causing material changes to the values of assets and liabilities in the upcoming reporting period.

e) Income

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

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is

Financial Notes

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

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- 'Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support costs. Expenditure also includes attributable VAT which cannot be recovered.
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Governance costs are re-allocated based on charitable activities income.

Governance costs are the costs associated with the

governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
  10% on cost p.a. from the month following publication
- **General publications**
  10% on cost p.a. from the month following publication
- **Database resources**
  20% on cost p.a. from the month following publication
- **Training courses**
  20% on costs p.a. from the month following completion of the course preparation

The amortisation for that asset is charged to the general fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- **Computers and related equipment**
  33% of cost
- **Accounting Software**
  20% of cost
- **Website and online dictionary**
  20% of cost
- **Office furnishings**
  20% of cost

n) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and

Financial Notes

the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only 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.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Donations:						
Gift Aid & Other income	48,613	-	48,613	24,988	-	24,988
Grants:						
First time employment	-	2,170	2,170	-	-	5,666
National Lottery Community Fund-Growing Up and Womens Health Resources	-	-	-	-	9,500	-
	48,613	2,170	50,783	24,988	9,500	30,654

3a. Analysis of expenditure (current year)

	Charitable activities											
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	**2023 Total**	2022 Total
Staff costs (Note 5)	4,693	53,068	29,721	92,829	23,485	86,038	10,756	31,737	69,095	444,579	**846,003**	723,489
Other direct costs	2,808	39,756	20,094	43,959	11,653	46,056	3,829	10,531	18,710	177,305	**374,702**	314,185
Amortisation/depreciation	328	4,649	1,568	5,141	1,363	5,262	448	1,232	2,188	20,736	**42,915**	38,373
Audit	-	-	-	-	-	-	-	-	17,427	-	**17,427**	12,650
Irrecoverable VAT	121	1,716	579	1,898	503	1,943	165	455	807	7,655	**15,841**	14,975
Office costs	2,340	33,125	11,168	36,627	9,709	37,491	3,191	8,775	15,589	147,731	**305,745**	259,436
Professional fees	-	-	-	-	-	3,145	-	-	7,440	32,214	**42,799**	56,912
Other costs	-	-	-	-	-	-	-	-	-	22,851	**22,851**	15,132
	10,291	132,315	63,129	180,455	46,713	179,936	18,389	52,729	131,255	853,071	**1,668,283**	1,435,152
Support costs	14,015	198,405	66,890	219,382	58,153	224,558	19,111	52,556	-	(853,071)	**-**	-
Governance costs	2,156	30,527	10,292	33,755	8,948	34,551	2,941	8,086	(131,255)	-	**-**	-
Total expenditure 2023	**26,462**	**361,248**	**140,309**	**433,592**	**113,814**	**439,045**	**40,441**	**113,372**	**-**	**-**	**1,668,283**	
Total expenditure 2022	21,876	386,490	163,271	316,813	126,915	340,168	36,029	43,590	-	-		1,435,152

Financial Notes

3a. Analysis of expenditure (prior year)

	Charitable activities										
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	2022 Total
Staff costs (Note 5)	3,942	70,701	37,021	37,842	22,159	36,894	9,461	17,022	63,965	424,483	**723,489**
Other direct costs	2,174	38,277	21,183	33,814	12,698	36,189	3,220	3,220	15,734	147,676	**314,185**
Amortisation/depreciation	272	4,784	1,811	4,226	1,587	4,467	402	402	1,966	18,455	**38,373**
Audit	-	-	-	-	-	-	-	-	12,650	-	**12,650**
Irrecoverable VAT	106	1,867	707	1,649	619	1,743	157	157	766	7,203	**14,975**
Office costs	1,837	32,341	12,245	28,571	10,729	30,203	2,721	2,721	13,294	124,775	**259,436**
Professional fees	-	-	-	-	-	7,919	-	-	5,312	43,681	**56,912**
Other costs	-	-	-	-	-	-	-	-	-	15,132	**15,132**
	8,330	147,970	72,966	106,102	47,791	117,415	15,962	23,522	113,688	781,405	**1,435,152**
Support costs	11,825	208,224	78,835	183,948	69,074	194,460	17,519	17,519	-	(781,405)	**-**
Governance costs	1,720	30,295	11,470	26,763	10,050	28,293	2,549	2,549	(113,688)	-	**-**
Total expenditure 2022	**21,876**	**386,490**	**163,271**	**316,813**	**126,915**	**340,168**	**36,029**	**43,590**	**-**	**-**	**1,435,152**

4. Net expenditure for the year

This is stated after charging:

	2023 £	2022 £
Depreciation	42,915	45,506
Loss on disposal of fixed assets	5,573	1,200
Operating lease rentals:		
Property	45,000	43,295
Other	1,274	1,774
Auditor's remuneration (excluding VAT)		
Audit	14,200	12,350

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2023 £	2022 £
Salaries and wages	757,673	651,928
Non-payrolled members of staff	-	-
Social security costs	81,210	68,927
Employer's contribution to defined contribution pension schemes	25,691	22,823
	864,574	743,679

£18,571 was capitalised for 'Know and Grow, Signing for Babies and Frontline' Staff cost (2021: £20,190).

Financial Notes

The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2023 No.	2022 No.
£60,000 - £69,999	1	-
£70,000 - £79,999	1	1

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £345,474 (2022: £317,415).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £219 (2022: £43) incurred by 1 (2021: 1) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2023 No.	2022 No.
Training (workshops, Manuals, memberships etc)	7	7
Publications and other resources	3	2
Support	11	9
Governance	1	1
	22	19

7. Related party transactions

Other than those referred to in note 5 there are no related party transactions to disclose for 2023 (2022: none).

8. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	Total £
Cost					
At the start of the year	49,153	661,925	132,475	109,156	**952,709**
Additions in year	-	-	-	21,352	**21,352**
Disposals in year/write offs	-	-	-	-	**-**
At the end of the year	49,153	661,925	132,475	130,508	**974,061**
Amortisation					
At the start of the year	49,153	657,067	132,475	70,108	**908,803**
Charge for the year	-	1,060	-	6,691	**7,751**
Eliminated on disposal/write off	-	-	-	-	**-**
At the end of the year	49,153	658,127	132,475	76,799	**916,554**
Net book value					
At the end of the year	**-**	**3,798**	**-**	**53,709**	**57,507**
At the start of the year	-	4,858	-	39,048	**43,906**

All of the above assets are used for charitable purposes.

Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	Total £
Cost				
At the start of the year	37,634	165,648	43,413	**246,695**
Additions in year	4,762	28,634	14,768	**48,164**
Disposals in year	(9,877)	(11,158)	-	**(21,035)**
At the end of the year	32,519	183,124	58,181	**273,824**
Depreciation				
At the start of the year	32,838	45,727	32,807	**111,372**
Charge for the year	3,160	32,000	7,757	**42,917**
Eliminated on disposal	(8,395)	-	(7,067)	**(15,462)**
At the end of the year	27,603	77,727	33,497	**138,827**
Net book value				
At the end of the year	**4,916**	**105,397**	**24,684**	**134,997**
At the start of the year	4,796	119,921	10,606	**135,323**

11. Stocks

	2023 £	2022 £
Raw materials	**12,426**	10,396
Finished goods	**17,473**	22,617
	29,899	33,013

12. Debtors

	2023 £	2022 £
Trade debtors	**149,491**	85,528
Other debtors	**31,133**	20,205
Prepayments	**94,524**	94,989
	275,148	200,722

13. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	60,018	83,365
Taxation and social security	50,800	45,252
Other creditors	161	1,238
Accruals	96,773	69,761
Deferred income (note 14)	347,604	279,949
	555,356	479,565

14. Deferred income

Deferred income comprises income for services such as training, memberships and licenses which are to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2023 Total £	2022 Total £
Balance at the beginning of the year	203,416	71,595	4,938	279,949	247,891
Amount released to income in the year	(203,416)	(71,595)	(4,938)	(279,949)	(247,891)
Amount deferred in the year	110,115	237,369	120	347,604	279,949
Balance at the end of the year	110,115	237,369	120	347,604	279,949

Financial Notes

15a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	57,507	-	**57,507**
Tangible fixed assets	-	134,997	-	**134,997**
Net current assets	3,888	-	623,830	**627,718**
Net assets at the end of the year	3,888	192,504	623,830	**820,222**

15b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	43,906	-	**43,906**
Tangible fixed assets	-	135,323	-	**135,323**
Net current assets	3,888	-	388,808	**392,696**
Net assets at the end of the year	3,888	179,229	388,808	**571,925**

16a. Movements in funds (current year)

	At 1 July 2022 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2023 £
Restricted funds:					
Makaton overseas fund	1,119	-	-	-	**1,119**
Filming Fund	2,769	-	-	-	**2,769**
Kickstart Scheme	-	2,170	(2,170)	-	**-**
Total restricted funds:	3,888	2,170	(2,170)	-	**3,888**
Unrestricted funds:					
Designated funds:					
Intangible assets	43,906	-	(7,751)	21,352	**57,507**
Tangible fixed assets	135,323	-	(42,917)	42,591	**134,997**
Total designated funds	179,229	-	(50,668)	63,943	**192,504**
General funds	388,808	1,914,410	(1,615,445)	(63,943)	**623,830**
Total unrestricted funds:	568,037	1,914,410	(1,666,113)	-	**816,334**
Total funds:	571,925	1,916,580	(1,668,283)	-	**820,222**

Financial Notes

16b. Movements in funds (prior year)

	At 1 July 2021 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2022 £
Restricted funds:					
Makaton overseas fund	2,301	-	(1,182)	-	**1,119**
Filming Fund	2,769	-	-	-	**2,769**
Kickstart Scheme	-	5,666	(5,666)	-	**-**
National Lottery Community Fund-Growing Up and Women's Health Resources	9,500	-	(9,500)	-	**-**
Total restricted funds:	14,570	5,666	(16,348)	-	**3,888**
Unrestricted funds:					
Designated funds:					
Intangible assets	26,599	-	(7,133)	24,440	**43,906**
Tangible fixed assets	132,313	-	(38,371)	41,381	**135,323**
Total designated funds	158,912	-	(45,504)	65,821	**179,229**
General funds	343,972	1,483,957	(1,373,300)	(65,821)	**388,808**
Total unrestricted funds:	502,884	1,483,957	(1,418,804)	-	**568,037**
Total funds:	517,454	1,489,623	(1,435,152)	-	**571,925**

Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Kick Start Scheme	The Kickstart Scheme provided funding to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment programme to help.
National Lottery Community Fund – Growing Up and Women's Health Resources	A Grant to help support some material development around female puberty, safeguarding and consent.
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.

Financial Notes

17. Reconciliation of net income to net cash flow from operating activities

	2023 £	2022 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	**248,297**	54,471
Investment income	**(5,783)**	(1,193)
Depreciation and amortisation charges	**50,668**	45,504
Loss on disposal of tangible assets	**5,573**	1,200
(Increase)/decrease in stock	**3,114**	(3,383)
Increase in debtors	**(74,426)**	(63,993)
Increase in creditors	**75,791**	67,467
Net cash provided by operating activities	**303,234**	100,073

18. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2023 £	2022 £	2023 £	2022 £
Less than one year	**45,000**	45,000	**1,274**	1,774
One to five years	**-**	-	**1,055**	2,436
	45,000	45,000	**2,329**	4,210

19. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



Contact Us

Head Office

The Makaton Charity
Suite 3, Unit 4.3
Frimley 4 Business Park
Frimley, Surrey, GU16 7SG

Telephone: 01276 606760
Email: help@makaton.org
Website: makaton.org

Directors and Trustees

Rob Douglas CBD DL, Chair

Ian Newman, Deputy Chair

Lady Julia Spencer

Pete Donell

Stephanie Kogels

Carol Riddington

Rebecca Khanna

Paul Moore

Karen Donnelly

Lori Cunningham, final term completed June 2023

Juliet Armstrong, final term completed June 2023

Senior Management Team

Stephen Hall
Chief Executive Officer

Vicki Partridge
Director of Operations

Zanna Finnerty
Director of the Makaton Language Programme

Roc Da Silva
Director of Finance and Services

Hannah Anderson
Director of Membership and Partnerships

Patrons

Dave Benson-Phillips
Children's Entertainer

Justin Fletcher MBE
Children's TV Presenter

Allan Johnston
Children's TV Producer

Tracy Upton MBE
Singing Hands

Suzanne Miell-Ingram MBE
Singing Hands

Registered Office
66 Lincoln's Inn Fields,
London, WC2A 3LH

Solicitors
Farrer and Co,
66 Lincoln's Inn Fields
London, WC2A 3LH

Auditor
Sayer Vincent LLP,
Invicta House,
108-114 Golden Lane,
London, EC1Y 0TL

Bankers
Lloyds plc, PO Box 1000, BX1 1LT

Santander, Bootle, L30 4GB

HSBC plc, 2 Victoria Road,
Farnborough, GU14 7HX

United Trust Bank,
One Ropemaker Street,
London, EC2Y 9AW

Virgin Money, 7-8 North Avenue,
Clydebank Business Park,
Clydebank, G81 2NT

Cambridge & Counties Bank,
Charmwood Court, 5B New Walk,
Leicester, LE1 6TE

Country of registration
England & Wales

Country of incorporation
United Kingdom

Makaton



The Makaton Charity

Suite 3, Unit 4.3, Frimley 4 Business Park, Frimley, Surrey, GU16 7SG
Tel: 01276 606760 • **Email:** help@makaton.org

makaton.org

Registered Charity number: 1119819 • Registered Company number: 06280108

THE MAKATON CHARITY

England & Wales - Charity number 1119819

Accounts

Makaton



Annual Report

2021/2022

Registered Charity number: 1119819 • Registered Company number: 06280108

Key achievements for 2021/2022

- Secured a £1.5m Income base, up 17% on the previous year, with a £54,000 surplus
- Continued development of our Makaton membership offer, with over 110,000 free member accounts and 5,000 paid members
- Launch of Premium Membership enabling members to search our database, attend webinars and engage in our new Makachat community
- Launch of Large Group Membership enabling organisations to self-manage between 10-100 user accounts
- Completion of our first MakaHike, with 40+ people climbing Mt Snowdon in Wales and raising over £20,000
- Deploying a new Tutor Training pathway, enabling us to accredit 98 new Tutors and taking our national Tutor base to over 1,200
- Engaged and trained over 250 organisations, supporting over 2,000 individuals to embed and use Makaton within their place of work or community
- The Tutor network supported over 50,000 individuals to engage with Makaton, with over 33,000 undertaking a formal Level training programme
- Attracted over 440,000 users to the website, visiting 2.7 million web pages
- Members have viewed over 1,000,000 signs, symbols and video tutorials via the Makaton Library



Welcome!

The Makaton Charity's Mission Statement

To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Our Vision

By 2025 to double the number of people we support, building a community of members, accessing innovative and life changing services.

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Chair and CEO's Report

Stephen Hall
Chief Executive



Rob Douglas CBE DL
Chair of Trustees



Our golden jubilee year

This past year has been the first full year after Covid, and it's been a real triumph. With our activity and trading up 17% on the previous year, together with success in securing a financial surplus and further strengthening of our cash reserves. The year has also seen its challenges, not least the need to pace our recovery and investments against an unstable post Covid world, while supporting our staff team and Tutor network to emerge from Covid into a more flexible and blended working environment. Our Charity income streams continue to diversify with network-led training, membership, Tutor and workplace training all continuing to grow, moving us to a more balanced social enterprise model. This diversity gives us the scope and opportunity to grow our financial value and consider the wider user and social value that the Charity provides the Makaton community.

During 2022, The Makaton Charity celebrated 50 years of the Makaton Language Programme. The Golden Jubilee year was marked with garden parties across the UK and the launch of Makaton International Awareness Day which will become an annual event. The Makaton Charity received other accolades throughout the year; a Highly Commended recognition at the National Learning Disability awards, recognising the outstanding work over 50 years of operations and an industry innovation award from Advance Solutions International (ASI) who were impressed with The Makaton Charity's digital transformation.

People are Makaton's success

The Makaton Charity remains a small team, with at the year end 24 people (19 Full Time Equivalent) who together with our volunteers help the Charity to continue to exceed expectation and deliver exceptional products and services for our Users. While the team has grown in 2022, with the addition of new people in resource development, membership and training areas, the focus for the year has been on developing a cross-team working approach, recognising that many initiatives need knowledge, support and delivery experience from a wide array of team members and volunteers. We would like to take this opportunity to thank both our Trustees and Staff who have risen to the challenge, ensuring the Charity continues in its mission of improving lives by enabling everyone to communicate successfully with solutions that are effective and appropriate for them.

The Makaton Charity could not achieve this continued success without the hard work and dedication of its Tutor network, Senior Tutors and Ambassadors, who together donate over 5,000 hours of free support each year. 2021/22 also saw our first MakaHike, an initiative led and coordinated by Richard Fish, one of our Ambassadors, who with our Patron Suzanne Miell-Ingram (Singing Hands) and over 40 volunteers, ascended Mt Snowdon in Wales, raising over £20,000 for the work of the Charity. A special thank you to everyone who has helped, supported and raised funds

"This past year has been the first full year after Covid, and it's been a real triumph. With our activity and trading up 17% on the previous year, together with success in securing a financial surplus and further strengthening of our cash reserves."

for the Charity this year; please do continue with all your great works.

The Makaton journey

The Makaton Charity continues to refine and grow its offer, with membership and training being at the heart of its provision. Since its launch in 2021, our membership has seen steady growth, developing into a thriving and interactive community. We now have over 110,000 free members and close to 5,000 paid members, who together have viewed over a million signs, symbols and resources via the Makaton Library, demonstrating the value of our digital resources. Those resources continue to grow, with 40,000 signs, symbols and video tutorials, together with a growing array of wider support materials, available 24/7 at members' fingertips.

The Charity continues to innovate its membership offer, introducing Premium and Large Group subscriptions, enabling organisations to self-manage members of between 10-100 people. The year has also seen the launch of 'live' member events and webinars, with over 2,000 individuals joining us to meet like-minded people and build on Makaton knowledge and skills, with many more benefitting from the recorded webinars housed within the Makaton Library.

Our Tutor network continues to be central to our operations. Following the implementation of a new simplified Tutor Training pathway, we have seen our Tutor network expand to over 1,200 members, supporting over 50,000 individuals across 1,600 workshops, embedding the Makaton Language Programme in communities up and down the length and breadth of the UK. The Makaton Charity has also been working with over 255 larger organisations, to train and embed Makaton within their workplace.

The Makaton Language Programme never stands still, with requests for new signs, symbols, and resources received every day. In the past year we have developed over 150 new concepts, all aligned and linked to British Sign Language, with over 500 new support videos and a wide range of general learning materials. Makaton is not only a UK success, with the Makaton Language Programme now operating in over 40 countries worldwide, with the newest partner, Makaton North America, being launched during the year.

A Charity in motion

The Makaton Charity has an exciting year ahead, building upon our initial MakaChat Forum. In the summer we launched our new interactive MakaChat Community, providing a Facebook style experience for Users and Tutors to link up, share and ask questions in a safe space. In 2023, we look forward to the launch of both our MakaChat App, making the community accessible on your mobile device, together with the launch of our new eBooking portal, enabling people to find, book and pay for Makaton courses and programmes, offered by our network, via the main website.

Developing the scope, role and integrity of the Makaton Language Programme remains a high priority for the Charity. This work often provides partnership opportunities and we are starting a number of exciting projects including working with SKY and the NHS, raising awareness and knowledge of this life-changing communication tool within key sectors of society.

As a charity, we are aware we need to do more to better engage with marginalised areas of society, together with breaking down barriers and mis-information between the Deaf community and the Learning and Communication Needs sector. We are pleased to be developing our listening and engagement agenda, which will feed into our future Equality, Diversity and Inclusion Strategy and our innovation thinking.

About Makaton

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support society's needs and encourage the learning of Makaton, to achieve our vision 'by 2025 to double the number of people we support, building a community of members accessing innovative and life changing services'.

Makaton is a language programme that uses signs, symbols and speech. These elements are what provide the multiple ways for someone to communicate. The use of signs can help people who have no speech or whose speech is unclear and using symbols can help people who have limited speech and those who cannot, or prefer not to sign. Makaton is proven to overcome the frustrations often caused by learning and communication difficulties.

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users. The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need. This sustainable approach ensures the maximum number of people can benefit from using Makaton.



We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people
- providing a membership which offers 24/7 access to signs, symbols and video tutorials.



"There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users"

Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.



Respect

We give everyone a voice

We value each other's contributions

We behave respectfully towards each other and encourage a sense of belonging

Excellence

We strive to improve lives

We put the Makaton Family at the heart of everything

We deliver outstanding service

Innov

We think
bound

We believe t
impossible

We are p
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Collaboration

We work collaboratively to build effective solutions

We engage with others to share ideas and approaches

We create strong and successful working relationships

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Integrity

We are fair and transparent in all that we do

We are responsible and accountable for our actions

We work with people who share our values

Delivering the Strategy

The Makaton Charity has a clear vision of where it wants to grow. By 2025, we aim to double the number of people we support, building a community of members, accessing innovative and life changing sevices. Here's how we intend to do that!

1. Grow Deeper

By building deeper relationships and knowledge of our customers, core users and wider stakeholders.

2. Grow Wider

By expanding our provision and horizons, supporting more users and people.

3. Grow Newer

By harnessing new technology to broaden our offer, making it more accessible.

4. Grow Stronger

By strengthening our resource base to better impact the lives of those with learning or communication difficulties.



1. Grow Deeper

1.1 Create and expand a diverse and appealing member event webinar programme, offering easy access and engaging content to paid and free members.

1.2 Ensure the effective adoption of the digital community platform, MakaChat, developing a sustainable tool to monitor engagement levels and retain membership.

1.3 Working with commercial partners, build innovative cross-membership products which add value to the Makaton offer.

1.4 Formalise the development of a bursary to offer targeted learning and resource support to those who cannot afford to self-fund.

2. Grow Wider

2.1 Ensure the effective launch of the Frontline and Know and Grow Workshops, standardising and strengthening the Makaton Language Programme in emergency service and Christian faith vocabulary.

2.2 Introduce a new network licence agreement, reinforcing the Social Franchise model to all Tutors and Trainers, with improved support and engagement strategy.

2.3 Proactively expand our Tutor and Trainer numbers and £327,000 budget income for Tutor Training and Licenced membership by year-end June 2023

2.4 Work with, and encourage Makaton's overseas partners to become more aligned with UK operations and secure greater financial stability.

3. Grow Newer

3.1 Design and embed a revised Workplace Training pathway including new website pages and enquiry process to improve organisational training bookings.

3.2 Working with our technology partners, ensure a successful upgrade transition to a Cloud-based version of our digital platforms, to harness robust operational performance and security.

3.3 Expand the deployment of persona-based marketing strategies across the Charity, identifying products and services which would benefit from personalised presentation to set audiences.

3.4 In partnership with a commercial provider, deploy an agile booking and payment solution for Makaton training, enhancing Tutor Workshop advertising and user accessibility.

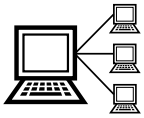
4. Grow Stronger

4.1 Implement a new central data dashboarding hub, consolidating all available data streams, providing superior visibility and improved decision-making capability to all staff.

4.2 Utilised cross departments working, ensure the Charity has the appropriate people resources, finance business support and office infrastructure to enable the delivery of the Charity's objectives.

4.3 Review and proposed a new operating model for the Charity's e-Shop, looking to improve cross product retail between e-shop, Membership services and Social Franchise operations.

4.4 Collaborate with external specialists and consultants to review current practices and ensure the Charity is fully GDPR compliant.



Digital Transformation

The Makaton Library

Over the past 2 years we have seen significant use of The Makaton Library, with nearly 1 million assets viewed by our members. The Library houses some 40,000 Makaton assets which include signs, symbols, video tutorials, and resources for our members to search and download.

Top Assets

Resources:

All About Me: 15,008

Old MacDonald: 9,876

Hello Song: 7,156

Signs:

Good Morning: 1,608

Bath: 1,329

Biscuit: 1,148

Symbols:

Covid 19: 1,768

Home: 806

Toilet: 804

Workplace Training

This year we continued the success of our workplace training offer and embraced the remote learning format to empower workplaces across the UK to become more diverse, inclusive, and accessible.

Our 40 strong team of internal Tutors, who work as contractors for The Makaton Charity to deliver our workplace training objectives, carried out 255 organisation-based trainings. Predominantly delivered online, we enabled 129 organisations to begin their Makaton journey with a Taster session or Level 1 Workshop and empowered 18 organisations to grow deeper Makaton skills with follow up Level 2, 3 and 4 workshops. In total, more than 2000 people have been trained throughout the year via the workplace training pathway.

Our biggest clients were from the Health and Social Care sector, with 47% of all our workplace delivery being organised in Social Care organisations and NHS settings. Education was our next biggest sector with 32% of our workplace training delivered to nurseries, schools, and colleges. This was followed by councils at 16%.

Total number of workshops and Taster sessions:

29 x Taster Session

189 x Level 1

29 x Level 2

4 x Level 3

4 x Level 4

"Over the past 2 years we have seen significant use of The Makaton Library, with nearly 1 million assets viewed by our members."

What's next?

Improved Tutor Training pathway

A new process has been created to make applying for Makaton Tutor Training simpler and more informative for our prospective new Tutors. Five additional webpages have been designed to create new customer journeys for our primary Tutor training audiences; teacher, social care worker, speech and language specialists and freelancer. These pages have been through rigorous testing, interviewing Tutors to provide feedback on the usability, accuracy of information and relevance to their job roles.

A newly created consultation session now allows an applicant to undergo a signing and symbol comprehension assessment prior to committing to the full Tutor Training course. The assessment is a live consultation with immediate feedback on areas of improvement and candidates suitability for progression.

The improvements will help prospective Tutors to identify whether Tutor Training is appropriate for them, understand the commitment required, and how it can enhance their everyday job or provide an additional income stream.

Online booking and payment platform

The Makaton Charity has a long-standing objective of enhancing our 'find training' experience, by providing a direct e-booking service. The new digital technology will allow users to search, book and pay for Makaton training online, via the main website.

Makaton are in partnership with Bookwhen, who for over a decade have enabled customers to save time by moving away from managing bookings manually on spreadsheets or pen and paper. By digitising booking operation, it allows 24/7 bookings and payments, easier management of email reminders ahead of time to reduce no-shows, and access to reports for participants and finance.

The Bookwhen platform will be available for our Tutor Network to begin advertising their Makaton Workshops in Autumn 2022. Reducing administration time for our Tutor Network and providing effortless booking, across all devices for our valuable Makaton Users and clients.



Online Reach

Website

Over the last year our website has attracted over 440,000 users, which is a 15% increase on the previous year. Visitors have viewed more than 2.7 million web pages with users viewing an average of 3.5 pages per session, a decrease on last year, indicating they are finding what they want more quickly.

A key focus has been to develop and optimise our website for search engines. Organic (non-paid) Google searches account for over 50% of the visits to our website. To increase web traffic and widen our reach we have created and published a suite of new website pages to reach those people who might benefit from Makaton but are not yet aware of Makaton or The Makaton Charity. These pages focus on how Makaton might help those living with any of the key causes of need for Makaton; Autism, Cleft lip & palate, Developmental language disorder, Down's syndrome, Global developmental delay, Multi-sensory impairment and Verbal dyspraxia.

These pages have attracted over 20,000 new visitors to the website, and across the website we have seen a 20% increase in audience reach through organic search. This indicates that our ongoing work in search engine optimisation (SEO) is making a significant impact.

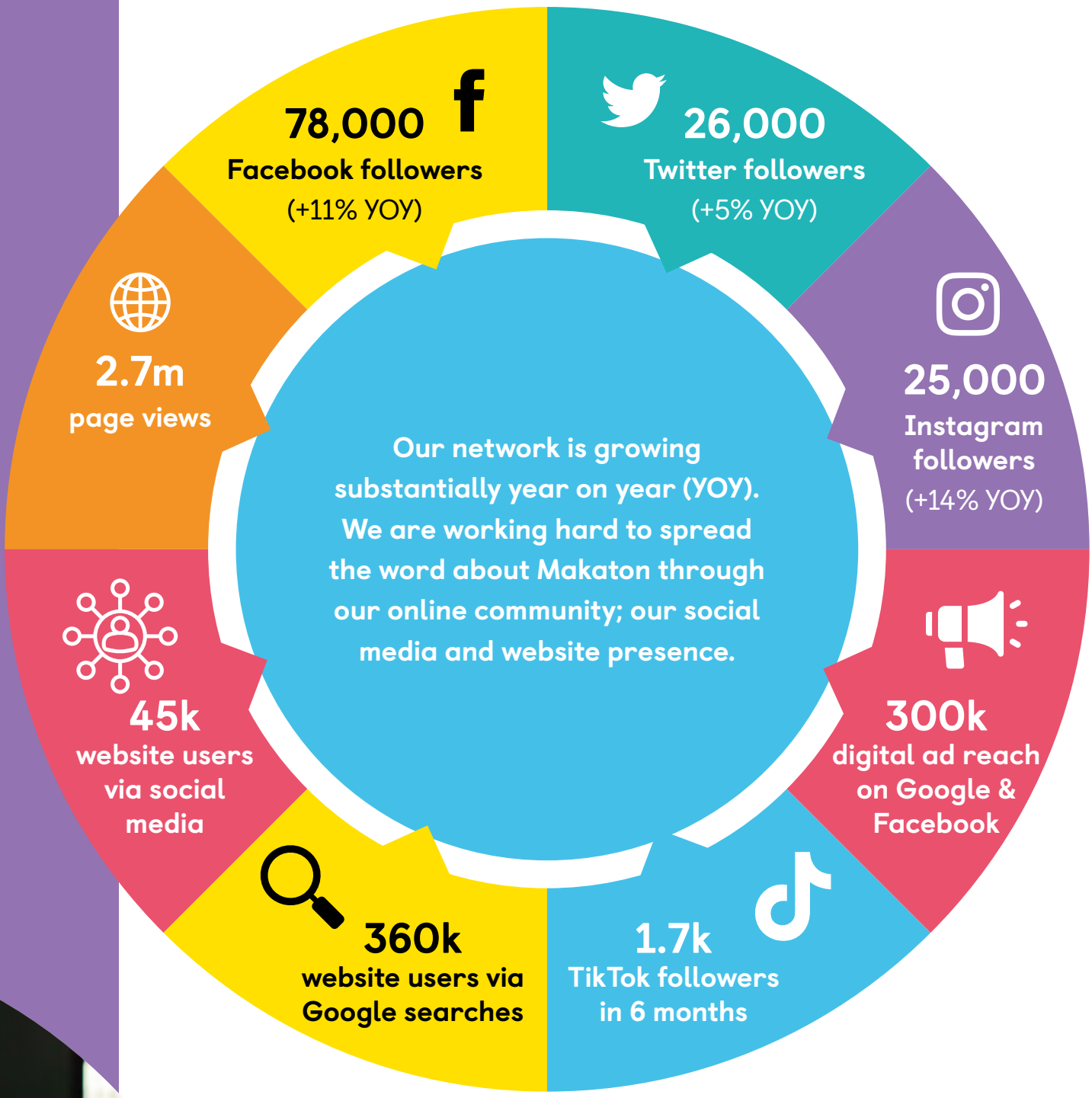
Social Media

We continue to engage and support the Makaton community with a wide range of inspirational, practical, and newsworthy content. This year the number of people following our Facebook page has grown by 11% to over 78,000. Our Instagram audience has grown by 14% to reach over 25,000 and Twitter has grown steadily by 5% to 26,000. We have also launched TikTok which has gained 1.7k followers in the first 6 months.

Makaton Insights

This year we have launched a new digital campaign called Makaton Insights which sees daily content in the form of games and quizzes that use Makaton signs and symbols. These are available via our social media platforms and the Makaton Library. The social media posts direct users to the free account sign up page. Since launching in January, the visitors to the account sign up page have increased by 15% which shows the campaign is encouraging users to create a new account to access further resources.




78,000
Facebook followers
(+11% YOY)
26,000
Twitter followers
(+5% YOY)
25,000
Instagram followers
(+14% YOY)
300k
digital ad reach on Google & Facebook
1.7k
TikTok followers in 6 months
360k
website users via Google searches
45k
website users via social media
2.7m
page views
Our network is growing substantially year on year (YOY). We are working hard to spread the word about Makaton through our online community; our social media and website presence.



Membership

Membership growth

We currently have 2,917 paid individual and group membership subscriptions, enabling 5,000 users to access our membership services.

Premium Membership at your fingertips... 24/7

The Makaton Charity launched their Premium Membership offer in August 2021. Premium Membership gives subscribers 24/7 digital access to over 40,000 symbols and signs within the Makaton Vocabulary. With video tutorials, the support of a vibrant online community, and the ability to download favourite content for easy offline access, Premium Membership is the essential partner for the Makaton journey. Premium Membership supports users beyond the everyday situations, empowering communication across a broad range of settings. Topics include National Curriculum, health and well-being, food and drink, people and places and animals, transport and vehicles.

Free Trial Membership

12,107 people have benefited from a free trial supporting them on their journey and enabling them to access the resources they need for free. To date 7,565 people have had 30-day trials and 4,542 people had 7-day trials.

Moving with demand

Large Group Membership allows organisations to provide staff and team members with their own logins and access to the complete Makaton Library of resources at a substantial discount. Large Group Memberships are ideal for schools, residential colleges, nursery chains, NHS departments or trusts and care homes.

We received a growing number of requests from organisations to increase Group Membership beyond the four-person allowance that was initially introduced. In July 2022, we launched Large Group Membership and now offer membership for groups of 10 up to 100 to support organisations wanting to provide access to Makaton across the business.

Since April 2022, 20 organisations have purchased Large Group Membership, supporting over 210 individuals covering Education, NHS services and healthcare providers.

Makaton community space

MakaChat is a key element of our membership proposition. It is an online community platform designed to create a sense of belonging, a safe place to ask questions, share ideas, and provide members with expert, and peer to peer, online support. Recently launched, we have upgraded our community functionality creating two vibrant community spaces for paid members, and Tutors and Trainers. Engagement levels remain high with over 650

"I am really enjoying my Membership! It is so useful to have all the signs and symbols just at my fingertips and I love that I can log on from my phone when I am out and about if I need to quickly check a sign – so handy!"

Lucinda, Makaton Member



threads and chats across the platform with 5,000 members participating in conversations.

A welcomed feature of the MakaChat space is the introduction of recorded member events. As part of the Makaton membership package, members are invited to 'live' webinars on Makaton related topics, these events are now recorded and stored within the MakaChat resource area. This addition enables members to view the event at any time, or revisit topics, it also encourages members to discuss and debate the webinar after the online event has been delivered.

"This is fantastic! It's never been easier to get in touch with The Makaton Charity" (Makaton Tutor)

"It's wonderful to connect and gain advice from other parents and experts who have been in my situation" (Makaton Member)



What's next?

MakaChat LIVE

MakaChat LIVE is a new initiative creating opportunities for our members to interact in an online environment to enhance their Makaton skills. There will be practical signing sessions, symbol workshops and time to share valuable advice, experiences and build relationships to strengthen member's confidence in using and applying Makaton.

Makaton Library improvements

The Makaton Library will remain a primary focus throughout 2022/23, refining the search functionality to return improved intuitive responses, making accessing Makaton signs and symbols easier. We aspire to move to a one click world where members can login directly to the Makaton Library, making access quicker and more efficient for mobile use.

Understanding our members

We want our members to have access to the most appropriate and valuable information for them and their needs. Maximising member benefits and ensuring members have access to a steady supply of new signs, symbols, video tutorial and resources are high on The Makaton Charity's agenda. New language, materials and member event are regularly being developed, designed, or scheduled, from the requests of members.

How long our members stay all depends on the individuals Makaton journey. The Makaton Charity want to gain a deeper understanding of our members through obtaining and analysing feedback, to ensure we are continuously listening to our members and enhancing our membership offer. Our aim is always to meet our communities needs and provide support appropriate for them.

Case Study: Member Event Review

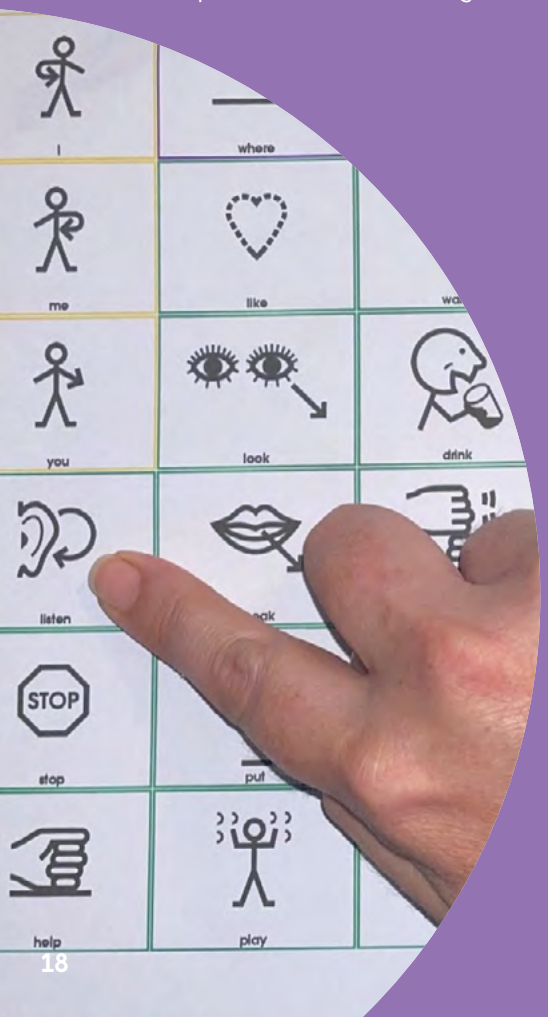
Member Events

Member Events are a newly added member benefit and have proved to be an enormous success. With 20 events delivered to date, an average of 300 members attending per event, and up to 800 post event views via The Makaton Library – Member Events proves to be a hit.

The online 'live' events are designed to support with putting the principles of Makaton into practice, delivered by an expert in the field. Member Events provide practical strategies and solutions for members wanting innovative ideas on how to use The Makaton Language Programme across a variety of situations and settings. Topics have covered; around the home, Makaton with the use of Alternative and Augmentative Communication (AAC), improving the school environment, labelling the environment with Symbols, using Makaton with songs and stories and much more. Our experts provide a deeper dive into a topic and share knowledge and skills with our Makaton members.

'You don't teach communication to someone; you step into communication with someone.'

'Discover the power and joy that comes from celebrating the communication that exists beyond speech'



Using Symbols to Improve Conversations

During this event, members learned how to effectively use a communication board to improve language acquisition and enable successful interaction. The session introduced a dynamic and flexible approach to communication board use, with someone who would benefit from symbol supported communication. Makaton symbols use can provide essential opportunities for language and communication skills to develop to promote autonomy over choice, decision and expression of feeling and wishes. Making communication easier, less stressful, more successful and reducing frustration by learning new low-cost Alternative and Augmentative Communication (AAC) approaches with Makaton symbols.

Outcome stats

220 attended the live webinar

300 post-event views with the Makaton Library

Three communication boards were created to support people who wanted to put the guidance into practice, the resources have been viewed 350 views and downloaded by over 240 Members. 520 members have directly engaged with the topic.



What members had to say about it

'THANK YOU SO MUCH! This was a fantastic talk, and I am so keen to try out the communication boards – I work with adults and children with additional needs and it can be difficult to find out what communication methods may be suitable – this has given me the confidence to just try the board out with my patients and see what responses I get!' (NHS staff member)

'Thanks so much for a great session. I didn't realise the value and importance of communication boards.' (Teacher)

'I find all of the member events so helpful and love that I can visit them again in the library.' (Speech and Language Therapist)

"Strategies and solutions for members wanting innovative ideas on how to use The Makaton Language Programme across a variety of situations and settings."



Training

Workplace Training

Large organisations across industry and the public sector are seeking to improve their equality, diversity and inclusivity (EDI), with regards to both staff and the provision of services. The Makaton Charity has successfully developed a Corporate Workplace Training solution which has been well received in this market, representing a significant and fast-growing revenue stream for the charity.

Workplace Training this year has generated an income of £181,999, delivered over 255 workshops and trained a total of 2,375 learners.

Workshops delivered:

75% Level 1

10% Level 2

1.5% Level 3

1.5% Level 4

12% Taster Sessions

Tutor Network Training

Our 1,200 strong Tutor Network continues to maximise training opportunities with options of both online and face-to-face delivery, enabling more learners across the UK to access Makaton Training. Throughout 2021/22, 1,529 Workshops were advertised on the Makaton website which provides a good indication of the demand for Makaton training.

Workshops advertised:

47% Level 1

28% Level 2

13% Level 3

12% Level 4





What's next?

Workplace Training

With the success of Workplace Training, we are creating a dedicated suite of web pages to reach more customers. Through reviewing our current customers we identified that the top participants who attend the training are from the following sectors:

Health and Social Care (45%)

Education (29%)

Councils (21%)

Businesses/Corporates (5%)

We are creating 5 new web pages to reflect these participants, aiming to appeal and capture a wider audience through using language and imagery that reflects each sector. The Makaton Charity wants raise awareness of the benefits of training staff to support customers and clients improving equality and inclusion across services. The suite of pages will be launching in the second quarter of 2022/23.

Use it, Don't Loose It

We are looking into the relationship between Makaton training and membership and ways of linking the two offers to provide an enhanced Makaton service. Based on the understanding that 75% of learners are attending Level 1 workshops and may not continue to further levels, we believe this will help in embedding Makaton's use for our learners. Membership gives access to signs, symbols and video tutorials 24/7, providing an opportunity for practicing Makaton skills. Being part of a Makaton community supports the longevity and development of Makaton skills with ongoing peer-to-peer support and Makaton Tutors offering advice and guidance, which is essential to the Makaton journey.





Case Study: Kirsty's Makaton Journey

Key achievements

- Completing workshop Levels 1 – 3
- Helping Makaton Users to understand and be understood
- Attending Singing Hands choir
- Using the Makaton membership to maximise training
- Gaining funding to continue Makaton journey

My name is Kirsty. I have a learning disability and autism. I wanted to learn Makaton to help me communicate with people who I go to day services with, and people who live in the same supported living flats that I live in. It's really important to me that I can include and communicate with everyone who I meet, not just the people who can talk.

I did Level 1, 2 and 3 with Makaton Ambassador Tutor Nic Pike who runs relaxed sessions for people who have additional needs. This was perfect for me because it was spread over 8 weeks and I didn't feel overwhelmed by all the information. I am excited about doing the Level 4 Workshop with her later this year. I also joined her weekly club and met other people with disabilities like myself, I also attend Singing Hands choir once a month which regularly refreshes my mind through singing and signing.

Challenge

I received a free membership trial after I had done my Level 1 training. I really liked it because I could use the Makaton Library to look up different symbols, signs, and videos. The videos are really helpful. I have downloaded many symbols to make easy read recipes for me to use at home. It's nice when my friends come round and we use them to cook together.

I downloaded the rainbow bunting and signs sheet for Pride month as I am part of the LGBTQ+ community, it was wonderful Makaton made resources for this. There is lots and lots of resources on the library that helps me learn and is also fun.

With the cost of living increase, my bills are going up. I was worried about being able to continue to do Level 4 and have my membership to the Makaton Library.

Solution

The Makaton Charity supported me to access some funding through Mencap, enabling me to continue to learn, attend sessions and access the resources. I didn't know I could get anything like a grant or help for things like this. I feel very lucky and I wanted to share my story.

Results

I am really happy I can continue my Makaton journey and be able to communicate with people who use it. I'm excited to do my Level 4 and keep using the Makaton Library to check signs and download symbols to make my recipe collection bigger. And I am excited to see what more things like the Pride resources Makaton make in the future for me to download.



'It's really important to me that I can include and communicate with everyone who I meet, not just the people who can talk'

Case Study:
My MakaHike Experience

Key Achievements

- Completing the Mount Snowdon MakaHike
- Signing and singing together at the summit
- Gained confidence
- Opportunities to meet new friends and learn new skills

In September 2021, I took part in The Makaton Charity's Mount Snowdon MakaHike, rising 1,085 meters above sea level Mount Snowdon is a challenging hike ascending 8-9 mile which will take 6 -8 hours to summit and return. This was an activity that was totally out of my comfort zone for so many reasons. Travelling from the Isle of Wight to Wales was a first in itself, regardless of the fact that I hadn't met any of the participants before.

Challenge

I remember the final car journey towards Snowdon on the morning of the hike and the realisation of how big mountains actually were! We have high hills on the Isle of Wight, but not real mountains. The adrenaline was pumping, and I was anxious and excited at the same time. Once I arrived, everyone was incredibly friendly, and I instantly felt safe and welcomed.

Solution

Everyone was an equal throughout the whole day, no one was made to feel different or unwelcomed. As we walked up Snowdon, we quickly got to know the people in our groups and hear all about their personal Makaton journeys. It was very inspiring, and the love of Makaton shone out from us all.

When we arrived at the top feeling very wet, tired, and windswept there was an enormous feeling of family. A family who had conquered a big obstacle together for the same reason. Signing and singing the song together at the top is one of my most precious moments and greatest achievements.

Result

Completing this challenge has impacted the wider parts of my life. The 5 and 6 year olds that I teach at school were inspired and interested in my adventure. This opened up numerous opportunities for them such as writing, creating maps, looking at mountains and learning the song with me!

This experience has made me realise that I can do anything, no matter how challenging it may be. It has given me confidence and opportunities to push myself, learn mew skills, and meet new friends. The MakaHike challenges have changed my life and I am so proud and thankful that I have been lucky enough to also take part in MakaHike Ben Nevis September 2022.

Our next MakaHike adventure takes us to the Lake District, were we will conquer Mount Scafell in April 2023. If you would like to join us on this challenge please contact richard.fish@makaton.org . With the right people around you and an open mind, anything is possible.

The Mount Snowdon and Ben Nevis MakaHike challenges have raised over £23,000 for The Makaton Charity.







‘Signing and singing the song together at the top of Mount Snowdon is one of my most precious moments and greatest achievements’

Ambassadors and Senior Tutors

The role of an Ambassador:

Ambassadors are Makaton Tutors with specialised skillsets within The Makaton Language Programme and proven commitment within The Makaton Community. They promote Makaton awareness, advocacy, and development of the Makaton Language Programme.

Ambassadors support the Senior Tutors to provide training for Trainee Tutors, support at network Revision Sessions and provide expert advice within the online MakaChat community.



Amanda Glennon

Regional Makaton Tutor and founder of Inclusive Teaching Matters. Amanda's daughter is a Makaton user and fuels her desire to make the world a Makaton Friendly place.



Debbie Lakin

A freelance Makaton Tutor with a background in early years and Special Education, Debbie has a passion for making communication (particularly Makaton) accessible to all.



Andy McLoughlin

Andy uses Makaton in his work supporting adults with learning disabilities. Having witnessed the positive outcomes Makaton brings he is keen to change many more lives for the better.



Ami Davies

An independent Speech and Language Therapist, Ami has been a Makaton Tutor since 2008. She is the founder of SLT Consultancy Amica and co-founded Swan Therapy Hub.



Becky George

A freelance Makaton Tutor with a focus on faith-based signing. Becky initiated the Makaton Blessing and founded Sensory Spectacle to help people living with sensory processing difficulties.



Nic Pike

Nic is a Makaton Tutor who has used Makaton for over 30 years in Residential Services and more recently as a parent. She has witnessed the diversity of lives Makaton can transform.

Senior Tutors

Senior Tutors are Makaton Tutors with extensive experience, who have continually supported in teaching and maintaining the high quality of The Makaton Language Programme. Senior Tutors have attended up to two years of further training, assessment and development of signing, symbol and translation skills, as well as specific project work to achieve the accolade.



Mike Harris



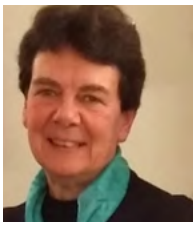
Tracy Clark



Julie Hawkins



Shelina Mitha



Sarah Norman



Zanna Finnerty



Helen Hayhoe

A Makaton Tutor with 40 years' experience in special education and learning support, Helen is now involved in research, writing, and teaching and supporting adults in the community.



Richard Fish

Richard has worked with young people at a residential, special educational needs school for 17 years. As a freelance Makaton Tutor he is passionate about giving people a voice.



Kerry Cawley

As a parent, Kerry has used Makaton at home for almost 20 years. She also uses Makaton in her role as a Portage Home Visitor, helping people to communicate with their family and others.

Senior Tutors and Ambassadors offer 200 volunteer hours throughout the year. The Makaton Charity would like to thank all the Senior Tutors and Ambassadors for their commitment and dedication to the Makaton community, and the crucial support they provide.

Future Ambassadors

Second cohort of Ambassadors



Dawn McMullan-Cooper

Dawn has over 30 years' experience as a Speech and Language Therapist working across a variety of different settings and with using Makaton to support English as an Additional Language.



Hannah Williams

A specialist Speech and Language Therapist working with children from birth to 18 years of age with complex communication needs. Hannah has worked within NHS, local council and most recently as a freelance Tutor.



Helene Elia

As a Speech and Language Therapist, Helene has used Makaton to engage with children, adults and their families in a variety of ways. She has also taught Makaton in India and the UK.



Holly Cannon-Taylor

Holly is a Special Educational Needs teacher who has worked with adults and children with autism since 2008. She is a keen supporter of Makaton Friendly and aims to make local areas more inclusive.



Holly Rankin

A Special Educational Needs teach with 10 years' experience, supporting children with a range of learning difficulties. She is also an education advisor for Ineqe Safeguarding group.



Jemma Sagar

Jemma has a degree in Early Years and has worked in mainstream education supporting children with Special Educational Needs for 17 years. She also runs a charity for children with Down's syndrome and their families.





Kris Campbell

Kris is a Principal Teacher at a specialist provision for around 100 pupils aged 5 to 18 with severe and complex additional support needs. Kris also has very good links with the BSL community.



Libby Lumley Stafford

Libby is a freelance Tutor with 25 years' experience as a Nursery & Reception teacher. She has also worked within private homes supporting children and families.



Prit Chouhan

Over the last 12 years, Prit has predominantly been training Makaton to professionals overseas in the UAE. Advising on how to implement the programme effectively in a multi-lingual environment.



Sarah Laszlo

Sarah has delivered Makaton in Early Years settings and is now a teacher within a national specialist college which has been considered a centre of excellence for Makaton.

Third cohort of Ambassadors

Saskia Dady
Mike Carlin
Gareth Smith
Debby Auvache
Erin Jefferies
Tracey Fillan
Julie Tarn
Caroline Nelson
Linda Bates

Trustees' Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 30 June 2022. Reference and administrative information set out on pages 33-38 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Surplus for the year of £54,471 (2021: loss of £28,282). Of that Surplus there was a decrease of £10,682 in the restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources from unrestricted funds increased by 17.1% this year, totalling £1,483,957 (2021: £1,267,166). The income was derived from the delivery of the charitable activities and particularly in the delivery of fees for courses, together with income from the sale of workshop manuals. The increase in revenue was due to a range of new initiatives coming on stream, including the launch of the Charity's membership offer, enhanced volumes of Workplace and Tutor training, together with a general increase in volumes of Tutor network training. While the Charity's income and trading environment continue to be impacted by post Covid, Brexit and the Ukraine war, the strategy of broadening the base of the charity's income has successfully mitigated these barriers and enabled the Charity to grow in real terms.

Expenditure

Total expenditure during the year increased to £1,435,152 (2021: £1,304,948) or 10%, which is in line and reflects the growth in the Charity's operation. The significant change in expenditure has been due to the deployment of Makaton membership, together with the expansion of our Tutor and Workplace training offer. The Charity continues to develop its digital and resource base, to enable users to remotely access the full catalogue of 40,000 assets. The broadening of the Charity's income streams does mean that there is a continuing change in the allocation of our charitable cost when compared to previous years' allocation.

Reserves

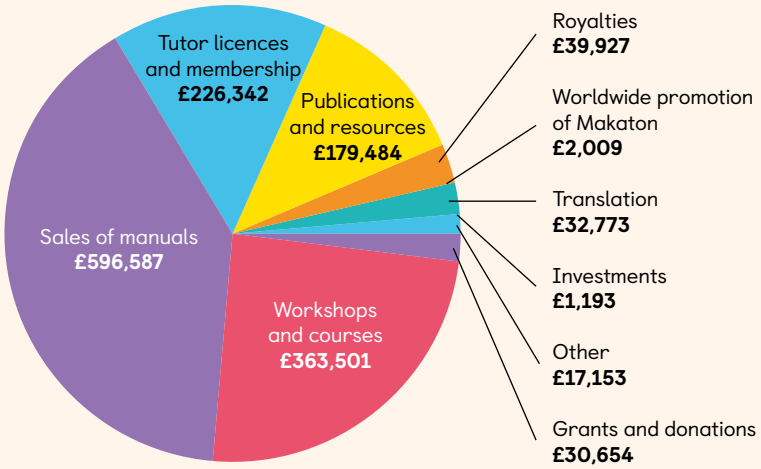
Each year the Trustees review the purpose of any reserves the Charity holds and determines the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £260,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end of the year the balance on the Unrestricted Funds was £ 568,037 (2021: £502,884), some £308,037 above the minimum requirement. During the coming year, the Trustees shall be reviewing the development needs and strategic objectives of the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity held £3,888 in restricted reserves (2021: £14,570).

Fundraising Activities

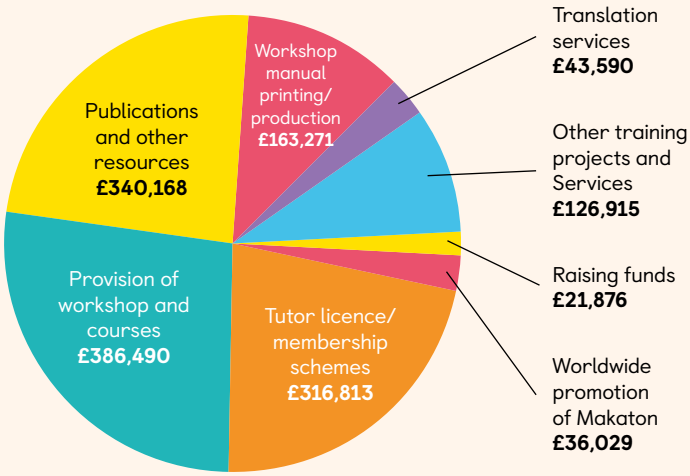
During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice. The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations.

Income **Total: £1,489,623**



Expenditure **Total £1,435,152**





Risk Management

The Trustees are responsible for managing the Charity's risk; the CEO has delegated authority to manage this process. Risks are managed through a risk matrix approach where likelihood and impact on the Charity are assessed and graded. All risks that are identified are owned by a named senior manager, with regular reports and updates provided to Trustees. The Trustees are satisfied that the major risks have been identified and processes for addressing them have been implemented. The Trustees have identified the following key risks to the Charity:

Managing environmental instability

Following the Covid pandemic lockdown that impacted the Charity's operation so heavily, moving back to a more normal or traditional environment has proven challenging. Balancing the need to maintain growth in resources, set against an uncertain and fluid income environment, the team has deployed a number of successful mitigations to risk manage this area, including tight fiscal management, delaying recruitment to later quarters, deployment of 6-month employment contract model for new starters, and the greater use of IR35 compliant consultants. The combined approach has ensured we have only grown costs in line with our revenue base while maintaining a positive staff culture and User experience.

Delivering sustainable development

Innovation and cross-team working are at the heart of the Charity's success but ensuring they both happen consistently has been an ongoing operational challenge. From an investment perspective, new systems and product development requires funds to successfully build, and often take resources from across the team to deploy effectively. Challenges in this area have been mitigated by the implementation of a new 4-month cycle review, based on an Objective and Key Results (OKR) planning process, which provides a regular check-in and evaluation process, ensuring the space and time for the team to reflect and discuss short-term priorities, together with agreeing on the time and resource allocation needed to ensure successful and sustainable deployment.

Achieving results in a blended working model

While the Covid pandemic forced us to develop a successful 'remote working' environment, emerging into a post-Covid world has required some creative thinking, as the old operating assumptions do not meet the Charity's needs going forward. Our mitigation has been the deployment of new 'flexible working' arrangements, allowing staff to choose between being fully office based, a blend of office and home working and finally, mainly home-based operation. The approach has proven highly successful and very popular with existing and new staff alike. The recent introduction of a pure 'home-based' option has also extended the scope of our employment remit, enabling the recruitment of staff from a wider geographic area and from more diverse backgrounds. . Overall, our new people approach is working well, but we will need to adapt further if we are to retain the high-performance agile team environment that we seek.

Trustees' Report

Structure, Governance and Management

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007 and registered as a Charity on 25 June 2007. It has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 11. On June 30 2022 there were ten Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities. The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and OKR setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in sub-committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

The Board through its People & Governance sub-committee annually reviews the Charity's structure and governance model, feeding back recommendations to the main Trustee Board. The Charity has three standing sub-committees made up of Finance & Digital, Quality & Standards and People & Governance, where each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People & Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders and sexual orientation. The Charity is commencing a review of its Equality, Diversity and Inclusion strategy, which when complete will support strategy and operational decision making.

Impact of environmental factors

In the period March-June 2022, the Board supported by the Senior Management Team, continued to re-evaluate the Charity's business model, both in relation to the emergence from Covid restrictions, the impact of the Ukraine war and

the associated ''Cost of Living crisis". Trustees have supported the team in their progress of digital transformation, which has seen the Charity grow income and engagement levels to above that of pre-Covid activity. The post-pandemic demand continues to be somewhat unstable, with individuals and organisations adapting to the new environment. Initial results from the first 4 months of trading in 2022/23 are very encouraging, with income levels around 10-15% above that expected. Cost pressures, while increasing, remain under control.

The Charity's Membership, Tutor Training and Workplace Training continues to perform strongly, two additional Tutor Training courses have been scheduled throughout 2022/23 and Workplace Training has achieved 40% of predicted income in the first 4 months of trading. The Charity's network is recovering well, with Tutor numbers now above that of pre-pandemic levels, with continued growth in direct network training numbers.

Trustees' commitment

All Trustees give their time voluntarily and receive no benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts. The Charity provides induction and training to new Trustees and training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three-quarters of the Trustees consent to such reappointment. Following an amendment to the Articles of Association, the maximum number of Trustees was expanded to 11, with the additional option, in exceptional circumstances, to ask a Trustee to remain in post for a further one year.

Going concern

The Trustees have reviewed the Going Concern position and consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. While post-Covid trading has been less stable, the post yearend result and management accounts demonstrate a strengthening level of demand and a continuation of robust cost controls. The Trustees believe the mitigations deployed will ensure a stable and growing operational base for the Charity. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that outside of the "Cost of Living crisis"; there are any other sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

Trustees' Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 5 to the accounts.

The Trustees understand and recognise there duties under section 172 (1) (a)-(f) of the Companies Act 2006, and confirm that individually and collectively, they have acted in good faith, promoted the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term,
- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company to maintain a reputation for high standards of business conduct and the need to act fairly as between members of the company.

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. The Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity's SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the

charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. Trustees are responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps to prevent and detect fraud and other irregularities.

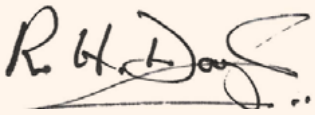
In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- 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 auditor is aware of that information.
- The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The total number of such guarantees on the 30th of June 2022 was 11 (guarantees in 2021 were 8). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees Report has been approved by the Trustees on 8th of December 2022 and signed on their behalf by the Chair, Rob Douglas CBE DL.





Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 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
- 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 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 Makaton Charity'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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual 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 charitable company and its 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 in relation to which 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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



Auditor's Report

Auditor's 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 an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 are set out below.

Capability of the audit in detecting irregularities

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

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - 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 related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed

whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard
(Senior statutory auditor)

Date: 8th December 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor, Invicta House, 108-114 Golden Lane, London, EC1Y 0TL

Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2022

	Note	Unrestricted Funds £	Restricted Funds £	2022 Total £	Unrestricted Funds £	Restricted Funds £	2021 Total £
Income from:							
Grants and donations	2	24,988	5,666	**30,654**	11,729	9,500	21,229
Charitable activities							
Fees for workshops and courses		363,501	-	**363,501**	274,483	-	274,483
Sale of workshop manuals		596,587	-	**596,587**	548,811	-	548,811
Tutor Licences and memberships schemes		226,342	-	**226,342**	115,528	-	115,528
Sales of publications and other resources		179,484	-	**179,484**	248,360	-	248,360
Royalties for the use of Makaton worldwide		39,927	-	**39,927**	40,887	-	40,887
Worldwide promotion of Makaton		2,099	-	**2,099**	2,634	-	2,634
Translation services		32,733	-	**32,733**	7,048	-	7,048
Investments		1,193	-	**1,193**	586	-	586
Other		17,103	-	**17,103**	17,100	-	17,100
Total Income		1,483,957	5,666	**1,489,623**	1,267,166	9,500	1,276,666
Expenditure on:							
Raising funds		21,876	-	**21,876**	21,601	-	21,601
Charitable activities							
Provision of workshop and courses		386,490	-	**386,490**	505,300	11,343	516,643
Printing and production of workshop manuals		163,271	-	**163,271**	163,141	-	163,141
Tutor licence and memberships schemes		316,813	-	**316,813**	61,171	-	61,171
Other training projects and services		126,915	-	**126,915**	105,942	-	105,942
Publications and other resources		325,002	15,166	**340,168**	366,585	1,625	368,210
Worldwide promotion of Makaton		34,847	1,182	**36,029**	46,302	-	46,302
Translation services		43,590	-	**43,590**	21,938	-	21,938
Total expenditure	3	1,418,804	16,348	**1,435,152**	1,291,980	12,968	1,304,948
Net income (expenditure) and net movement in funds	4	65,153	(10,682)	**54,471**	(24,814)	(3,468)	(28,282)
Reconciliation of funds:							
Total funds brought forward		502,884	14,570	**517,454**	527,698	18,038	545,736
Total funds carried forward		568,037	3,888	**571,925**	502,884	14,570	517,454

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movement in funds are disclosed in note 16 to the financial statements.

Balance Sheet

As at 30 June 2022

Company number: 06280108

	Note	£	2022 £	£	2021 £
Fixed assets:					
Intangible assets	9		43,906		26,599
Tangible assets	10		135,323		132,313
			179,229		158,912
Current assets:					
Stock	11	**33,013**		29,630	
Debtors	12	**200,722**		136,729	
Cash at bank and in hand		**638,526**		604,281	
		872,261		770,640	
Liabilities:					
Creditors: amounts falling due within one year	13	**(479,565)**		(412,098)	
Net current assets			392,696		358,542
Total assets less current liabilities			571,925		517,454
Total net assets			571,925		517,454
The funds of the charity:	15				
Restricted funds			3,888		14,570
Unrestricted income funds:					
Designated funds	179,229			158,912	
General funds	388,808			343,972	
Total unrestricted funds			568,037		502,884
Total charity funds			571,925		517,454

Approved by the trustees on 8 December 2022 and signed on their behalf by



Ian Newman
Treasurer

Statement of Cashflows

For the year ended 30 June 2022

	Note	£	2022 £	£	2021 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	17		**100,073**		75,543
Cash flows from investing activities:					
Interest from investments		**1,193**		586	
Purchase of fixed assets (tangible and intangible)		**(67,021)**		(83,779)	
Net cash provided by / (used in) investing activities			**(65,828)**		(83,193)
Change in cash and cash equivalents in the year			**34,245**		(7,650)
Cash and cash equivalents at the beginning of the year			**604,281**		611,931
Cash and cash equivalents at the end of the year			**638,526**		604,281

Financial Notes

Notes to the financial statements for the year ended 30 June 2022

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is Suite 3, Unit 4.3, Frimley 4 Business Park, Frimley, Surrey, GU16 7SG.

b) Basis of preparation

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

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. While the Covid pandemic initially resulted in a significant reduction in income, the charity has successfully mitigated this by pivoting its provision to an online, Zoom based environment, together with launching a new membership offer. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made.

e) Income

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

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

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

Grants for the purchase of fixed assets are credited to restricted incoming resources when receivable. Depreciation of fixed assets purchased with such grants is charged against the restricted fund.

Where a fixed asset is donated to the Charity for its own use, it is treated as an unrestricted

Financial Notes

donation and the asset is capitalised and written off over its estimated useful life.

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support costs. Expenditure also includes attributable VAT which cannot be recovered.
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Governance costs are re-allocated based on charitable activities income.

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
  10% on cost p.a. from the month following publication
- **General publications**
  10% on cost p.a. from the month following publication
- **Database resources**
  20% on cost p.a. from the month following publication
- **Training courses**
  20% on costs p.a. from the month following completion of the course preparation

Where funding has been received for development work, the funding and subsequent expenditure is shown in the restricted income fund. When completed, the product generates income for the general fund.

The amortisation for that asset is charged to the general fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- **Computers and related equipment**
  33% of cost
- **Accounting Software**
  20% of cost
- **Website and online dictionary**
  20% of cost
- **Office furnishings**
  20% of cost

n) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Financial Notes

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only 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.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Donations:						
Gift Aid & Other income	24,988	-	24,988	11,729	-	11,729
Grants:						
First time employment	-	5,666	5,666	-	-	-
National Lottery Community Fund-Growing Up and Womens Health Resources	-	-	-	-	9,500	9,500
	24,988	5,666	30,654	11,729	9,500	21,229

3a. Analysis of expenditure (current year)

	Charitable activities											
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	**2022 Total**	2021 Total
Staff costs (Note 5)	3,942	70,701	37,021	37,842	22,159	36,894	9,461	17,022	63,965	424,483	**723,489**	633,709
Other direct costs	2,174	38,277	21,183	33,814	12,698	36,189	3,220	3,220	15,734	147,676	**314,185**	286,192
Amortisation/depreciation	272	4,784	1,811	4,226	1,587	4,467	402	402	1,966	18,455	**38,373**	35,751
Audit	-	-	-	-	-	-	-	-	12,650	-	**12,650**	16,558
Irrecoverable VAT	106	1,867	707	1,649	619	1,743	157	157	766	7,203	**14,975**	13,368
Office costs	1,837	32,341	12,245	28,571	10,729	30,203	2,721	2,721	13,294	124,775	**259,436**	255,875
Professional fees	-	-	-	-	-	7,919	-	-	5,312	43,681	**56,912**	50,487
Other costs	-	-	-	-	-	-	-	-	-	15,132	**15,132**	13,008
	8,330	147,970	72,966	106,102	47,791	117,415	15,962	23,522	113,688	781,405	**1,435,152**	1,304,948
Support costs	11,825	208,224	78,835	183,948	69,074	194,460	17,519	17,519	-	(781,405)	**-**	-
Governance costs	1,720	30,295	11,470	26,763	10,050	28,293	2,549	2,549	(113,688)	-	**-**	-
Total expenditure 2022	**21,876**	**386,490**	**163,271**	**316,813**	**126,915**	**340,168**	**36,029**	**43,590**	**-**	**-**	**1,435,152**	
Total expenditure 2021	21,601	516,643	163,141	61,171	105,942	368,210	46,302	21,938	-	-		1,304,948

Financial Notes

3a. Analysis of expenditure (prior year)

	Charitable activities										
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	2021 Total
Staff costs (Note 5)	3,189	56,322	27,661	5,933	13,878	31,771	9,476	3,526	58,790	423,163	**633,709**
Other direct costs	1,506	37,657	10,544	4,519	7,531	27,113	3,013	1,506	15,063	177,740	**286,192**
Amortisation/depreciation	145	3,625	7,606	435	725	4,221	290	145	1,450	17,109	**35,751**
Audit	-	-	-	-	-	-	-	-	16,558	-	**16,558**
Irrecoverable VAT	70	1,759	493	211	352	1,266	141	70	704	8,302	**13,368**
Office costs	1,347	33,668	9,427	4,040	6,734	24,241	2,693	1,347	13,467	158,911	**255,875**
Professional fees	-	-	-	-	-	3,399	-	-	9,930	37,158	**50,487**
Other costs	-	-	-	-	-	-	-	-	-	13,008	**13,008**
	6,257	133,031	55,731	15,138	29,220	92,011	15,613	6,594	115,962	835,391	**1,304,948**
Support costs	13,474	336,852	94,318	40,422	67,370	242,533	26,948	13,474	-	(835,391)	**-**
Governance costs	1,870	46,760	13,092	5,611	9,352	33,666	3,741	1,870	(115,962)	-	**-**
Total expenditure 2021	**21,601**	**516,643**	**163,141**	**61,171**	**105,942**	**368,210**	**46,302**	**21,938**	**-**	**-**	**1,304,948**

4. Net expenditure for the year

This is stated after charging:

	2022 £	2021 £
Depreciation and amortisation	45,506	35,751
Loss on disposal of fixed assets	1,200	-
Operating lease rentals:		
Property	43,295	54,886
Other	1,774	-
Loan interest	-	-
Auditor's remuneration (excluding VAT)		
Audit	12,350	11,750

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	651,928	544,151
Non-payrolled members of staff	-	40,230
Social security costs	68,927	57,247
Employer's contribution to defined contribution pension schemes	22,823	20,036
	743,679	661,664

£20,190 was capitalised for the tangible asset 'Know and Grow, Signing for Babies and Frontline' (2021: £27,594).

Financial Notes

The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2022 No.	2021 No.
£70,000 - £79,999	1	1

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £317,415 (2021: £300,841).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £ 43 (2021: £159) incurred by 1 (2021: 2) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022 No.	2021 No.
Training (workshops, Manuals, memberships etc)	7	5
Publications and other resources	2	2
Support	9	9
Governance	1	1
	19	17

7. Related party transactions

Other than those referred to in note 5 there are no related party transactions to disclose for 2022 (2021: none).

8. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	Total £
Cost					
At the start of the year	49,153	656,625	132,475	90,016	**928,269**
Additions in year	-	5,300	-	20,340	**25,640**
Disposals in year/write offs	-	-	-	(1,200)	**(1,200)**
At the end of the year	49,153	661,925	132,475	109,156	**952,709**
Amortisation					
At the start of the year	49,153	656,625	132,475	63,417	**901,670**
Charge for the year	-	442	-	6,691	**7,133**
Eliminated on disposal/write off	-	-	-	-	**-**
At the end of the year	49,153	657,067	132,475	70,108	**908,803**
Net book value					
At the end of the year	**-**	**4,858**	**-**	**39,048**	**43,906**
At the start of the year	-	-	-	26,599	26,599

All of the above assets are used for charitable purposes.

Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	Total £
Cost				
At the start of the year	37,780	130,502	37,178	**205,460**
Additions in year	-	35,146	6,235	**41,381**
Disposals in year	(146)	-	-	**(146)**
Transfer between categories		-		**-**
At the end of the year	37,634	165,648	43,413	**246,695**
Depreciation				
At the start of the year	30,244	16,573	26,330	**73,147**
Charge for the year	2,740	29,154	6,477	**38,371**
Eliminated on disposal	(146)	-	-	**(146)**
At the end of the year	32,838	45,727	32,807	**111,372**
Net book value				
At the end of the year	**4,796**	**119,921**	**10,606**	**135,323**
At the start of the year	7,536	113,929	10,848	132,313

11. Stocks

	2022 £	2021 £
Raw materials	**10,396**	9,626
Finished goods	**22,617**	20,004
	33,013	29,630

12. Debtors

	2022 £	2021 £
Trade debtors	**85,528**	52,920
Other debtors	**20,205**	23,254
Prepayments	**94,989**	60,555
	200,722	136,729

13. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	83,365	43,290
Taxation and social security	45,252	33,707
Other creditors	1,238	210
Accruals	69,761	87,000
Deferred income (note 14)	279,949	247,891
	479,565	412,098

14. Deferred income

Deferred income comprises income for services such as training, memberships and licenses which are to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2022 Total £	2021 Total £
Balance at the beginning of the year	207,186	40,129	576	247,891	97,587
Amount released to income in the year	(207,186)	(40,129)	(576)	(247,891)	(405,664)
Amount deferred in the year	203,416	71,595	4,938	279,949	555,968
Balance at the end of the year	203,416	71,595	4,938	279,949	247,891

Financial Notes

15a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	43,906	-	**43,906**
Tangible fixed assets	-	135,323	-	**135,323**
Net current assets	3,888	-	388,808	**392,696**
Net assets at the end of the year	3,888	179,229	388,808	**571,925**

15b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	26,599	-	**26,599**
Tangible fixed assets	-	132,313	-	**132,313**
Net current assets	14,570	-	343,972	**358,542**
Net assets at the end of the year	14,570	158,912	343,972	**517,454**

16a. Movements in funds (current year)

	At 1 July 2021 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2022 £
Restricted funds:					
Makaton overseas fund	2,301	-	(1,182)	-	**1,119**
Filming Fund	2,769	-	-	-	**2,769**
Kickstart Scheme	-	5,666	(5,666)	-	**-**
National Lottery Community Fund-Growing Up and Women's Health Resources	9,500	-	(9,500)	-	**-**
Total restricted funds:	14,570	5,666	(16,348)	-	**3,888**
Unrestricted funds:					
Designated funds:					
Intangible assets	26,599	-	(7,133)	24,440	**43,906**
Tangible fixed assets	132,313	-	(38,371)	41,381	**135,323**
Total designated funds	158,912	-	(45,504)	65,821	**179,229**
General funds	343,972	1,483,957	(1,373,300)	(65,821)	**388,808**
Total unrestricted funds:	502,884	1,483,957	(1,418,804)	-	**568,037**
Total funds:	517,454	1,489,623	(1,435,152)	-	**571,925**

Financial Notes

16b. Movements in funds (prior year)

	At 1 July 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2021 £
Restricted funds:					
Makaton overseas fund	2,301	-	-	-	**2,301**
Makaton online introduction fund	11,343	-	(11,343)	-	**-**
Filming Fund	2,769	-	-	-	**2,769**
Big Potential - Revenue Grant	1,625	-	(1,625)	-	**-**
National Lottery Community Fund-Growing Up and Women's Health Resources	-	9,500	-	-	**9,500**
Total restricted funds:	18,038	9,500	(12,968)	-	**14,570**
Unrestricted funds:					
Designated funds:					
Intangible assets	29,374	-	(8,202)	5,427	**26,599**
Tangible fixed assets	84,258	-	(27,549)	75,604	**132,313**
Total designated funds	113,632	-	(35,751)	81,031	**158,912**
General funds	414,066	1,267,166	(1,256,229)	(81,031)	**343,972**
Total unrestricted funds:	527,698	1,267,166	(1,291,980)	-	**502,884**
Total funds:	545,736	1,276,666	(1,304,948)	-	**517,454**

Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Makaton Online Introduction Fund	Funds were raised including £11,088 from Morrisons Foundation to cover the cost of production of a free to participate introduction to Makaton course.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Kick Start Scheme	The Kickstart Scheme provided funding to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment.
Big Potential	This represented the remaining sum not drawn down from Big Potential from a grant awarded in 2016 to enable a partner organisation to create a sales and marketing strategy for the Charity. This has been repaid and final reports submitted to the donor.
National Lottery Community Fund – Growing Up and Women's Health Resources	A Grant to help support some material development around female puberty, safeguarding and consent.
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.

Financial Notes

18. Reconciliation of net income to net cash flow from operating activities

	2022 £	2021 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	**54,471**	(28,282)
Investment income	**(1,193)**	(586)
Depreciation and amortisation charges	**45,504**	35,751
Loss on disposal of tangible assets	**1,200**	2,748
(Increase)/decrease in stocks	**(3,383)**	(8,996)
Decrease/(increase) in debtors	**(63,993)**	(7,530)
Decrease/(increase) in creditors	**67,467**	82,438
Net cash provided by operating activities	**100,073**	75,543

19. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2022 £	2021 £	2022 £	2021 £
Less than one year	**45,000**	-	**1,774**	1,468
One to five years	**-**	-	**2,436**	-
	45,000	-	**4,210**	1,468

20. Post balance sheet events

A £50 000 drawdown Loan was agreed and signed from CAF until October 2023. This has a non-utilisation fee of 2% and interest on the capital amount drawn down and outstanding shall be charged at the rate of 6.5% per annum. No draw down was made in the financial year.

21. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



Contact Us

Head Office

The Makaton Charity
Suite 3, Unit 4.3
Frimley 4 Business Park
Frimley, Surrey, GU16 7SG

Telephone: 01276 606760
Email: help@makaton.org
Website: makaton.org

Directors and Trustees

Rob Douglas CBD DL, Chair

Lori Cunningham, Deputy Chair

Juliet Armstrong

Ian Newman

Lady Julia Spencer

Pete Donell

Stephanie Kogels

Carol Riddington

Rebecca Khanna

Paul Moore

Karen Donnelly

Senior Management Team

Stephen Hall
Chief Executive Officer

Vicki Partridge
Director of Operations

Zanna Finnerty
Director of the Makaton Language Programme

Roc Da Silva
Director of Finance and Services

Hannah Anderson
Director of Membership and Partnerships

Patrons

Dave Benson-Phillips
Children's Entertainer

Justin Fletcher MBE
Children's TV Presenter

Allan Johnston
Children's TV Producer

Tracy Upton MBE
Singing Hands

Suzanne Miell-Ingram MBE
Singing Hands

Registered Office
66 Lincoln's Inn Fields,
London, WC2A 3LH

Solicitors
Farrer and Co,
66 Lincoln's Inn Fields
London, WC2A 3LH

Auditor
Sayer Vincent LLP,
Invicta House,
108-114 Golden Lane,
London, EC1Y 0TL

Bankers
Lloyds plc, PO Box 1000, BX1 1LT

CAF Bank plc,
25 Kings Hill Avenue,
Kings Hill, West Malling,
ME19 4JQ

Santander, Bootle, L30 4GB

HSBC plc, 2 Victoria Road,
Farnborough, GU14 7HX

Hampshire Trust Bank,
PO Box 74003, London,
EC2P 2QR

Country of registration
England & Wales

Country of incorporation
United Kingdom

Makaton

The Makaton Charity

Suite 3, Unit 4.3, Frimley 4 Business Park, Frimley, Surrey, GU16 7SG
Tel: 01276 606760 • **Email:** help@makaton.org

makaton.org

Registered Charity number: 1119819 • Registered Company number: 06280108

THE MAKATON CHARITY

England & Wales - Charity number 1119819

Accounts

Makaton

Annual Report

2020/2021



The Makaton Charity
30 June 2021
Charity number: 1119819
Company number: 06280108

Welcome!

The Makaton Charity's Mission Statement

To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Our Vision

By 2025 to double the number of people we support, building a community of members, accessing innovative and life changing services.

Key achievements for 2020/2021

- The Makaton Tutor network delivered 3,000 online training workshops.
- Digitised and uploaded 45,000 assets to the Makaton Library.
- Launched Group Membership option for friends, families, and colleagues.
- Introduced our first workshop to directly train end users, Watch my Needs.
- Accredited 100+ organisations in the redesigned Makaton Friendly Partnership Programme.
- Generated 70,000 Free Members, 5,900 Trial Members, and 3,100 Paid Memberships.
- Members logged in 114,000 times, and downloaded 228,000 assets from the Library.
- Established Ambassador program, created 10 Ambassadors with 16 more in training.







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Chair and CEO's Report

Stephen Hall
Chief Executive



Rob Douglas CBE DL
Chair of Trustees



Overview of the year

As with many charities, 2021 has been a year of adaptation, living with the reality of Covid, and with the support of our staff, volunteers, and Tutor network, we are pleased to say that we have both secured our operation and progressed towards our long-term goals. The year saw us successfully pivot The Makaton Charity to an online model, securing over 80% of our normal training volumes and reaching a whole new audience. The digital approach has helped us to build a closer relationship with our stakeholders, with over 70,000 people now signed up and using the Charity's online resources. The Charity has traded at a small loss in the year but has maintained a strong cash balance and grown in important areas, expanding our provision, taking on a new and improved office and welcoming 4 new members of staff to the team. In a year where staying solvent feels like success, the Makaton team have excelled in driving the Charity towards its vision.

A big thank you to all who have helped

Every year there are many to thank, but this year seems especially important.

Firstly, we would like to thank all our Trustees who worked closely with the management team, often on a weekly basis, guiding and helping us to secure the support we needed to move the charity to a new post Covid model. Our staff team also adapted magnificently, moving seamlessly to meet the challenge of homeworking, creating an operating model which has been highly successful, and something we plan to continue, as we adopt a blended working approach moving forward.

But it's the Senior Tutors and Ambassadors for whom we have the greatest thanks, we asked a great deal of you all this year, commencing with a personal commitment to volunteer to help the Charity. With each person offering up to 200 hours of their time and expertise, we have created a pool of over 5,000 hours of support, without which we would never have had the resource and capacity to pivot the Charity and start to build the fantastic new services and provision that are starting to be rolled out. In recognition of this outstanding work, we have added a new section to the annual report, and we would encourage you to read some of the examples of the work undertaken, which will hopefully inspire even greater offers of help in the year to come.

Developing our new digital offer

Even though we've been through the depths of a Covid pandemic, our Charity team continues to move the digital agenda forward and expand our digital offer.

Late in 2020, we launched our standard membership offer, with over a thousand people signing up to become paid Founder Members, and we're well on the way to securing our initial target of 3,000 paid subscribers to the Charity. Each member can access a range of benefits from searching our library of Makaton signs and symbols, to monthly members-only webinars with top sector experts and Makaton users, an online chat forum and wide range of other free and member only resources.

We're pleased to confirm that in April, we completed ahead of schedule the upload of all our signs and symbols into our new Makaton Library, and we've been working hard to update the search and tag functionality, something we should be launching to members in late 2021. This will offer a direct search function across all 65,000 assets of signs, symbols, videos, and other resources.

The Makaton Friendly scheme has already proven a great success with Makaton Users up and down the UK. Sadly placed on hold during the Covid pandemic, we have now relaunched the service as the Makaton Friendly Partnership Programme. This new partnership offers a clear pathway for community organisations to link with local consultant Tutors, who can support them in engaging and using the Makaton Language Programme. A new interactive map enables members of the public to search and find Makaton Friendly places. In just two months, over 100 organisations have achieved the new Makaton Friendly Partner status, helping the Charity to create a truly local and accessible Makaton community.

What next for the Charity

Makaton is on an exciting journey, one that builds upon our shared strengths, harnessing innovation and partnership to expand our impact. Helping us to reach our goal of doubling the number of people accessing the Makaton Language Programme and building an interactive community of Users, Tutors and Supporters.

On the digital front, our aspiration continues apace, with the imminent launch of Premium Membership giving Makaton users the capability to search and download our complete catalogue of 50,000 signs, symbols, videos and learning resources.

In addition, work is underway to launch our new interactive Makachat Community Space. Here Members will be able to meet with Tutors and other Users, ask questions, share ideas, and help the Charity to prioritise new initiatives, something that we hope to expand into offline communities. The Charity is also working with partners to launch a new interactive App, as well as deploying a new online booking system, making it easier and faster to find, book and pay for our tutor networks provision.

But Makaton is not just working in the online space, we are also working to secure and expand our local Tutor support network, building even greater levels of provision close to areas where our users live and work. Our aim over the next couple of years is to increase the social impact of Makaton, improving our understanding of beneficiaries and doubling the size of our Tutor network. We aspire to introduce a new local training offer, working with our Tutors to enable organisations to embed the Makaton Language Programme within their inhouse training provision. Increasing support will improve access to those in greatest need of Makaton.

There is no doubt that 2021 has been a challenging year, but the team, our volunteers and wider Tutor network have risen to the challenge, with 2021/22 looking even more exciting as we really start to make a difference within our community.

"There is no doubt that 2021 has been a challenging year, but the team, our volunteers and wider Tutor network have risen to the challenge, with 2021/22 looking even more exciting as we really start to make a difference within our community."

About Makaton

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support society's needs and encourage the learning of Makaton, to achieve our vision 'by 2025 to double the number of people we support, building a community of members accessing innovative and life changing services'.

We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people.

Makaton is a language programme that uses signs, symbols and speech. These elements are what provide the multiple ways for someone to communicate. The use of signs can help people who have no speech or whose speech is unclear and using symbols can help people who have limited speech and those who cannot, or prefer not to sign. Makaton is proven to overcome the frustrations often caused by learning and communication difficulties.

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users. The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need. This sustainable approach ensures the maximum number of people can benefit from using Makaton.





"Makaton is proven to overcome the frustrations often caused by learning and communication difficulties"

Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.



Respect

We give everyone a voice

We value each other's contributions

We behave respectfully towards each other and encourage a sense of belonging

Collaboration

We work collaboratively to build effective solutions

We engage with others to share ideas and approaches

We create strong and successful working relationships

Excellence

We strive to improve lives

We put the Makaton Family at the heart of everything

We deliver outstanding service

Innovation

We think with no boundaries

We believe the seemingly impossible is possible

We are positive and lead the way

Integrity

We are fair and transparent in all that we do

We are responsible and accountable for our actions

We work with people who share our values

Our Growth

The Makaton Charity has a clear vision of where it wants to grow. By 2025, we aim to double the number of people we support, building a community of members, accessing innovative and life changing sevices. Here's how we intend to do that!

1. Grow Deeper

By building deeper relationships and knowledge of our customers, core users and wider stakeholders.

2. Grow Wider

By expanding our provision and horizons, supporting more users and people.

3. Grow Newer

By harnessing new technology to broaden our offer, making it more accessible.

4. Grow Stronger

By strengthening our resource base to better impact the lives of those with learning or communication difficulties.



1. Grow Deeper

1.1 Create and expand an innovative 'low cost, high value' User Membership scheme, offering simple, easy to access links to partner services, and a place for the community to meet and learn from each other.

1.2 Working with the Tutor Network, user members and wider stakeholder partners to improve and extend the Makaton provision.

1.3 Working with academic institutions, researchers and wider partners to develop a thriving and informative research and partnership programme.

1.4 Develop an alternative and sustainable funding approach, aimed at supporting new product/service innovation; together with the formation of a bursary to offer targeted regional and eLearning support to those who cannot afford to self-fund.

2. Grow Wider

2.1 Working with the Senior Tutor and Ambassador network to build a long-term innovative quality and capacity framework; one which will enhance sub-regional engagement, expand capacity at both senior and Tutor network levels and develop value.

2.2 Work with the wider Tutor and Membership network to identify and develop new areas of provision and market sectors.

2.3 Simplify and improve access and delivery of the revised Makaton training and wider train the trainer pedagogy.

2.4 Proactively develop and expand the adoption and use of Makaton within the UK and a wider International context, working with overseas partners to secure new and innovative partnerships and provision.

3. Grow Newer

3.1 Ensure the effective adoption of the digital transformation agenda; standardising and strengthening the language programme, together with the deployment of streamlined and value-adding workflows in all areas.

3.2 Alongside pedagogy specialists, develop, launch and expand the Makaton academy, creating a unique blend of regional, eLearning and CPD provision.

3.3 Develop and deploy a proactive marketing and eCommerce strategy, which drives membership and business growth, user engagement and raises awareness and voice of those with a communication difficulty.

3.4 Develop, deploy and expand Makaton print and eLibrary offer, securing the development of new online and printed materials.

4. Grow Stronger

4.1 Ensure the Charity has an effective and appropriate IT and Finance infrastructure.

4.2 Ensure the Charity is an empowering, supportive and dynamic place to work.

4.3 Develop, simplify and improve access and delivery of the revised Makaton training and wider train the trainer pedagogy.

4.4 Ensure the Charity secures appropriate long-term investment and working capital to fund new systems and technology.

4.5 Ensure the charity retains a responsive and effective governance model, which reflects best practice in the sector.

4.6 Together with the wider business, ensure a stable and growing financial model, retaining appropriate reserves and cashflow, delivering the planned business growth.

Digital Transformation

The Makaton Library

Over the past year we have digitised and uploaded a further 45,000 assets to The Makaton Library, the Library now holds some 50,000 assets which include every Makaton sign and symbol.

Membership

In 2021 we launched a new Group Membership option enabling up to four friends, family members, or colleagues to each enjoy the benefits of Standard Membership. This provides a more cost-effective pathway and allows individuals the opportunity to share the gift of Makaton with those for whom cost of membership may be a barrier to access. Around one third of our Memberships are Group Memberships.

Responding to feedback from the Makaton community we have developed, tested, and introduced a monthly direct debit payment for Standard Membership, enabling Members to spread the cost over a whole year. 15% of Members are now using this payment option.

Partnership Programme

Following a hiatus brought on by the Covid pandemic the Makaton Friendly programme, which helps local communities to support Makaton Users, has been thoroughly redesigned and relaunched.

The new Partnership Programme utilises our new digital tools and services to improve the level of support given to accredited organisations. In just two months the revised scheme has seen in excess of 100 organisations awarded Makaton Friendly status.

Online Training

This year we cemented the success of our new online training proposition.

Our 1,000 strong network of Tutors embraced the remote learning format to overcome the challenges of the pandemic, and delivered all Makaton training online over the last 12 months.

Overcoming major lockdowns and social restrictions we enabled 15,000 people to begin their Makaton journey with Level 1 training and empowered a further 6,000 to develop deeper Makaton skills with Level 3 and 4 training.

Reaching a wider audience

Not everyone who could benefit from Makaton knows about Makaton. To counter this, we have created and published a suite of new webpages, which focus on cause of need and demonstrate how Makaton may help those living with these difficulties.

Improving communications

We have introduced a new email communication platform which is fully integrated with our customer database. As a result, we have improved our compliance with data protection regulations and unlocked the potential of free Membership registrations. The new system is more efficient and effective, saving time and improving the quality of our communications with the Makaton community.

Cyber Security

We are undergoing Cyber Essentials certification to reduce the risk of common IT threats and undertaking an independent GDPR health-check to protect our users data.



Online Reach

Website

Since launching in August 2020 our new website has attracted over 350,000 Users who have visited the website 620,000 times and viewed more than 2.5 million web pages.

Google searches account for around 50% of the visits to our website. In launching a brand-new website, we suffered a short-term reduction in visitors while Google developed an understanding of our new web pages. Work has been undertaken to improve the way our website is 'optimised' for search engines with visitor levels improving and strong indications that we will surpass previous audience levels.

The way in which visitors interact with our website has also changed. Users previously visited an average of six pages when visiting our website, they now visit an average of 4.5 pages but spend the same time on our website at a fraction under three minutes. This indicates that visitors are finding what they want more quickly and spending more time reading our content.

Social Media

Despite the pressures involved in launching a new website, and a suite of new products, we continue to engage and support the Makaton community with a wide range of inspirational, practical, and newsworthy content.

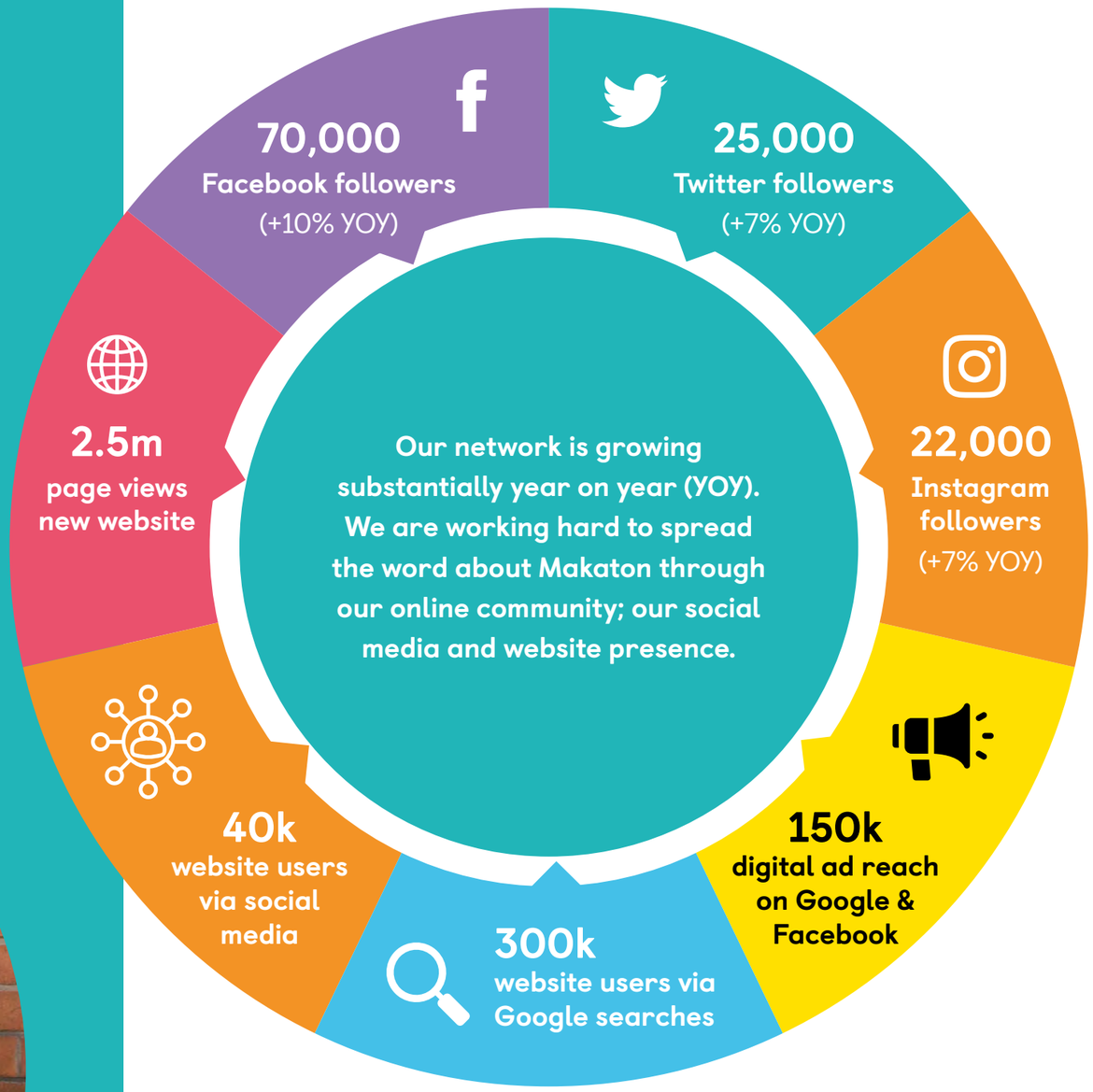
This year the number of people following our Facebook page has grown by almost 10% to exceed 70,000. Our Instagram and Twitter audiences have both increased by 7% to reach 22,000 followers and 25,000 followers respectively.

Email

Through a balanced, transparent, and fair process we have collected over 70,000 email addresses. Website visitors have signed up to gain access to free materials in The Makaton Library and take advantage of our free Membership trials.

With a new email system in place we will now go through the process of asking registered users to update their preferences so that we can improve the quality and relevance of our interactions with this exciting new audience.





Membership

Membership launched in August 2020

Membership gives subscribers enhanced access to The Makaton Library with 24/7 digital access to all the symbols and signs within the Core Vocabulary (Levels 1 – 4). With video tutorials, the support of our online community, Makachat, and the ability to download content for easy offline access, Membership is an essential partner for Makaton learners and practitioners.

Try before you buy

Everyone who attends training is offered a 30-day free trial for Membership while website visitors can choose to take a 7-day free trial before committing to purchase. To date over 6,000 people have benefited from a free trial supporting them on their journey and enabling them to access the resources they need for free.

Success

To date we have generated over 3,000 member subscriptions. In feedback, 95% of users have found the functionality enabling the searching for signs and symbols and the ability to download them as the most beneficial aspects of our membership.

Free Member Events

We are committed to providing our members maximum value, and as part of this commitment we are scheduling monthly events for our members, to provide support and put the principles of Makaton into practice.

All events are recorded and added to the Makaton Library for members to re-watch at a time of convenience. On average 30% of members have re-watched the recorded events with 25% of members attending live and feedback has been overwhelmingly positive:

"The presenters were brilliant, very engaging and informative. I genuinely think this is the best webinar I have been on (not just Makaton but all webinars!)."

"Great idea to include these webinars as part of membership. Good that they are recorded so they can be accessed later if the time doesn't suit."

"I am really enjoying my Membership! It is so useful to have all the signs and symbols just at my fingertips and I love that I can log on from my phone when I am out and about if I need to quickly check a sign – so handy!"

– Nikki, Makaton Member

"I have a hyperlink icon to the Makaton Library on the home screen of my phone so I can access the site immediately wherever I am. This is a huge help when Alfie needs a new sign on days out and for filling spur of the moment gaps in my signing vocabulary."

– Tiffanie, Makaton Member

What's next?

Premium Membership

With the completion of our mission to digitise every sign and symbol we are now in a position to offer an enhanced level of Membership, supporting users beyond the everyday situations covered in the Core Vocabulary and empowering communication across a broad range of scenarios and settings.

Premium Membership will be available toward the end of 2021, for a slightly higher subscription fee Premium Members will enjoy unlimited access to all 50,000 assets in The Makaton Library.

All new Makachat

Makachat is a key element of our Membership proposition. It is an online community platform designed to create a sense of belonging, a safe place to ask questions, share ideas, and provide members with expert online support from Makaton Tutors and Ambassadors.

Following an extensive market review we have identified an improved platform, which overcomes the current limitations, provides the service members want, and will enable us increase operational efficiency. Work is well underway to implement the new system which is expected to launch in January 2022.

"I have been really impressed with how easy it is to search for a word, and to quickly find a symbol, sign diagram and video of the word I need. The fact that I can open on any device and am not limited to one under a restricted licence is brilliant. I can look up a sign on any devices we have to hand at the time... Thanks Makaton Charity for developing such a fabulous resource." - Tiffanie Smith





Makaton Friendly

Exciting news!

Over the past 12 months we have been busy remodelling the Partnership Programme to ensure it supports everyone involved, and most importantly unites communities through communication!

How does it work?

Makaton Friendly accreditation rewards businesses and organisations who have achieved a consistent set of criteria relating to staff training and Makaton accessibility in their public areas.

In achieving and communicating their Makaton Friendly status these organisations help to drive positive change and inclusivity, creating a fairer and more tolerant society for all.

How Makaton Friendly benefits communities

In becoming Makaton Friendly, organisations help to increase the accessibility of their products and services to people living with learning and communication difficulties, who might otherwise struggle to access them. Makaton Friendly organisations are trained, and supported, to use Makaton symbols throughout their services and products, to use signing to welcome and help people with learning and communication needs, and to educate their staff on wider learning and communication disabilities.

Successful relaunch

We have relaunched Makaton Friendly and have our first Makaton Friendly City in Wales, congratulations to St Asaph!

All accredited businesses and organisations are listed and promoted on the Makaton Friendly map on our website. Type in 'St Asaph' to view the diverse range of businesses and organisations who have contributed to making St Asaph a Makaton Friendly City.

With over 100 companies and service providers already enjoying accreditation, and the cities of Canterbury and Chester hot on St Asaph's heels to achieve Makaton Friendly city status, we look forward to the programme gaining momentum over the coming year.



What's next?

Play to your strengths

The new Partnership Programme has been designed to follow our Vision for Growth. We have created a pathway for progress that enables partners to easily join the scheme and rewards them as they invest and progress, encouraging them to continually improve their ability to serve those living with learning and communication difficulties.

Rewarding effort

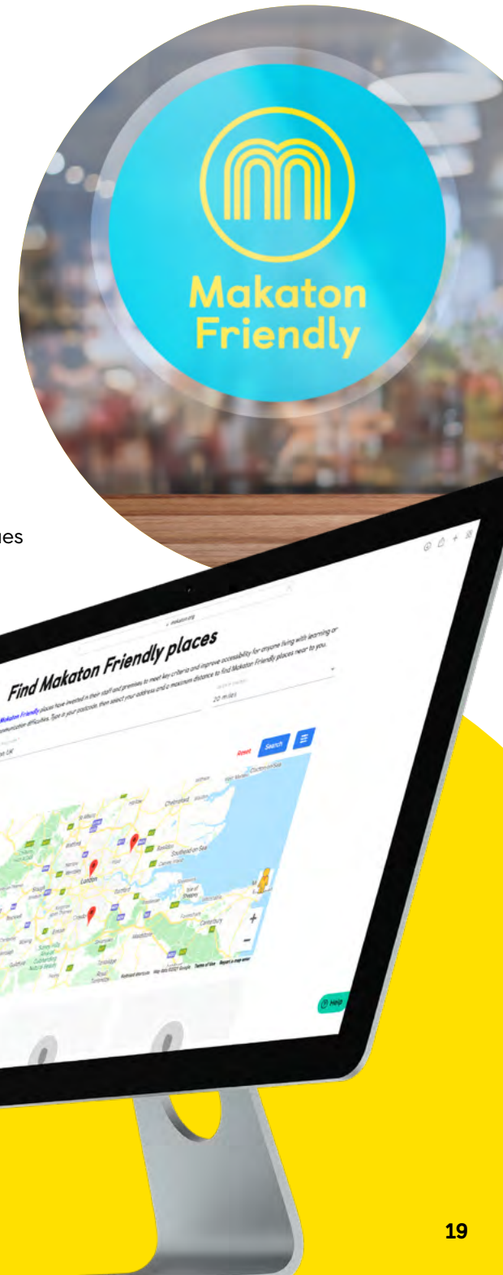
Bronze Level Accreditation supports our 'Grow Wider' strategy, making it easier for interested parties to achieve accredited status. Their staff still receive Makaton training, and premises must be welcoming and accessible to Makaton Users, but the investment of time and finance is minimised.

For more experienced partners Silver Level Accreditation recognises their enhanced signing skills and use of symbols throughout their premises.

Going for gold

This year will see the introduction of Gold Level Accreditation. Supporting our 'Grow Deeply' strategy this new level of recognition will reward those partners who are deeply committed to providing the highest levels of support to Makaton Users.

Gold Level Partners will have more staff, who are more able to assist our community. They will enjoy close and regular interaction with their Makaton Tutor and their own, in-house, Makaton Champion will provide day-to-day support for colleagues and members of the community.



Training

Locked down and logged in

Building on the success of our innovative online training solution, our 1,000 strong network of Tutors overcame the challenge of the Covid pandemic by delivering all training online, for the entire year.

Analysing the supply of workshop manuals, we estimate that around 16,000 participants attended Level 1 training, to commence their Makaton learning journey despite the restrictions relating to the pandemic.

This same analysis indicates a further 6,000 participants attended Level 3 and 4 online training, suggesting that around one third of people who begin training move on to study more advanced content.

The thought, care, and consideration that has gone into online training is evident in the positive feedback we have received. Participants have reported that the ability to see their own signing on screen has been highly beneficial.

To maximise the impact and effectiveness of online learning many Tutors have broken formerly day long courses into smaller 'bitesize' sessions. Participants have found the reduced impact on their schedules extremely beneficial and has made it easier for them to attend

Watch my Needs

Inspired by extensive research we have developed and launched this year, our first workshop which specifically trains the end user, the person with the need.

The Watch My Needs workshop is designed for adults who are beginning to experience difficulties with understanding and recall, after having good understanding, recall and use of language. It is for direct use with adults with memory difficulties, who should attend the workshop sessions with a supporter.

This workshop is the first of its kind as it focuses on the Makaton Core User at the centre of the programme, with the aims of promoting independence, gaining confidence in making choices and taking part in daily activities. There is no requirement for anyone attending this workshop to have any prior knowledge of Makaton.

"I was a little bit nervous about joining the Zoom workshop for the very first time because I wasn't sure how it would go but the Tutor welcomed me and made me feel at ease. It was easy to follow along with the Tutor, the session went by quickly, at just about the right pace. To anyone thinking of joining a workshop I would say, definitely do it. It is really really worth it. I enjoyed every minute of it."

– T Signing Helper

"The workshop was so valuable and really cemented my knowledge. I wish I had attended the workshop earlier and I now encourage friends who have just started using Makaton to go on the course as soon as they can."

– Marie P

What's next?

New training provision

The Makaton network supports faith-based communities to learn and deploy the language programme in local areas. Working with our partner 'Count Everyone In' we are pleased to confirm that a new Know and Grow provision will be launching in early 2022. This will provide Churches, Tutors and their communities with access to a broader inclusivity training package linked to the wider Know and Grow series.

The Frontline Services Workshop is designed for participants who work in fast paced environments. It provides an insight into the Makaton Language Programme, bespoke resources to help with quick and useful communication, plus signs and symbols that participants will find most useful in their settings. The workshop also aims to identify participants who can become Trainers within their departments and develop the use of Makaton to aid colleagues within their roles.

Nationwide support

There is a fantastic provision of Makaton training across the UK. With Tutors offering a broad spectrum of online and face-toface workshops participants, can expect to find suitable training within a reasonable distance and timeframe.

Hide and seek

Makaton Tutors offer a broad spectrum of online and face-to-face workshops across the UK and learners can expect to book suitable training within a reasonable distance and timeframe.

However, booking the training can sometimes pose a challenge for participants. Workshops are currently listed across a wide variety of websites and booking platforms. With no single point of reference listing every workshop in the country, participants must trawl the internet to find the best option for them and sometimes potential learners slip through the net.

One stop shop

To improve this situation, we will establish a new booking platform, making it easier for participants to book training and for Tutors to promote their workshops.

Hosted on The Makaton Charity website, and available for Tutors to use own their own independent websites, the new booking system will hold the details for all scheduled Makaton training across the country.

The system will help to streamline operations for The Makaton Charity, Tutors, and Trainers while ensuring that every planned workshop maximises its booking potential through the marketing and promotional activities the Charity undertakes.



Review:
Membership

Our Makaton Journey

I am Tiffanie, a primary school teacher and mum to Alfie, who has Down's syndrome.

I began our Makaton journey when Alfie was 10 months old, using the signs for 'more' and 'finished'. I carried on learning a sign or two a week from Mr Tumble on TV, Something Special magazine, and Singing Hands DVDs.

Alfie started primary school knowing over 300 Makaton signs, which then supported his developing speech as it still wasn't clear to all listeners. He has continued to use Makaton to learn new vocabulary, and if he is tired, he will sign rather than talk.

I completed Levels 1 -4 of the Makaton training within the last year and recently signed up as a Makaton Member.

Top 3 Membership Benefits?

- Quickly find signs, symbols, and videos
- Not restricted to one device
- Huge wealth of resources

Challenge

I have been really impressed with how easy it is to search for a word, and to quickly find a symbol, sign diagram and video of the word I need. The fact that I can open on any device and am not limited to one under a restricted licence is brilliant. I can look up a sign on any devices we have to hand at the time.

I have been able to add a quick hyperlink icon to the Makaton hub on the home screen of my phone so I can access the site immediately wherever I am.

This is a huge help when Alfie is needing a new sign on days out and for filling spur of the moment gaps in my signing vocabulary.

There is just such a huge wealth of resources to use, and I am excited to explore them all and share them with Alfie.

Thanks Makaton Charity for developing such a fabulous resource.

"Thanks Makaton Charity for developing such a fabulous resource."

– Tiffanie Smith



Case Study:

The best gift? A voice...

Listen with your eyes

I was born prematurely with a birth defect affecting my ability to learn to talk and autism which delayed my speech further. Makaton was my first language, and it still is.

Before the age of 7 I only communicated through photos, symbols, and signing. I had a voice, just not a verbal one, and it often went unheard.

Sometimes people didn't notice I had something to say. I wanted that connection all the other kids got.

Key Achievements

- Working through GCSE revision books
- Being accepted onto Makaton Tutor Training
- Qualifying as a Makaton Tutor
- Giving individuals a voice

Challenge

I volunteered in adult social care. I saw adults given drinks, clothes, and food, all with no choice. I asked "why?" and was met with blank faces or told "They can't choose".

They waited for breakfast when they could have been involved. I didn't like it. I held bottles of drink and let them touch, look, or point. And they did! They looked, pointed, touched, and smiled. They had opinions.

I remembered being overlooked as a kid. I knew what it was like to not have a voice, and I couldn't watch that continue.

I decided then to work in adult social care, helping individuals have a voice, an opinion, and a choice.

Solution

I worked for another company, and I was put on Makaton training. I realised, "this is what I want to do. It's why I'm here. This is my purpose."

I asked the Tutor how I could become a Tutor, she explained. Years passed, geography and my own epilepsy meant I couldn't do it, but then lockdown came, and I could try and reach my dream.

I redid all my courses, and I applied. I got in.

I worked hard every day. There was language I didn't understand because I never learnt it at school, so I worked through GCSE revision books late into the night.

Results

And I got my dream! I am now a Makaton Tutor! I cried for a day when I found out I'd passed! I'm a Makaton user but now I'm also a Makaton Tutor!

I want to raise awareness. I want to be part of the solution and help others. A voice is the best gift you can give someone. Everyone deserves a voice and deserves to be heard.



"As a child I had an earache and no way to express my pain other than bang my head on the wall and hope someone would look at it. 24 hours later when I got a runny nose I was taken to the doctors and my ear drum had burst."

– Xander Green

Case Study:

Makaton in Emergency Care

How to gain informed consent?

In medical practice, the first and most important rule of patient care is informed consent. Before any treatment or assessment takes place, the clinician must explain what will happen, verify understanding and seek consent from the service user.

The Ambulance Service have an on-call interpretation line to support persons who do not have English as a first language but there is no provision for communicating with people with learning and/or communication difficulties.

Key Achievements

- Highlighting the gap in service
- Proposal for the implementation of Makaton across an ambulance Trust
- Securing funding to realise the plan
- Qualifying as a Makaton Tutor
- Providing training to all frontline emergency staff

Challenge

In her work as a Paramedic Nikki meets a variety of ambulance service users, many of whom experience communication and/or learning difficulties or disabilities. She realised that pre-hospital emergency care services had no way of gaining informed consent from people with learning and/or communication difficulties – a whole demographic being unable to speak for themselves whilst having full capacity to make their own decisions.

Solution

Nikki wrote directly to the CEO of her Ambulance Service Trust, highlighting their gap in service and suggesting Makaton as a solution. She was delighted when he replied immediately and in full support of her ideas. Working with the Equality and Diversity lead for the Trust, Nikki created a business proposal for the implementation of Makaton across the Trust and secured funding to realise this dream.

Results

With sponsorship from her trust Nikki undertook the Makaton Tutor Training Course and qualified as a Makaton Tutor in July 2021.

The Makaton Language Program is unlimited and impartial – Nikki has successfully used Makaton signs and symbols to communicate with people who are deaf, elderly persons who are hard of hearing, patients with dementia and patients recovering from strokes – She has found that Makaton can be used in all kinds of environments.

Having an ambulance crew turn up is unnerving as it is, without the added anxiety of not being able to understand or communicate. Nikki has placed a whiteboard in the ambulance where she uses Makaton symbols to show a "now and next" format for what will happen – used in conjunction with signing and the healthcare cards she keeps on a lanyard, she has found that service users appear calmer and at ease with the situation due to these simple but effective communication aids.

Nikki is now tasked with providing training to all frontline emergency staff to enable them to provide a fully inclusive service to all demographics.



"With communication, dignity and respect being the foundations of pre-hospital care, it seems to me that the utilization of the Makaton communication program in pre-hospital care will enable so many people to speak for themselves where they have previously not had a voice."

– Nikki Harrison, Paramedic

Ambassadors

What is an Ambassador?

In August 2020, Makaton launched our Ambassador progamme with the announcement of our first ten Ambassadors, Makaton Tutors with specialised skillsets within The Makaton Language Programme and proven commitment within the Makaton community.

Each Ambassador has committed to donate 200 hours per year to support the expansion of Makaton Friendly communities, awareness, advocacy, and development of the Makaton Language Programme. They are trained by Senior Tutors to continue to maintain the quality of the programme.

Ambassadors support Senior Tutors to provide training for Tutors, support at Tutor Revision Sessions and promote and support the work of The Makaton Charity. They also support the Makachat online community within the membership area.

Case Study: Nic Pike – Life as an Ambassador

The role of a Makaton Ambassador enhances my work life in many ways. Meeting trainee tutors and supporting them to continue their Makaton journey has been wonderful and having undertaken further work and assessments to be able to deliver tutor training invites another exciting chapter in my own development. I really enjoy being part of smaller teams within the wider team, having been invited to be part of the Quality Assurance Team which oversees the many requests and projects that the Makaton Charity receives; and the Signing Team which looks at creating new assets for the language programme.

As Ambassadors, we are committed to a number of voluntary hours to undertake these pieces of work. This support allows the Makaton Charity to grow, develop and move forward. It gives me chances to grow as a practitioner with opportunities for sustained practise and continual professional development. Probably the most important of all, is the profound effect the growth of the charity will have on the beneficiaries of Makaton, the users themselves. With new and improved resources becoming available to result in better communication outcomes for all.



Amanda Glennon

Regional Makaton Tutor and founder of Inclusive Teaching Matters. Amanda's daughter is a Makaton user and fuels her desire to make the world a Makaton Friendly place.



Debbie Lakin

A freelance Makaton Tutor with a background in early years and Special Education, Debbie has a passion for making communication (particularly Makaton) accessible to all.



Andy McLoughlin

Andy uses Makaton in his work supporting adults with learning disabilities. Having witnessed the positive outcomes Makaton brings he is keen to change many more lives for the better.



Ami Coleman

An independent Speech and Language Therapist, Ami has been a Makaton Tutor since 2008. She is the founder of SLT Consultancy Amica and co-founded Swan Therapy Hub.



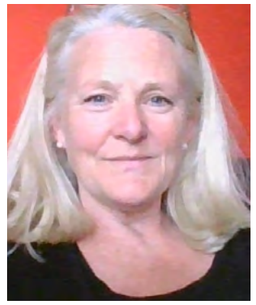
Becky George

A freelance Makaton Tutor with a focus on faith-based signing. Becky initiated the Makaton Blessing and founded Sensory Spectacle to help people living with sensory processing difficulties.



Nic Pike

Nic is a Makaton Tutor who has used Makaton for over 30 years in Residential Services and more recently as a parent. She has witnessed the diversity of lives Makaton can transform.



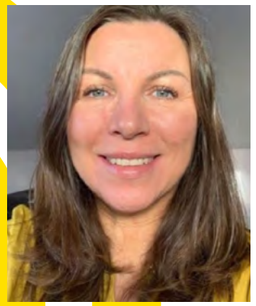
Helen Hayhoe

A Makaton Tutor with 40 years' experience in special education and learning support, Helen is now involved in research, writing, and teaching and supporting adults in the community.



Richard Fish

Richard has worked with young people at a residential, special educational needs school for 17 years. As a freelance Makaton Tutor he is passionate about giving people a voice.



Kerry Cawley

As a parent, Kerry has used Makaton at home for almost 20 years. She also uses Makaton in her role as a Portage Home Visitor, helping people to communicate with their family and others.



Peter Rooney

Peter is an independent Makaton Tutor supporting (mainly) adults with learning disabilities for 30 years. He uses Makaton with his son Billy and runs a signing choir in Newcastle.

Senior Tutors and Future Ambassadors

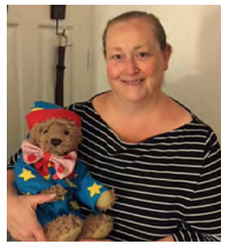
Senior Tutors

Senior Tutors are Makaton Tutors with specialised skillsets and experience, who have continually supported in teaching and maintaining the high quality of The Makaton Language programme. They attended up to two years of further training to maintain the Programme. This training involves further assessment and development of signing, symbol, translation and training skills as well as specific project work.

Senior Tutors provide training for Tutors, run Tutor Revision Sessions, and promote and support the work of The Makaton Charity.



Mike Harris



Tracy Clark



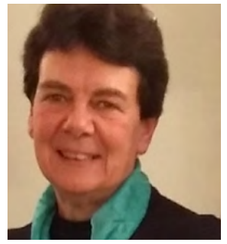
Julie Hawkins



Shelina Mitha



Ann-Marie Casely



Sarah Norman

Second cohort of Ambassadors

Libby Lumley Stafford
Lowri Roberts
Jemma Sagar
Laura Netley
Holly Cannon Taylor
Catriona Chisholm
Linda Ellis
Hannah Williams
Nuala McAlinden
Holly Rankin
Dawn Cooper
Kris Campbell
Prit Chouhan
Helene Elia
Karren Derrington
Sarah Laszlo

Trustee's Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 30 June 2021. Reference and administrative information set out on pages 33-38 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Loss for the year of £28,282 (2020 surplus of £117,101). Of that Loss there was a decrease in the restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources decreased by -6.05% this year, totalling £1,267,166 (2020: £1,358,840).

Most of the income was derived from delivery of the charitable activities and particularly in the workshop manual income. This increase was due to new revised workshop manuals, which were introduced in the year, together with an increase in unit sales due to increased participant numbers. The charity's income and trading activity has been impacted by the Covid pandemic, which has seen network training activity reduced by around 20%. This has been mitigated by a movement into an online Zoom training environment, together with the launch of new Membership and Business Training provision, with income now stabilising and recovering as the year progressed.

Expenditure

Total Expenditure during the year increased to £1,304,948 (2019: £1,241,739) or 5.09% in line with previous year. The major change in expenditure has been the continued digitalisation of the charity's operation, together with recruitment of some additional staffing resource. Following the adoption of the new IMIS system, the Charity has updated its cost allocation approach to better reflect its new and ongoing operating mode. This has resulted in a changed allocation of charitable cost when comparing to previous years allocation.

Reserves

Each year the Trustees review the purpose of any reserves the Charity holds and determines the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £230,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end of the year the balance on the Unrestricted Funds was £ 502,884 (2020: £527,698), some £272,884 above the minimum requirement. During the coming year, the Trustees shall be reviewing the development needs and strategic objectives of the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity held £14,570 in restricted reserves (2020: £18,038).

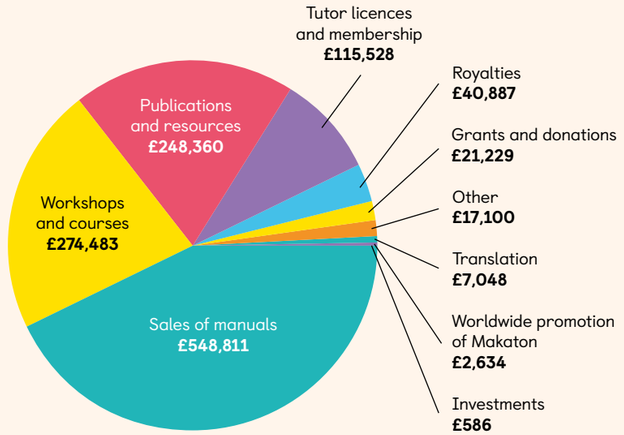
Fundraising Activities

During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice.

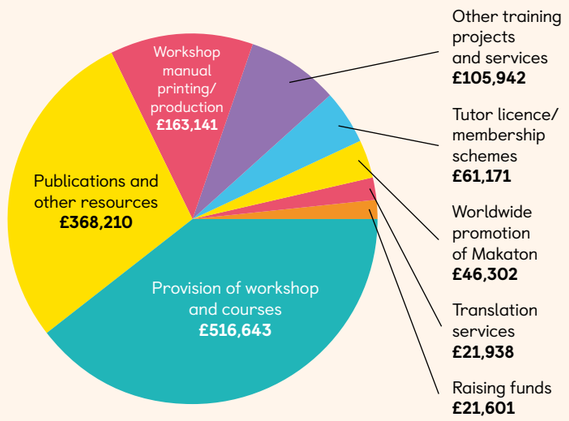
The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations.

Income **Total: £1,276,666**



Expenditure **Total £1,304,948**





Risk Management

The Trustees are responsible for managing the Charity's risk; the CEO has delegated authority to manage this process. Risks are managed through a risk matrix approach where likelihood and impact on the charity are assessed and graded. All risks that are identified are owned by a named senior manager with regular reports and updates provided to Trustees. The Trustees are satisfied that the major risks have been identified and processes for addressing them have been implemented. The Trustees have identified the following key risks to the Charity;

Managing Environmental Instability

The Charity generates over 90% of its operational income from its traditional social enterprise approach, following Brexit and the Covid pandemic the Charity has seen significant instability within this traditional market area, which has made the planning and investment landscape very challenging to navigate. To mitigate this risk, the Trustees approved a number of measures including the development of online training and the launch of the Charity's membership scheme, which together have started to better spread the Charity's income risk across a range of additional revenue streams.

Delivering a sustainable offer

The past twelve months have seen the Charity both rapidly deploy new digital systems and content, together with migrating from a traditional office base to a more hybrid operating model. Following the removal of the lockdown restrictions, the Charity Management and Trustee team have been working to identify a new optimum operating model, one that creates a sustainable rhythm for investment, innovation and the wider employment base. Trustees, working with the Senior Management have looked to introduce a new flexible working model, invested in new computer and cloud-based software technology and a new cutting-edge office resource, providing our team of staff and volunteers with the resources they need to develop and secure the Makaton Charity's future.

Ensuring Makaton meets the needs of its Users

During the past year the Charity has continued to work closely with our Senior Tutors, Ambassadors and national network of Tutors, launching during the year a range of new resources, webinars and support material. The challenge for the charity, both now and into the future, is how we create a more agile operational model, better able to listen, discern and understand the needs of our Users and stakeholders, while responding in a more effective, timely and viable manner. The Senior Management Team, working with the Trustees' support have started this journey, adopting a new team based Objective and Key Result (OKR) methodology to goal setting, together with the deployment of a more agile project management approach, enabling the charity to deploy a greater numbers of smaller projects, that test the water, growing our knowledge and understanding while developing our provision and service to our Users.

Trustee's Report

Structure / Governance

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007 and registered as a Charity on 25 June 2007. It has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 10. On June 30 2021 there were eight Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its future activities. The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and Objective and Key Result setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

Following a Governance review undertaken during the year the Board agreed a revision to its committee structure, introducing a Finance & Digital, Quality & Standards and People & Governance committee structure, where each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People and Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders and sexual orientation.

Impact of Environmental factors

In the period of March-June 2021, the Board supported by the Senior Management Team, continued to re-evaluate the Charity's business model, both in relation to the ongoing Covid pandemic and the impact of Brexit. Trustees have supported the team in their progress of digital transformation, which has seen the Charity recover over 80% of its pre Covid operational income levels. The pandemic continues to dampen demand for training, however we are seeing the evidence of recovery as people return to face-to-face activities. In the Summer of 2020, the Charity launched its online membership offer, with 70,000 people having registered as Free members by year end, and a further 1,500 taking out a new paid subscription with the Charity. This together with a significant growth in corporate training within the Schools, NHS and Charity sector has seen the development of a better spread in charitable income, something that should improve year on year. The impact of Brexit has been relatively limited, with mitigations put in place to ensure print and dispatch could be maintained, the primary issue faced by the charity has been the import and export of goods between the EU and Northern Island, however this is being resolved as the new custom rules bed in.

Trustees' commitment

All Trustees give their time voluntarily and receive no benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts.

The Charity provides induction and training to new Trustees. Training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three quarters of the Trustees consent to such reappointment. During the period, the Charity engaged the services of an external consultancy to undertake a full governance review, the findings of which showed the charity was in a strong position and fully compliant with Charity Commission codes of conduct. Following the release of the report Trustees, working with the Chief Executive are now developing a range of action plans to ensure that the Charity retains a best practice approach to governance.

Going concern

The Trustees have reviewed the Going Concern position and consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

While the Covid pandemic has resulted in some instability in income, the charity has successfully mitigated this by pivoting its training provision to online platforms, further deployment of the membership offer, and retained an additional £50k in new organisation based training provision. The Charity has retained a CAF loan facility and is working with CAF to extend the loan period, but at a reduced level for a further 12 months. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that outside of the Covid pandemic, that there are any other sources of estimation uncertainty, at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

Trustee's Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity's SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the 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 auditor is unaware
- 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 auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the Charity guarantee to contribute an amount not exceeding £1 to the assets of the Charity in the event of winding up. The Trustees are members of the Charity, but this entitles them only to voting rights. The Trustees have no beneficial interest in the Charity. The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies' regime. The Trustees Report has been approved by the Trustees on 8 December 2021 and signed on their behalf by the Chair, Rob Douglas CBE DL.



Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2021 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
- 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 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 Makaton Charity'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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. 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 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 trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual 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 charitable company and its 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 in relation to which 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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

Auditor's Report

Auditor's 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 an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 are set out below.

Capability of the audit in detecting irregularities

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

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - 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 related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

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 auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard
(Senior statutory auditor)

Date: 21 January 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor, Invicta House, 108-114 Golden Lane, London, EC1Y 0TL

Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2021

	Note	Unrestricted Funds £	Restricted Funds £	2021 Total £	Unrestricted Funds £	Restricted Funds £	2020 Total £
Income from:							
Grants and donations	2	11,729	9,500	**21,229**	32,109	43,415	75,524
Charitable activities							
Fees for workshops and courses		274,483	-	**274,483**	162,688	-	162,688
Sale of workshop manuals		548,811	-	**548,811**	546,687	-	546,687
Tutor Licences and memberships schemes		115,528	-	**115,528**	117,760	-	117,760
Sales of publications and other resources		248,360	-	**248,360**	335,042	-	335,042
Royalties for the use of Makaton worldwide		40,887	-	**40,887**	58,439	-	58,439
Worldwide promotion of Makaton		2,634	-	**2,634**	2,418	-	2,418
Translation services		7,048	-	**7,048**	43,935	-	43,935
Investments		586	-	**586**	910	-	910
Other		17,100	-	**17,100**	15,437	-	15,437
Total Income		1,267,166	9,500	**1,276,666**	1,315,425	43,415	1,358,840
Expenditure on:							
Raising funds		21,601	-	**21,601**	16,167	3,504	19,670
Charitable activities							
Provision of workshop and courses		505,300	11,343	**516,643**	339,561	24,827	364,387
Printing and production of workshop manuals		163,141	-	**163,141**	89,422	-	89,422
Tutor licence and memberships schemes		61,171	-	**61,171**	180,234	8,075	188,309
Other training projects and services		105,942	-	**105,942**	74,732	-	74,732
Publications and other resources		366,585	1,625	**368,210**	426,509	7,009	433,518
Worldwide promotion of Makaton		46,302	-	**46,302**	47,344	-	47,344
Translation services		21,938	-	**21,938**	24,356	-	24,356
Total expenditure	3	1,291,980	12,968	**1,304,948**	1,198,324	43,414	1,241,739
Net income (expenditure) and net movement in funds	4	(24,814)	(3,468)	**(28,282)**	117,101	-	117,101
Reconciliation of funds:							
Total funds brought forward		527,698	18,038	**545,736**	410,597	18,038	428,635
Total funds carried forward		502,884	14,570	**517,454**	527,698	18,038	545,736

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movement in funds are disclosed in note 17 to the financial statements.

Balance Sheet

As at 30 June 2021

Company number: 06280108

	Note	£	2021 £	£	2020 £
Fixed assets:					
Intangible assets	9		**26,599**		29,374
Tangible assets	10		**132,313**		84,258
			158,912		113,632
Current assets:					
Stock	11	**29,630**		20,634	
Debtors	12	**136,729**		129,199	
Cash at bank and in hand		**604,281**		611,931	
		770,640		761,764	
Liabilities:					
Creditors: amounts falling due within one year	13	**(412,098)**		(279,660)	
Net current assets			**358,542**		482,104
Total assets less current liabilities			**517,454**		595,736
Creditors: amounts falling due after one year	15		**-**		(50,000)
Total net assets			**517,454**		545,736
The funds of the charity:	16				
Restricted funds			**14,570**		18,038
Unrestricted income funds:					
Designated funds	158,912			113,632	
General funds	343,972			414,066	
Total unrestricted funds			**502,884**		527,698
Total charity funds			**517,454**		545,736

Approved by the trustees on 8th December 2021 and signed on their behalf by

Ian Newman
Treasurer

Statement of Cashflows

For the year ended 30 June 2021

	Note	£	2021 £	£	2020 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	18		**75,543**		275,082
Cash flows from investing activities:					
Interest from investments		**586**		910	
Purchase of fixed assets (tangible and intangible)		**(83,779)**		(56,830)	
Net cash provided by / (used in) investing activities			**(83,193)**		(55,920)
Change in cash and cash equivalents in the year			**(7,650)**		219,162
Cash and cash equivalents at the beginning of the year			**611,931**		392,769
Cash and cash equivalents at the end of the year			**604,281**		611,931

Financial Notes

Notes to the financial statements for the year ended 30 June 2021

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is Westmead House, Farnborough, Hampshire GU14 7LP.

b) Basis of preparation

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

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. While the Covid pandemic initially resulted in a significant reduction in income, the charity has successfully mitigated this by pivoting its provision to an online, Zoom based environment, together with launching a new membership offer. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made.

e) Income

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

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

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

Grants for the purchase of fixed assets are credited to restricted incoming resources when receivable. Depreciation of fixed assets purchased with such grants is charged against the restricted fund.

Where a fixed asset is donated to the Charity for its own use, it is treated as an unrestricted

Financial Notes

donation and the asset is capitalised and written off over its estimated useful life.

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support costs. Expenditure also includes attributable VAT which cannot be recovered.
- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Goverance costs are re-allocated based on charitable activities income.

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
  10% on cost p.a. from the month following publication
- **General publications**
  10% on cost p.a. from the month following publication
- **Database resources**
  20% on cost p.a. from the month following publication
- **Training courses**
  20% on costs p.a. from the month following completion of the course preparation

Where funding has been received for development work, the funding and subsequent expenditure is shown in the restricted income fund. When completed, the product generates income for the general fund.

The amortisation for that asset is charged to the general fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- **Computers and related equipment**
  33% of cost p.a.
- **Accounting Software**
  20% of cost p.a.
- **Website and online dictionary**
  20% of cost p.a.
- **Office furnishings**
  20% of cost p.a.

n) Stocks

Stocks are stated at the lower of cost and net realisable value. In general, average cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has

Financial Notes

a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Donations:						
Gift Aid & Other income	11,729	-	**11,729**	32,109	-	32,109
Grants:						
SantandarDiscovery Grant	-	-	**-**	-	8,075	8,075
National Lottery Community Fund-Growing Up and Womens Health Resources	-	9,500	**9,500**	-	-	-
Bailey Thomas	-	-	**-**	-	35,340	35,340
	11,729	9,500	**21,229**	32,109	43,415	75,524

3a. Analysis of expenditure (current year)

	Charitable activities											2021 Total	2020 Total
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs			
Staff costs (Note 5)	3,189	56,322	27,661	5,933	13,878	31,771	9,476	3,526	58,790	423,163		**633,709**	645,802
Other direct costs	1,506	37,657	10,544	4,519	7,531	27,113	3,013	1,506	15,063	177,740		**286,192**	324,524
Amortisation/depreciation	145	3,625	7,606	435	725	4,221	290	145	1,450	17,109		**35,751**	23,383
Audit	-	-	-	-	-	-	-	-	16,558	-		**16,558**	11,628
Irrecoverable VAT	70	1,759	493	211	352	1,266	141	70	704	8,302		**13,368**	15,940
Office costs	1,347	33,668	9,427	4,040	6,734	24,241	2,693	1,347	13,467	158,911		**255,875**	172,698
Professional fees	-	-	-	-	-	3,399	-	-	9,930	37,158		**50,487**	27,186
Other costs	-	-	-	-	-	-	-	-	-	13,008		**13,008**	20,578
	6,257	133,031	55,731	15,138	29,220	92,011	15,613	6,594	115,962	835,391		**1,304,948**	1,241,739
Support costs	13,474	336,852	94,318	40,422	67,370	242,533	26,948	13,474	-	(835,391)		**-**	-
Governance costs	1,870	46,760	13,092	5,611	9,352	33,666	3,741	1,870	(115,962)	-		**-**	-
Total expenditure 2021	**21,601**	**516,643**	**163,141**	**61,171**	**105,942**	**368,210**	**46,302**	**21,938**	**-**	**-**		**1,304,948**	
Total expenditure 2020	19,671	364,388	89,422	188,309	74,732	433,518	47,344	24,356	-	-			1,241,739

Financial Notes

3a. Analysis of expenditure (prior year)

	Charitable activities													
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	Governance costs	Support costs	2020 Total
Staff costs (Note 5)	3,631	53,954	25,120	51,822	20,048	52,290	16,622	7,146	39,504	375,665	645,803
Other direct costs	7,204	81,874	3,079	236	181	231,363	586	-	-	-	324,524
Amortisation/depreciation	57	1,495	5,564	902	361	9,056	199	114	380	5,255	23,383
Audit	-	-	-	-	-	-	-	-	11,628	-	11,628
Irrecoverable VAT	231	2,625	99	8	6	7,417	19	-	0	5,536	15,940
Office costs	982	25,782	6,384	15,551	6,220	15,224	3,438	1,964	6,548	90,605	172,698
Professional fees	-	59	-	-	-	900	-	-	-	26,227	27,186
Other costs	-	-	-	-	-	-	-	-	-	20,578	20,578
	12,105	165,789	40,246	68,519	26,816	316,250	20,864	9,224	58,060	523,866	1,241,739
Support costs	6,811	178,784	44,270	107,838	43,135	105,568	23,838	13,622	-	(523,866)	-
Governance costs	754	19,815	4,906	11,952	4,781	11,700	2,642	1,510	(58,060)	-	-
Total expenditure 2020	**19,670**	**364,388**	**89,422**	**188,309**	**74,732**	**433,518**	**47,344**	**24,356**	**-**	**-**	**1,241,739**

4. Net expenditure for the year

This is stated after charging:

	2021 £	2020 £
Depreciation and amortisation	**35,751**	23,383
Loss on disposal of fixed assets	**-**	-
Operating lease rentals:		
Property	**54,886**	40,614
Other	**-**	3,027
Loan interest	**-**	-
Auditor's remuneration (excluding VAT)		
Audit	**11,750**	11,500

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	**544,151**	515,171
Non-payrolled members of staff	**40,230**	65,264
Social security costs	**57,247**	47,587
Employer's contribution to defined contribution pension schemes	**20,036**	17,780
	661,664	645,802

£27,594 was capitalised for The Makaton Friendly Renewal process- staff cost (2020: £0)

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The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2021 No.	2020 No.
£60,000 - £69,999	1	1

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £300,841 (2020: £269,123).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £159 (2020: £159) incurred by 2 (2020: 2) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2021 No.	2020 No.
Training (workshops, Manuals, memberships etc)	5	5
Publications and other resources	2	2
Support	9	7
Governance	1	1
	17	15

7. Related party transactions

Other than those referred to in note 5 there are no related party transactions to disclose for 2021 (2020: none).

8. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	Total £
Cost					
At the start of the year	49,153	656,625	132,475	170,643	**1,008,896**
Additions in year	-	-	-	5,427	**5,427**
Disposals in year/write offs	-	-	-	(86,054)	**(86,054)**
At the end of the year	49,153	656,625	132,475	90,016	**928,269**
Amortisation					
At the start of the year	49,153	655,014	132,475	142,880	**979,522**
Charge for the year	-	1,611	-	6,591	**8,202**
Eliminated on disposal/write off	-	-	-	(86,054)	**(86,054)**
At the end of the year	49,153	656,625	132,475	63,417	**901,670**
Net book value					
At the end of the year	**-**	**-**	**-**	**26,599**	**26,599**
At the start of the year	-	1,611	-	27,763	29,374

Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	Total £
Cost				
At the start of the year	37,780	139,006	39,658	**216,444**
Additions in year	-	70,222	8,130	**78,352**
Disposals in year	-	(78,726)	(10,610)	**(89,336)**
Transfer between categories		-		**-**
At the end of the year	37,780	130,502	37,178	**205,460**
Depreciation				
At the start of the year	27,504	78,729	25,953	**132,186**
Charge for the year	2,740	16,570	8,239	**27,549**
Eliminated on disposal	-	(78,726)	(7,862)	**(86,588)**
At the end of the year	30,244	16,573	26,330	**73,147**
Net book value				
At the end of the year	**7,536**	**113,929**	**10,848**	**132,313**
At the start of the year	10,276	60,277	13,705	84,258

11. Stocks

	2021 £	2020 £
Raw materials	**9,626**	1,383
Finished goods	**20,004**	19,251
	29,630	20,634

12. Debtors

	2021 £	2020 £
Trade debtors	**52,920**	34,255
Other debtors	**23,254**	23,801
Prepayments	**60,555**	71,143
	136,729	129,199

13. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	**43,290**	97,832
Taxation and social security	**33,707**	6,886
Other creditors	**210**	-
Accruals	**87,000**	77,355
Deferred income (note 14)	**247,891**	97,587
	412,098	279,660

14. Deferred income

Deferred income comprises income for services to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2021 Total £	2020 Total £
Balance at the beginning of the year	83,997	11,130	2,460	**97,587**	96,736
Amount released to income in the year	(125,699)	(277,461)	(2,504)	**(405,664)**	294,216
Amount deferred in the year	248,888	306,460	620	**555,968**	(293,365)
Balance at the end of the year	207,186	40,129	576	**247,891**	97,587

15. Creditors: amounts falling due after one year

	2021 £	2020 £
BounceBack loan	**-**	50,000
	-	50,000

The Bounce-back Government backed loan of £50,000 (2020: £50,000) was interest free over one year and repaid within the year.

Financial Notes

16a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	26,599	-	**26,599**
Tangible fixed assets	-	132,313	-	**132,313**
Net current assets	14,570	-	343,972	**358,542**
Net assets at the end of the year	14,570	158,912	343,972	**517,454**

16b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unestricted £	Total funds £
Intangible fixed assets	-	29,374	-	**29,374**
Tangible fixed assets	-	84,258	-	**84,258**
Net current assets	18,038	-	414,066	**432,104**
Net assets at the end of the year	18,038	113,632	414,066	**545,736**

17a. Movements in funds (current year)

	At 1 July 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2021 £
Restricted funds:					
Makaton overseas fund	2,301	-	-	-	**2,301**
Makaton online introduction fund	11,343	-	(11,343)	-	**-**
Filming Fund	2,769	-	-	-	**2,769**
Big Potential - Revenue Grant	1,625	-	(1,625)	-	**-**
Bailey Thomas	-	-	-	-	**-**
National Lottery Community Fund-Growing Up and Womens Health Resources	-	9,500	-	-	**9,500**
Total restricted funds:	18,038	9,500	(12,968)	-	**14,570**
Unrestricted funds:					
Designated funds:					
Intangible assets	29,374	-	(8,202)	5,427	**26,599**
Tangible fixed assets	84,258	-	(27,549)	75,604	**132,313**
Total designated funds	113,632	-	(35,751)	81,031	**158,912**
General funds	414,066	1,267,166	(1,256,229)	(81,031)	**343,972**
Total unrestricted funds:	527,698	1,267,166	(1,291,980)	-	**502,884**
Total funds:	545,736	1,276,666	(1,304,948)	-	**517,454**

Financial Notes

17b. Movements in funds (prior year)

	At 1 July 2019 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2020 £
Restricted funds:					
Makaton overseas fund	2,301	-	-	-	**2,301**
Makaton online introduction fund	11,343	-	-	-	**11,343**
Filming Fund	2,769	-	-	-	**2,769**
Big Potential - Revenue Grant	1,625	35,340	(35,340)	-	**1,625**
Santandar Discovery Grant	-	8,075	(8,075)	-	**-**
Total restricted funds:	18,038	43,415	(43,415)	-	**18,038**
Unrestricted funds:					
Designated funds:					
Intangible assets	37,652	-	(13,368)	5,090	**29,374**
Tangible fixed assets	42,533	-	(10,015)	51,740	**84,258**
Total designated funds	80,185	-	(23,383)	56,830	**113,632**
General funds	330,412	1,315,425	(1,174,941)	(56,830)	**414,066**
Total unrestricted funds:	410,597	1,315,425	(1,198,324)	-	**527,698**
Total funds:	428,635	1,358,840	(1,241,739)	-	**545,736**

Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Makaton Online Introduction Fund	Funds were raised including £11,088 from Morrisons Foundation to cover the cost of production of a free to participate introduction to Makaton course.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Big Potential	This represented the remaining sum not drawn down from Big Potential from a grant awarded in 2016 to enable a partner organisation to create a sales and marketing strategy for the Charity. This has been repaid and final reports submitted to the donor.
Santander Discovery Grant	This represented 2 free to attend Makaton taster sessions which lasted 2 hours with a capacity of up to 20 people. The grant funded this training.
Bailey Thomas Grant	A grant to help create an enhanced post of Director of Digital Resources.
Reach Fund	A Grant to help pay for consultancy costs for Grant and loan applications
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.

Financial Notes

18. Reconciliation of net income to net cash flow from operating activities

	2021 £	2020 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	**(28,282)**	117,101
Investment income	**(586)**	(910)
Depreciation and amortisation charges	**35,751**	23,383
Loss on disposal of tangible assets	**2,748**	-
(Increase)/decrease in stocks	**(8,996)**	830
Decrease/(increase) in debtors	**(7,530)**	52,274
Decrease/(increase) in creditors	**82,438**	82,404
Net cash provided by operating activities	**75,543**	275,082

19. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2021 £	2020 £	**2021 £**	2020 £
Less than one year	**-**	54,500	**1,468**	2,936
	-	54,500	**1,468**	2,936

A new lease was signed for office space on the 13 July 2021 with a break date of July 2023 and annual rental of £45,000.

20. Post balance sheet events

A £50 000 drawdown Loan was agreed and signed from CAF until October 2023. This has a non-utilisation fee of 2% and interest on the capital amount drawn down and outstanding shall be charged at the rate of 6.5% per annum.

21. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



Contact Us

Head Office

The Makaton Charity
Suite 3, Unit 4.3
Frimley 4 Business Park
Frimley, Surrey, GU16 7SG
Telephone: 01276 606760
Email: help@makaton.org
Website: www.makaton.org

Directors and Trustees

Rob Douglas CBD DL, Chair

Juliet Armstrong

Lori Cunningham

Stephanie Kogels

Ian Newman

Lady Julia Spencer

Pete Donell

Carol Riddington

Senior Management Team

Stephen Hall
Chief Executive Officer

Vicki Partridge
Director of Operations

Zanna Finnerty
Director of the Makaton Language Programme

Roc De Silva
Director of Finance and Services

Hannah Anderson
Associate Director of Membership and Partnerships

Patrons

Dave Benson-Phillips
Children's Entertainer

Justin Fletcher MBE
Children's TV Presenter

Allan Johnston
Children's TV Producer

Tracy Upton
Singing Hands

Suzanne Miellingram
Singing Hands

Registered Office
66 Lincoln's Inn Fields,
London, WC2A 3LH

Solicitors
Farrer and Co,
66 Lincoln's Inn Fields
London, WC2A 3LH

Auditor
Sayer Vincent LLP,
Invicta House,
108-114 Golden Lane,
London, EC1Y 0TL

Bankers
Lloyds plc, PO Box 1000, BX1 1LT

CAF Bank plc,
25 Kings Hill Avenue,
Kings Hill, West Malling,
ME19 4JQ

Santander, Bootle, L30 4GB

HSBC plc, 2 Victoria Road,
Farnborough, GU14 7HX

Hampshire Trust Bank,
PO Box 74003, London,
EC2P 2QR

Country of registration
England & Wales

Country of incorporation
United Kingdom

Makaton

The Makaton Charity

Suite 3, Unit 4.3, Frimley 4 Business Park, Frimley, Surrey, GU16 7SG
Tel: 01276 606760 • **Email:** info@makaton.org

www.makaton.org

Registered Charity number: 1119819 • Registered Company number: 06280108